

Full title of law or regulation

Check SRC: <http://www.checksrc.nl/check/>

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Title of relevant section

Good Taste and Decency

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Question and Answer Check:

1. Could the expression be considered to be needlessly hurtful/ offensive?

**YES:** Advertising may not be unnecessarily offensive. Consider, for example, mocking a religion or specific population. The assessment of whether an expression is unnecessarily hurtful takes place on the basis of subjective standards. Due to the subjective nature of the test, the Advertising Code Committee is always reluctant to make a judgement on the expression/ advertising in question (on which the compliant has been made)

**NO:** Good

2. Does the expression arouse feelings of fear or superstition?

**YES:** Adjust accordingly. The more realistic the violence, the greater the chance that the limits of permissibility have been exceeded, especially if there are shocking effects. If the advertising is clearly humorous and/ or absurdist, the limits are somewhat less quickly exceeded. For more information, see the [checklist good taste and decency](#)

**NO:** Good

3. In the case of a TV commercial, check the time of broadcast, as the advertising may not be suitable to be watched by children.

**YES:** That is good – as the time of broadcast can play a part in assessing whether or not an ad is in violation of good taste and decency.

**NO:** If possible, take into account the broadcast time of advertisements that are unsuitable for children: commercials broadcast before 20:00 must not use images that may be shocking (frightening, or explicitly sexual) or otherwise harmful to a child. See below for more detail.

4. Would anyone be offended by the language?

**YES:** the use of bad words and other words that are generally considered inappropriate, may in some circumstances contravene the Dutch advertising code. Avoid cursing and foul language. The time of broadcast and the images shown will also play a role.

**NO:** Good. Take a bow

5. Were animals used in the advert in a disrespectful way?

**YES:** The use of animals in advertising is generally permitted provided respect is shown. Try to avoid realistically depicted situations where the animal is a victim of a particular act, regardless of whether this act actually takes place and regardless of whether the advertising is humorous

**NO:** Keep in mind that when using animals that are not shown in their normal situation/ environment, there may be complaints (e.g. animal welfare organisations)

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Taste and Decency Checklist

DO':

1. Keep in mind the audience reached by the expression
2. Make sure that confidence / trust in advertising is not impaired or put at risk
3. Note the broadcast time if the advertising may not be suitable for children
4. Keep in mind sensitivities that can lead to unnecessary offence

DON'T:

1. Create unnecessary harm
  2. Arouse feelings of fear or superstition without justification
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3. Make ads for a small target audience, when the advertising coverage and reach is wide.

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