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RECOGNITION OF MARKETING COMMUNICATIONS

Background

Other sections of the Code contain product-specific or audience-specific rules that are intended to protect consumers from misleading marketing communications. For example, the Charity-linked Promotions and Children sections of the Code contain rules that apply, as well as the general rules, to marketing communications that fall under those sections.

Rules

2.1 Marketing communications must be obviously identifiable as such.

2.2 Unsolicited e-mail marketing communications must be obviously identifiable as marketing communications without the need to open them (see rule 10.6).

2.3 Marketing communications must not falsely claim or imply that the marketer is acting as a consumer or for purposes outside its trade, business, craft or profession; marketing communications must make clear their commercial intent, if that is not apparent from the context*. (This rule reflects a prohibited practice from Schedule 20 of the DMCCA. See note in Section 3 for more details).

2.4 Marketers and publishers must make clear that advertorials are marketing communications; for example, by heading them "advertisement feature"*. (This rule reflects a prohibited practice from Schedule 20 of the DMCCA. See note in Section 3 for more details).