

Full title of law or regulation	This document collects the Decrees that apply to the regulation of Sales Promotions in Italy.
Title of relevant section	Various; see below
Prize competitions and operations	<p><u>D.P.R. (Presidential Decree) No. 430 of 26 October 2001</u> on 'Regulations concerning the comprehensive revision of standards governing contests, reward-based loyalty programmes and local draws pursuant to article 19 (4) of Law 449/1997 of 27 December'. The Decree regulates both prize competitions and prize operations, the two types of sales promotions with prizes that are permitted in Italy. Prize Contests (<i>concorsi a premio</i>) are awarded on the basis of chance (raffle) or special skill; Prize Operations (<i>Operazioni a premio</i>) concern the provision of prizes to each and every purchaser of a product. Prior notification to the Ministry of Economic Development (via Prima online at www.impresa.gov.it) is required. The Ministry provides details on prize contests and prize operations.</p> <p>http://www.normattiva.it/uri-res/N2Ls?urn:nir:stato:decreto.del.presidente.della.repubblica:2001-10-26;430!vig=2014-10-10</p>
Promotion administration	<p><u>Ministry of Economic Development Decree of 5th July 2010</u> (published in OJ n. 172/2010 July 26). Amended the rules in DPR 430/2001 regulating the formal communication of the start of a prize promotion; in particular companies planning to launch a prize contest must notify the Ministry and provide send all the relevant documentation at least 15 days prior to the start of the contest.</p> <p>http://www.sviluppoeconomico.gov.it/images/stories/Dip_Internazionalizzazione/NormativaInternazionalizzazione/Decretointerdirigenziale5luglio2010</p>
Pyramid schemes	<p><u>Law No. 173/2005 of 17th August</u> (OJ n. 204 09/02/2005). Door-to-door sale and consumer protection from pyramid selling schemes. Pyramid selling schemes are prohibited (Art. 5) and Article 6 lists the circumstances where such schemes are deemed to be in place.</p> <p>http://www.normattiva.it/uri-res/N2Ls?urn:nir:stato:legge:2005-08-17;173!vig=</p>
Discounting	<p><u>Law Decree No. 1/2012 of 24th January</u> (OJ No. 19 of 24/01/2012). 'Urgent provisions for competition, infrastructure development and competitiveness.' Includes rules on discounts by newsagents (Art. 11) and in the sale of pharmaceuticals (Art. 39)</p> <p>http://www.normattiva.it/uri-res/N2Ls?urn:nir:stato:decreto.legge:2012-01-24;1!vig=</p>
Sales	<p><u>Legislative Decree No. 114/1998 of 31st March</u> (OJ No.95 of 24/04/1998) Reform of the law regulating the commercial sector, in accordance with Article 4 (4) of Law 59/1997. Regulates the holding of sales events; under Art. 15 (4) retailers can hold promotional sales for all or selected products and for limited periods. Article 14 confirms that product prices must be provided in a clear and legible manner to consumers via the use of a price tag or similar.</p> <p>http://www.normattiva.it/uri-res/N2Ls?urn:nir:stato:decreto.legislativo:1998-03-31;114!vig=</p>
Below cost sales	<p><u>DPR (Presidential Decree) No. 218/2001 of 6th April</u> (OJ n. 134 of 12/06/2001). Regulations on below cost sales, in accordance with Article 15 (8) of LD 114/1998. Outlines the conditions under which below cost sales are permitted (Art. 1)</p> <p>http://www.normattiva.it/uri-res/N2Ls?urn:nir:stato:decreto.del.presidente.della.repubblica:2001-04-06;218!vig=</p>
Antitrust	<p><u>Law No. 287/1990 of 10th October, Competition and Fair Trading Act</u> (OJ n. 240 of 13/10/1990). Contains specific antitrust rules that regulate pricing practices. Loss leading practices are generally permitted. However, under Art. 3 such practices will be regarded as illegal if the company in question holds a dominant position in the market and is selling</p>

products below production cost.

<http://www.normattiva.it/uri-res/N2Ls?urn:nir:stato:legge:1990-10-10;287!vig=>

Consumer Code

Consumer Code LD 206/2005 implements the Unfair Commercial Practices Directive [2005/29/EC](http://www.normattiva.it/uri-res/N2Ls?urn:nir:stato:legge:1990-10-10;287!vig=). Sales promotions fall within the scope of the Directive: commercial practices such as combined or tied offers, discounts, price reductions, promotional sales, commercial lotteries, competitions, and vouchers are regulated by its provisions, which have been transposed into the Consumer Code

<http://www.normattiva.it/uri-res/N2Ls?urn:nir:stato:decreto.legislativo:2005-09-06;206!vig=>

AGCM translation [here](#)
