

NOTE

Explanation of article 2, Dutch Advertising Code General Section A  
[https://www.reclamecode.nl/wp-content/uploads/2018/10/SRCNRCENboekje\\_oktober2017.pdf](https://www.reclamecode.nl/wp-content/uploads/2018/10/SRCNRCENboekje_oktober2017.pdf)

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This article includes, among other things, the provisions of the [AVMS Directive](#) which require that advertising must not offend human dignity and that advertising may not contain or promote any type of discrimination based on gender/ sex, racial or ethnic origin, nationality, religion or belief, disability, age or sexual orientation (see Art. 9 (1c) (I & ii) AVMSD)

Added July 2023: The provisions of the said directive that advertising may not encourage behaviour harmful to health or safety or that is grossly prejudicial to the protection of the environment also fall under this article. (Translation taken from the original EN version of the Directive).

The criteria of 'good taste and decency' should be assessed according to current social views as to whether the communication exceeds permissible limits, also taking into account the manner in which it has been published and the effect that it has on the public as a result. A communication published in such a way that the public cannot avoid being confronted with it will be deemed to exceed permissible limits earlier than communications published in other ways. In this respect, the frequency with which the communication is seen and the situation of the communication must also be considered. See example adjudications [here](#)

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