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19, 2020 the Argentine
Executive declared the
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the COVID pandemic.

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been many new laws

and regulations

affecting mainly

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and has also served as

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the Gowling WLG ad
law team podcast. I'm
Jason Stephens and, in
this first podcast, I'll be
taking you through the
basics of advertising
regulation in the UK.
Advertising is ever
present in our lives.

Introduction To Advertising Law - Media, Telecoms, IT

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Advertising and Marketing Law refers to

the body of laws

related to the means

and methods of

communicating Law A

information about a

product or service to

the public. Obviously,

effective marketing is

key to the success of

any business, but all

businesses also have a

legal obligation to

ensure that any claims

or representations they

make in their

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advertising claims are truthful, not deceptive, or in some other way violate the law.

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problems involving the
complex legal issues
affecting advertisers
and marketers.

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Every country treats
advertising law issues
in different ways. There

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is a wide variety of
international
advertising standards
and laws. In most
countries, for example,
comparative
advertising is frowned
upon or is downright
unlawful. Advertising
Compliance Service's™
International
Advertising Tab
regularly reviews this
key, and emerging,
area. 10.

Ten Things to Do So

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the UK.

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False advertising
investigations or
enforcement actions by
governments, and false

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advertising litigation

spawned by consumer
plaintiffs or

competitors can dog
those who fail to

message with care.

The federal
government's primary

watchdog regarding
false advertising is the

Federal Trade

Commission (FTC).

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Claims Lurk in the
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anti-corruption and
whistleblower
protection law, Sapin II,
aligns France with
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corruption standards.

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FCPA and UK Bribery
Act laws, Sapin II
defines regulations to
prevent and detect
bribery and corruption
through increased
corporate transparency
...

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On June 29, 2020, the
Chongqing
Administration for
Market Regulation

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issued a “Negative List of Advertising Activities” (“the Negative List”), which lists 257 types of advertising violations, covering 23 categories of commodities such as foodstuffs, pharmaceuticals, real estate, education and training, and internet finance on outdoor billboards, internet, and other forms of media.

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Amanda Sexton is the founder of FocusWorks Marketing in Denville, an agency that uses the power of digital marketing to grow brands and businesses. Amanda is also the current Marketing Chair of ...

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