

Charts from GALA webinar 7 December 2023

Following are the charts on India Children's rules
from Kanu Priya of Kan & Krishme India.

The full webinar deck and commentary can be found in our International section

India Children's rules Chart 1 of 2

India

Guidelines for Prevention of Misleading Advertisements and Endorsements for Misleading Advertisements, prohibit ads that:

- Encourage dangerous behaviour, exploit children's inexperience or loyalty, create unrealistic expectations, or condone practices detrimental to their health or mental wellbeing.
- Ridicule or make children feel inferior for not purchasing the advertised goods or services.
- Mislead children about product size, characteristics, or performance
- Promote negative body image or suggest superiority over natural or traditional foods.
- Promotes junk foods during children's programmes or on channels exclusively for children.

India Children's rules Chart 2 of 2

India

- **Digital Personal Data Protection Act 2023** prohibits organisations from undertaking tracking or behavioural monitoring of children or targeted advertising directed at children.

