

# ICC ADVERTISING AND MARKETING COMMUNICATIONS CODE

Building  
consumer trust  
through responsible  
marketing



# THE INTERNATIONAL CHAMBER OF COMMERCE

ICC is the world's largest business organisation with a global reach to over 6 million members in more than 100 countries. We work to promote international trade, responsible business conduct and a global approach to regulation by combining our global influence with our unique expertise in policy, standard setting activities and global services. Our members include many of the world's largest companies, SMEs, business associations and local chambers of commerce.

In December 2016, ICC became the first business organisation to be admitted as an Observer at the UN General Assembly.

**We make business work for everyone, every day, everywhere.**

## THE ICC CODE FOR MARKETING AND ADVERTISING

The ICC Code has, since its first edition in 1937, been the global reference point and harmonising instrument for international best practice and advertising self-regulation, and has been regularly revised to keep pace with technological and societal developments as well as new marketing practices. The 2018 edition ensures that the Code remains as the global reference point, fit for the digital world and will continue to build trust with consumers and acceptance for the role of self-regulation around the world.



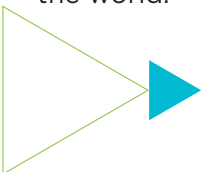
The Code has served as the foundation and building block for self-regulatory structures around the world.



The Code serves business and society by providing ethical guidelines that minimise the need for legislative or regulatory restrictions regarding marketing and advertising.



ICC codes can flexibly apply to any local law and culture. The Code is the global backbone for all local self-regulatory bodies in the advertising and marketing industry.



# KEY UPDATES TO THE CODE



- ▶ Ensures the Code's relevance for a rapidly changing digital landscapes
- ▶ Addresses the Code's applicability to technology enhanced marketing communications and techniques
- ▶ Clearly requires that marketing communications content should be distinguishable from the true editorial and user generated content



- ▶ Clarifies that the rules apply across the board to all involved in the preparation and delivery of marketing communications
- ▶ Ensures that the rules incorporate the latest terminology and ICC guidance related to mobile phones and cross-devices with applicability to location-based and interest-based advertising

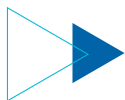


- ▶ Brings together the rules on direct marketing and digital marketing communications
- ▶ Clear distinction between children (12 years and younger) and teens (13-17 years)

## UPDATED DEDICATED WEB PAGE WITH ACCESS TO AND INFORMATION ON:

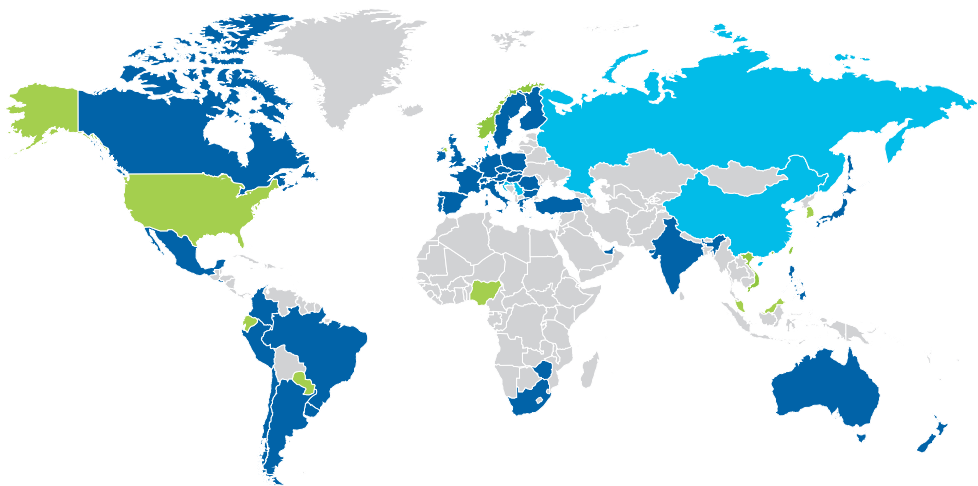
- ▶ Translations of the Code
- ▶ Testimonials supporting the Code's use and relevance to the advertising industry
- ▶ Additional tools and resources
- ▶ Putting the Code into Practice—free online course on ethical marketing
- ▶ FAQs





ICC CODE USE

# AROUND THE WORLD



■ National Codes based on/updated to ICC Code

■ SR based on National Codes

■ SR in development based on ICC Code

■ No SR

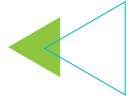
52

countries have advertising self-regulation

42

countries have or are developing National Codes based on the ICC Code

# KEY PRINCIPLES



## ARTICLE 1

### Basic Principles

All marketing communication should be legal, decent, honest and truthful.

## ARTICLE 2 AND 3

### Decency and Honesty

Marketing communications should not offend standards of decency currently prevailing in the country and culture concerned. They should not abuse consumers' trust or exploit their lack of experience or knowledge.

## ARTICLE 4

### Social responsibility

Marketing communications should respect human dignity and not incite or condone any form of discrimination or anti-social behaviour.

