

NOTE: AC Resolution and Court decision re gender bias

A First Instance Court of Alicante ([ES](#)) ruled, on 3rd March 1992, that El Corte Inglés Toys Catalogue was contrary to Article 3 of Advertising General Law [34/1988](#), for distinguishing between articles aimed at girls, such as dolls and household utensils, and toys for boys, all relating to the outside world and professions).

In similar terms, Autocontrol Jury (009/R/January 2015. Resolution of 22 January 2015 of the Second Section of the Jury) upheld a complaint against El Corte Inglés stating that its toys' catalogue was contrary to Art. 10 of Autocontrol's General Code of Advertising Practice; 1st Instance Decision (by 2nd Section of AC Jury) [here](#) (In Spanish); Appeal by Corte Inglés was dismissed by Plenary Session [here](#) (In Spanish), though the AEFJ Toy Code was not applied in this case since El Corte Inglés is not a company adhered to the Code

Art. 10 Gen Code of Advertising Practice: Discriminatory advertising: Advertising shall avoid endorsing discrimination based upon race, nationality, religion, sex or sexual orientation. Advertising shall respect human dignity. Particularly, avoid advertisement that can be vexatious or discriminatory to women

In the Toy catalogue for Corte Ingles Christmas campaign – the pages featured different promotional offers for toys. Boys were depicted playing with remote controlled cars, whilst girls were pictured using baby strollers, dolls and their accessories and designer toy bags and jewellery, and manicure kits, adornments for the hair, spa kits. There was a clear differentiation between two blocks of toys: one dedicated to showing toys for boys and another that identified those aimed at girls.

The decision also referenced jurisprudence of the 1st Instance decision of the Court of Alicante 1992

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