

NOTE: Case related to Article 3 of the Law 34/1988 of 11th November, General Advertising

For example, a First Instance Court of Alicante ([ES](#))¹ ruled, on 3rd March 1992, that El Corte Ingles' Toys Catalogue was contrary to Article 3 of Advertising General Law ([34/1988](#))², for distinguishing between articles aimed at girls (like dolls and household utensils and kitchen) and toys for boys (all relating to the outside world and professions).

Article 3 Advertising General Law extract: a) Advertising that violates the dignity of the person or violates the values and rights enshrined in the Constitution, particularly those referred to in Articles 14, 18 and 20(4) 1. Included in the previous provision are advertisements that portray women in a degrading or discriminatory manner, either by specifically and directly using their bodies or parts thereof as mere objects unrelated to the product being promoted, or their image associated with stereotyped behaviours which violate the basis of our legal system while contributing to generate the sort of violence referred to in Organic Law 1/2004 of 28 December 2004 on comprehensive protection measures against gender-based violence.

¹ <http://www.gregsregs.com/downloads/SPChildrenDecision1stInstanceAlicante3.03.1992.pdf>

² http://www.g-regs.com/downloads/SPGenAdvertisingLaw34_1988.pdf