

Full title of law or regulation	Confianza Online Ethical Code https://www.confianzaonline.es/documentos/Ethical_Code.pdf
Title of relevant section	Title I: Definitions and Scope; Article 1(p)
Clause	<p>Advertising: any communication made by an individual or legal entity, public or private, when carrying out a commercial, craft, or professional activity with the aim of promoting, directly or indirectly, the procurement of personal or real estate property, services, rights, and obligations or with the aim of promoting certain attitudes or behaviors.</p> <p>The following will not be considered advertising for the purposes of this Code:</p> <ul style="list-style-type: none">- Information allowing direct access to the activity of a business, organization, or person, and, in particular, the domain name or email address.- Commercial communications relating to the goods, services, or image of the company, organization, or person carried out independently, and, in particular, when these are made without economic consideration.- Editorial content of websites, defined as all that which is not aimed at the promotion, either direct or indirect, of procuring goods, services, rights, or obligations. <p>This Code does not apply to institutional or political advertising. For these purposes, the term institutional advertising will be understood as laid out in Article 2 of Law No. 29/2005 of 29 December on Institutional Advertising and Communications¹.</p>

¹ <http://www.boe.es/buscar/doc.php?id=BOE-A-2005-21524>