

Full title of law or regulation	The ICC Advertising and Marketing Communications Code 2018 <a href="https://cms.iccwbo.org/content/uploads/sites/3/2018/09/icc-advertising-and-marketing-communications-code-int.pdf">https://cms.iccwbo.org/content/uploads/sites/3/2018/09/icc-advertising-and-marketing-communications-code-int.pdf</a>
Title of relevant section	Various; see entries. This paper extracts the clauses related to Pricing from the ICC Code linked above
	Art. 5 (in part) from General Provisions: Truthfulness
Truthfulness	Marketing communications should not contain any statement, claim or audio or visual treatment which, directly or by implication, omission, ambiguity or exaggeration, is likely to mislead the consumer, in particular, but not exclusively, with regard to: <ul style="list-style-type: none"> <li>– the value of the product and the total price to be paid by the consumer;</li> </ul>
	Art. 10 (in part) from General Provisions: Use of “free” and “guarantee”
Use of ‘free’	The term “free”, e.g. “free gift” or “free offer”, should be used only <ul style="list-style-type: none"> <li>– where the offer involves no obligation whatsoever; or</li> <li>– where the only obligation is to pay the delivery costs which should not exceed the cost estimated to be incurred by the marketer, or</li> </ul> in conjunction with the purchase of another product, provided the price of that product has not been increased to cover all or part of the cost of the offer.
	Art. 18.4 (in part) from General Provisions: Children and Teens
Children and teens	<ul style="list-style-type: none"> <li>– Prices should not be presented in such a way as to lead children and teens to an unrealistic perception of the cost or value of the product, for example by minimising them.</li> <li>– Marketing communications should not imply that the product being promoted is immediately within the reach of every family budget.</li> <li>– Marketing communications which invite children and teens to contact the marketer should encourage them to obtain the permission of a parent or other appropriate adult if any cost, including that of a communication, is involved</li> </ul>
	From Chapter A: Sales Promotions
Sales Promotions	Art. A2: Terms of the offer <ul style="list-style-type: none"> <li>– Sales promotions should be so devised as to enable the consumer to identify the terms of the offer easily and clearly, including any limitations.</li> <li>– Care should be taken not to exaggerate the value of the promotional item or to obscure or conceal the price of the main product.</li> </ul> Art. A6 (in part): presentation <ul style="list-style-type: none"> <li>– Promotions claiming to support a charitable cause should not exaggerate the contribution derived from the campaign; before purchasing the promoted product consumers should be informed of how much of the price will be set aside for the cause.</li> </ul>
	From Chapter C of ICC Code: Direct Marketing
Direct	Art. C14: Prices and Credit Terms <ul style="list-style-type: none"> <li>– Any information needed by the consumer to understand the cost, interest and terms of any other form of credit should be provided, either in the offer or when the credit</li> </ul>

---

is offered.

- Whether payment for the offer is on an immediate sale or instalment basis, the price and terms of payment should be clearly stated in the offer, together with the nature of any additional charges (such as postage, handling, taxes, etc.) and, whenever possible, the amount of such charges.
- In the case of sales by instalment, the credit terms, including the amount of any deposit or payment on account, the number, amount and periodicity of such instalments and the total price compared with the immediate selling price, if any, should be clearly shown in the offer.
- Unless the duration of the offer and the price are clearly stated in the offer, prices should be maintained for a reasonable period of time.

---

In the context of Telemarketing (Art. C21.1 in part):

---

Telemarketing

Where a sale agreement is claimed to have been concluded, the consumer should be fully aware of the essential points of the contract. These include, as a minimum:

- the price of the product, including any additional costs (e.g. delivery and/or handling charges and any tax which the consumer may have to pay);

---

Relevant from Chapter C, ICC Code: Advertising and Marketing Communications Using Digital Interactive Media

---

Digital Interactive media

Art. C4 (in part): Clarity of the offer and conditions:

- Software or other technical devices should not be used to conceal or obscure any material factor, e.g. price and other sales conditions, likely to influence consumers' decisions. Before making any commitment the consumer should be able to easily access the information needed to understand the exact nature of the product, as well as the purchase price, shipping and other costs of purchase
-