

NOTE: The use of testimonials in Spanish advertising; addition to AC Code of Practice article 19  
<https://www.autocontrol.es/wp-content/uploads/2016/02/code-of-advertising-practice-autocontrol.pdf>

---

The basic principle is that recommendations or testimonials included in advertising must be truthful. This principle of truth not only requires that the content of the testimonials used in the advertising is true, but also applies with regards to the person giving the testimonial.

The party must not be connected to the advertiser or act as his or her spokesperson. The advertiser must be able to prove the truth of the testimonial and is allowed to use it only with the written permission of those giving it.

In addition - if such testimonials transmit objective and verifiable claims on objective and verifiable characteristics of the product (or competitors' products), the advertiser shall be able to prove the veracity and accuracy of the objective message transmitted through the testimonial.

In Spain, there are no general legal provisions with regard to testimonials used in advertising, except in the legislation related to health products and advertising directed at children (AEFJ Toy Code:

<http://www.gregsregs.com/downloads/SPMinorsToyCode2015.pdf> (EN); VI; Art. 20 (A-E)

And PAOS Code: <http://www.gregsregs.com/downloads/SPMinorsPAOSCode2012EN.pdf> (EN) A.7; Articles 14, 15)