

NOTE

SRC Checker service. Information requirements in advertising
<http://www.checksrc.nl/check/informatieverplichtingen/>

What information do you need to provide?

The law sets out the necessary information. This can include general information such as the advertiser's name and telephone number. However, in many cases, the advertising will be subject to compulsory information requirements, and must provide that. This applies in the following situations:

- If the advertisement contains an invitation to purchase
- Following the implementation of the Consumer Rights Directive [2011/83/EU](#) on 13th June 2014, even more information is required if the invitation to purchase relates to websites on which items can be purchased or telemarketing (i.e. distance sales) or when it comes to advertising combined with street selling and door-to-door selling (i.e. off-premises sales)
- It is important to distinguish between a 'normal' advertisement and one with the possibility of purchase, and pay close attention as to whether this purchase relates to a website or other form of remote/ distance purchase (e.g. via telephone/sales).

It depends on the advertising as to which information requirements apply to it. The required information in this checklist is therefore shown in four 'columns'. First, match the advertisement to the relevant column. Each link below is to a document that shows the required information for each column:

1. The first column applies to advertisements/ expressions that do not mention product and price, or just a product without price:
<http://www.g-regs.com/downloads/NLGenSRCCheckCol1.pdf>
2. The second column applies to non-digital ads in which an offer for a product is priced (i.e. so will apply to printed ads such as flyers which contain an invitation to purchase):
<http://www.g-regs.com/downloads/NLGenSRCCheckCol2.pdf>
3. The third column applies to digital ads/ offers (such as online shops) where one can order the product offered via the internet or by phone:
<http://www.g-regs.com/downloads/NLGenSRCCheckCol3.pdf>
4. The fourth column applies to special provisions based on channel or product. These rules stem from the special advertising codes:
<http://www.g-regs.com/downloads/NLGenSRCCheckCol4b.pdf>

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