

NOTE

This is an unofficial non-binding GRS translation of extracts of the ARPP press release relating to the launch of Recommendation Communication Publicitaire Numérique V5, in force 1st January, 2022. Its purpose is to explain the changes that have been made in this Recommendation and to announce it. The original press release link is immediately below:

<https://www.arpp.org/actualite/actualisation-recommandation-arpp-communication-publicitaire-numerique-v-5/>

And the Recommendation itself, in French, is the link below.

<https://www.arpp.org/nous-consulter/regles/regles-de-deontologie/recommandation-communication-publicitaire-numerique/>

A translation of the Recommendation is available on the Wikiregs website .

A new recommendation comes into force on 1st January 2022

After more than a year of discussions, the industry professionals who are members of the ARPP - brand companies, creative agencies, media agencies and media platforms - have developed the Recommendation along the following lines

1. A new structure making it easier to navigate: merging some files and deleting others, as well as providing direct access to the 'applications list' appended to the ARPP Recommendation.

2. Confirmation of respect for ethical rules linked to today's societal issues by introducing a paragraph reminding of the need to abide by the ARPP Recommendations on [Portrayal and Respect of People](#) (EN) and [Children](#) (EN) but also the ARPP Recommendations for [Sustainable Development](#) (EN) and [Eating Behaviors](#) (EN). Thus, the rules that the ARPP promulgates, in particular across the applications list, are incorporated.

3. The battle against advertising that carries connotations of some kind of conspiracy. Noting the themes that appear through the post-transmission reviews that the ARPP carries out, in particular via the artificial intelligence tool INVENIO, the ARPP wished to introduce a new paragraph in the section Respect for Fair, Truthful, Honest Advertising, specifying that:

- Advertising including conspiratorial content based on a supposed intent of the State, or of a professional body, or of the media, to wish to conceal a situation is to be avoided (for example, messages of the type "*the solution that the doctors try to conceal* ", "*the investment that the State is hiding from you ...* ").
- It is forbidden to represent a person, nor refer to him/ her, without his/ her prior authorisation, including by means of 'video d'infox' (deepfake), whether in private or public space, in particular in order to endorse a statement or an advertising communication.

4. Respect for the user experience and their stress-free browsing: industry professionals will refrain from using overlapping, pop-up formats (FR: formats recouvrants, surgissants).

The following provision is added "the sound of videos in autoplay (playing without a positive action from the user) must not be enabled by default (for example for videos triggered within a standard 'display' banner on a web page, say *display video in-banner*)".

FR: La disposition selon laquelle « *le son des vidéos en autoplay (lecture automatique sans action positive de l'utilisateur) ne doit pas être activé par défaut (par exemple pour les créations vidéo déclenchées au sein d'une bannière display standard sur une page Web, dites display video in-banner)* » est ajoutée.

5. A modernisation of concepts: From new lists on emerging practices: digital audio, or branded content "*brand content*" are introduced in particular to meet requirements for identification of advertising.

Abandonment of obsolete or overly futuristic techniques such as *advergames*, gamification or virtual universes, which will however remain covered by the Recommendation's general principles.

6. The accountability of influencers, now regarded as professionals in their own right, in the event that the advertising nature of the influencer 's message is established, all of the ethical provisions of the ARPP should also be applied by all the related stakeholders (brands, their representatives, influencers, etc.).

In that context, one of the solutions to enable content creators to engage responsibly is the creation of a [Responsible Influence Certificate](#) (FR) launched in September 2021 and intended specifically for influencers.

The opinion of the Joint Advertising Council (CPP - Conseil Paritaire de la Publicité)

Consulted upstream about the process of reassessing the rules relating to digital advertising communication. The CPP, having undertaken reviews, on September 3, 2021 adopted [an opinion](#) (FR) in which it recommended:

1. At the level of the framework of the Recommendation, the CPP noted an approach that can be complex in practice. The CPP suggested that the framework could be structured differently while retaining the central idea and, where appropriate, renaming the interpretation grid using the notion of 'practical applications' or an equivalent.

2. At the level of the central idea of the Recommendation, the CPP recommends:

- to develop it in order to be more engaged with, and re-focused on, societal issues;
- to reprise the issues relating to sustainable development and eating behaviour;
- In the aspects relating to fairness and truthfulness, the CPP enlarges the point by incorporating rules aimed at combating advertising that includes 'conspiratorial' content;
- Finally, the CPP fully endorses the desire of industry professionals to extend the rules on stress-free navigation in order to improve the user experience, particularly in applications.

3. With regard to the 'interpretation grid' rules, the CPP noted a redundancy of some rules and accordingly deleted some applications.

4. With regard to the communication of influencers and brands: the CPP carried out several reviews with industry professionals, which aided the clarification of the role of an influencer and so differentiate it from consumer opinions in particular. The CPP notes that the rule protects consumers but that it must be widely disseminated.

5. On the use of the French language:

- The CPP invites and encourages professionals to consider the advisability of retaining the title in its current version, which includes the English term '*digital*' instead of its French equivalent 'numérique'.
- The CPP recommends routinely ensuring that all English terms present in the titles and body of the Recommendation are accompanied by their French equivalent.

The [Recommendation " Digital Advertising Communication" v5](#) (FR) which was adopted by the Board of Directors of the ARPP October 6, 2021, comes into force on 1st January 2022. It will be the subject of a widely disseminated educational communication.

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