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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).