

NOTE

May 2022 the media authority CVDM (Commissariaat voor de Media) published rules relating to Influencer behaviour, effective July 1, 2022. This is a non-binding translation of the rules that are published on their website:

<https://www.cvdm.nl/toestemmingen/video-uploader-registreren/onder-toezicht-wat-nu>

Under supervision, what now?

Do you meet the criteria set by the Media Authority? Then you must comply with the Media Act and the associated policy rules.

Below is a summary of the rules to which you must adhere. More information can be found on this site, in the policy rules and in the Media Act.

1. Register with the Media Authority:

Register with the Media Authority within two weeks of the entry into force of the 2022 Qualification Policy Rules for CMOAs. In specific terms, this means that you must have registered no later than 15 July 2022. You can register via the video uploaders registration form in our E-counter.

[Go to the video uploader registration form in the E-counter](#)

2. Join the Advertising Code Foundation

If you advertise, you are legally obliged to join the Advertising Code Foundation. You can register via the website of the [Advertising Code Foundation](#)

3. Register with NICAM

Based on the information you provide, NICAM will determine whether or not you are obliged to join. More information about NICAM and how to register can be found on the [Uploader - NL web page \(nicam.nl\)](#) on the NICAM website.

4. Follow the rules

Rule 1 - Be clear about advertising

Advertising

- Make sure advertising is recognisable.
- Surreptitious advertising is prohibited.
- It is prohibited to use subliminal techniques in your video.
- Advertising of medical procedures is prohibited.

Sponsorship

- Make sure sponsorship is recognizable.
- At the beginning or end of the video, by whom the video is sponsored
- Sponsorship of videos consisting of news, current affairs or political information is prohibited.
- Specific solicitations that encourage the purchase or rental of products or services from sponsors are prohibited.

Product Placement

- Make sure product placement is recognisable.
- Specific promotions that encourage the purchase or rental of products or services are prohibited.
- Don't let the product get undue attention in the video.
- Mention product placement at the beginning and end of the video.

- Product placement is prohibited in videos consisting of news and current affairs programmes, consumer affairs programmes, ecclesiastical or spiritual programmes, and programmes specifically intended for children under the age of 12.

Rule 2 - Consider minors

Protect children from harmful content and follow the rules set by NICAM.

Rule 3 - Make it known who you are

Clearly state who you are and your contact details on your account
Also clearly state on your account that you are supervised by the Media Authority.

Rule 4 - Retention obligation

Save your videos for at least two weeks after publishing.

When videos have to comply with the rules

From the moment you meet the established criteria, your videos must comply with the rules. Videos from before July 1, 2022 or before you met the criteria, don't have to be retroactively adjusted to comply with the rules.

Proceed to: [do the registration check](#)

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