

Full title of law or regulation	Advertising Code for Alcoholic Beverages 2014 (<i>Reclamecode voor alcoholhoudende dranken - RVA</i>). Contained within the Dutch Advertising Code: https://www.reclamecode.nl/bijlagen/SRCNRCENboekjesep17.pdf
Title of relevant section	Article 21; Minors - events
Clauses	<p>Advertising for alcoholic beverages of in any form whatsoever may not reach an audience comprised for more than twenty-five percent (25%) of minors. The reach is determined over a representative measurement period that is determined based on the specific circumstances of the case (including the location, the medium, the impact and the proportionality) and using reach figures that are as objective as possible. The standard for determining the reach of advertising communications is the reach survey generally accepted in the market or, if this is unavailable, other sound and representative proof.</p> <p>The visitor figures apply as the standard for the reach of events. The burden of proof in respect of the reach is borne by the advertiser, who must base such proof on viewer or listener figures generally accepted in the market or other sound and representative proof.</p> <p>For websites and their pages, the user profile must be made plausible. Article 21 does not apply to advertising communications that are part of the regular street scene or to incidental situations that cannot be influenced by the advertiser. The regular street scene is understood to include all situations that can be reasonably expected in the street scene and that are also permitted pursuant to this Code, for example lightboxes depicting the brands sold or on tap on the building fronts of bars and/ or restaurants, and advertising on bus shelters.</p> <p>Incidental situations are situations of a one-off nature, for example a Sinterklaas parade in part of a city centre or village, but also, for example, a situation in which a promotional team is moving from one catering establishment to another without actively advertising and accidentally encounters a group of minors.</p> <p>Explanation Article 21</p> <p>More in particular, communications that are part of the regular street scene include, but are not limited to, communications in which the brand name and/ or logo is depicted on items such as coasters, tap handles, parasols, flags, bartender clothing and/ or banners that may reasonably be expected at a point of sale or mobile tap during events or fairs for the purpose of identifying the product and brand.</p>