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We are pleased to share the second iteration of Chapter C - Data-Driven Marketing and Digital Marketing Communications of the ICC Marketing Code for your thorough review and valuable feedback. This effort has been skillfully spearheaded by our Global Marketing and Advertising Commission Chair, Kristin Green, in collaboration with Task Force Co-Chairs, Oliver Gray and Anders Stenlund.

In line with the discussion on our last call, we have made efforts to streamline and reorganise Chapter C. In particular:

- The following Articles were moved out of Chapter C because they are applicable to all forms of marketing communications:
  - **Article C1: Identification and Transparency:** The endorsement/influencer content will move to GP Article 13 (Endorsements) and/or a new Article on testimonials.
  - **Article C3: The Offer & Article C4: Presentation:** These sections have been removed from Chapter C and the content/concepts have been merged, streamlined, and moved to a new section of the General Provisions called "Presentation of the Offer."
  - **Article C5: High-Pressure Tactics:** Incorporating into GP Article 4 (Honesty).
  - **Article C7: Respect in Digital Marketing Communications for Children:** The last two bullets were deleted from Chapter C (marketing directed to children should be age-appropriate; advertising content integrated into editorial content should be distinguishable as such), as they are generally applicable and either are already or will be, covered in the GP.
  - **Article C11: Safety & Health:** Deleted from Chapter C as it's already covered in the GP Article 17 (Health & Safety).
  - **Article C15: Unsolicited Products:** Deleted from Chapter C as it's already covered in GP Article 21 (Unsolicited Products).
- **Article 23** (Transparency on cost of communication) was moved from the General Provisions to Chapter C (Article C4), as it is most relevant to digital and data-driven marketing.
- In terms of organisation, the general articles have been divided into (1) provisions relating to both digital and data-driven marketing; (2) provisions relating just to data-driven marketing; and (3) provisions relating just to digital marketing.