## ARTICLE 5 AND 8

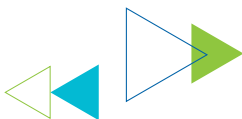
### Truthfulness and Substantiation

Marketing communications should not mislead the consumer with respect to the product. All forms of claims relating to verifiable facts should be capable of substantiation at the time of publication.

## ARTICLE 9

### Identification and Transparency

Marketing communications should be clearly distinguishable and when appearing in a medium containing news or editorial matter, where appropriate, labelled as such. They should not misrepresent their true commercial purpose.



## ARTICLE 10

### Marketer Identity

The identity of the marketer should be apparent.

## ARTICLE 12 AND 15

### Fair Competition

Marketing communications should not denigrate or ridicule competitors or their products, other firms, organisations or persons. Marketing communications should not make unjustifiable use of the name, logo or trademark of another firm or institution, and should not take undue advantage of the goodwill belonging to others.

## ARTICLE 18

### Children (< 12s) and Teens (13-17)

Special care should be taken in marketing communications directed to or featuring children or teens. They should not undermine positive social behaviour, lifestyle and attitudes.

## ARTICLE 19

### Data protection and privacy

When collecting personal data from individuals, care should be taken to respect and protect their privacy by complying with relevant rules and regulations.

## ARTICLE 23

### Responsibility

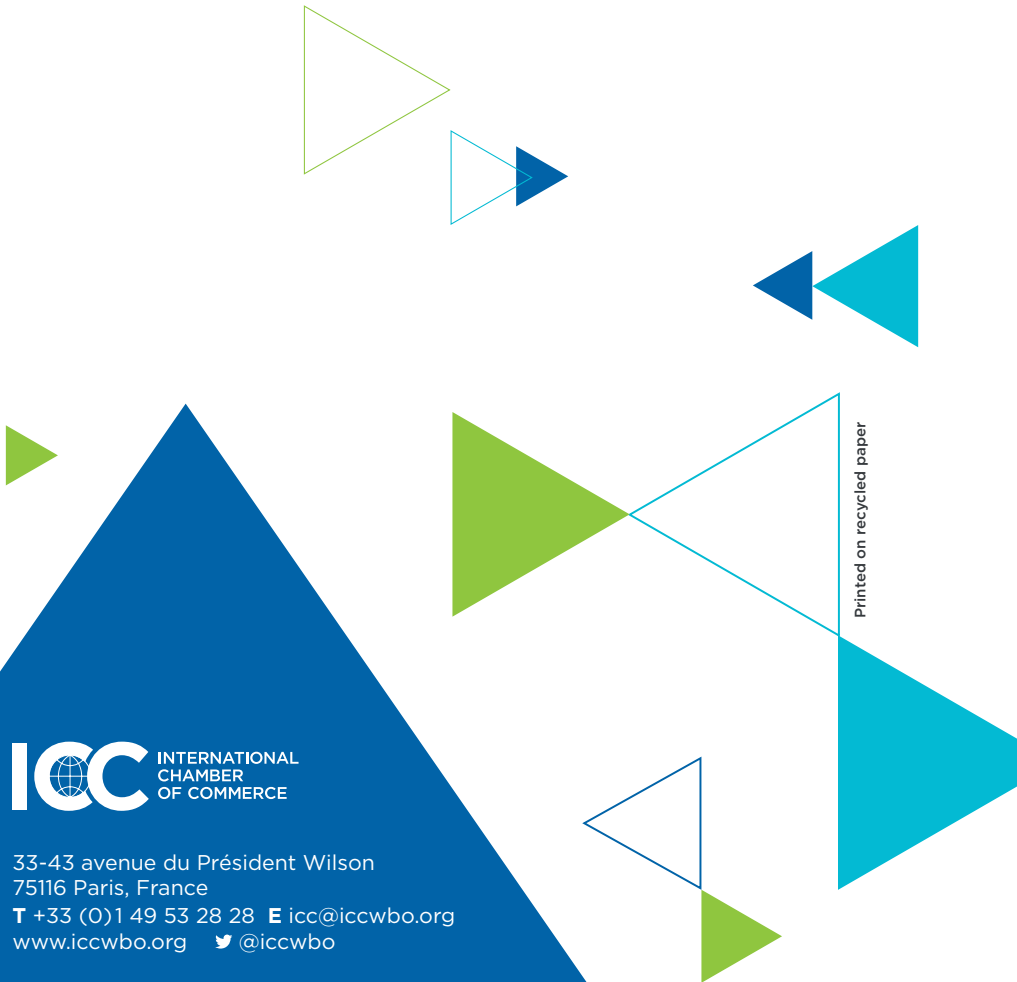
Whatever the nature of the activity, medium or technology, responsibility is shared by all parties concerned, commensurate with their respective role in the process and within the limits of their respective functions.



# THE ICC COMMISSION ON MARKETING AND ADVERTISING

The ICC Commission on Marketing and Advertising works to promote high ethical standards in marketing by business self-regulation through the Consolidated ICC Code of Advertising and Marketing Communications Practice and to formulate world business positions and initiatives to address government actions that affect marketing and consumer protection.

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