

Full title of law or regulation	The guidance below is extracted from www.checksrc.nl and www.checkdereclamecode.nl , specifically http://www.checksrc.nl/check/informatieverplichtingen/checklist/ on Information Obligations
Title of relevant section	COLUMN 4: Medium; applies to special provisions based on channel or product. These rules stem from the special advertising codes within the DAC: https://www.reclamecode.nl/bijlagen/SRCNRCEngelsmei2017.pdf
Media	<p><u>Direct Mail</u>: Make sure the advertiser is easily identifiable and truly accessible to the recipient. The name and address of the advertiser must be stated in the offer; it is not sufficient to just state the PO Box number (Art. 2 - Letter Box Advertising, Door-To-Door Sampling and Direct Response Advertising Code)</p> <p>Consult the statutory information and additional information requirements for an invitation to purchase.</p> <p><u>Unaddressed print advertising</u>: Make sure the advertiser/ sender identifies himself so that he is readily accessible to the recipient. Stating the name, address, and place of residence – in unaddressed advertising material and in free local papers (in this case – stating the name and address of the publisher). Reference to a PO Box number alone is not sufficient. (Art. 1.2 Code for the Distribution of Unaddressed Printed Advertisements - VOR). Consult the statutory information and additional information requirements for an invitation to purchase.</p> <p>In certain circumstances, in addition to the sender, the distributor can also be held responsible for a violation of the Code for the Distribution of Unaddressed Printed Advertisements (Art. 6.3 VOR)</p> <p><u>Email</u>: The advertiser (if using their own client database) or the database owner (the party they are receiving the e-mail addresses from) must be identified; stating at least their name, postal address and contact details. It is permitted to refer to this information via an active link (Art. 2.2 Email Code)</p> <p>The database owner or the advertiser must include his or her label (brand and/ or company name) in the 'From field'. Furthermore, the data owner should mention a working reply address in the "Reply To" field – where a response will be received (Art. 2.3 Email Code)</p> <p>Consult the statutory information and additional information requirements for an invitation to purchase.</p> <p><u>Social Media</u>: If applicable, reference the fact that the distributor receives a fee. Follow provisions in Article 3 of the Social Media Advertising Code. If messages or other statements on social media are used and / or edited to promote/ advertise a product, service or activity, this must be made clear (see Art. 4 Social Media Code)</p> <p><u>Telemarketing</u>: When using the phone with a view to concluding a distance contract with a consumer, the advertiser shall, at the beginning of the conversation, disclose his identity and, where applicable, the identity of the person on whose behalf he makes that call, and the commercial purpose of the call (Art. 8.4s DAC/ NRC). There must be no misunderstanding about the fact that it is a telemarketing conversation with a commercial, ideal or charitable purpose (Art. 4 (1&2) Telemarketing Code). Do the Telemarketing Check – to see the other requirements.</p>