EVERSHEDS SUTHERLAND

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Legislative updates

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<tr><td>Amendments to the Bulgarian Consumer Protection Act entered into force</td><td>Important amendments to the Bulgarian Consumer Protection Act entered into force on 3 February 2026. The changes align Bulgarian law with EU Regulation 2023/988 on general product safety and the representative actions framework for protection of collective consumer interests. The amendments are relevant for advertisers, online marketplaces and traders marketing consumer products in Bulgaria, including distance-selling businesses.</td><td>3 February 2026, but has ongoing relevance in 2026</td><td></td><td>Bulgaria</td></tr>
<tr><td>China tightens regulation of online marketing of financial products</td><td>Eight Chinese regulators jointly issued the Administrative Measures for Online Marketing of Financial Products (Measures), which will take effect on 30 September 2026. The Measures introduce a comprehensive and unified framework governing online promotion of a wide range of financial products (including deposits, wealth management, insurance, securities and derivatives) and are expected to significantly reshape the ecosystem for online marketing of financial products in China.

Key regulatory themes include:

– Restricted market participants: Only licensed financial institutions and duly authorised third-party platforms may conduct online marketing; unlicensed entities and individuals are expressly prohibited

– Enhanced content control: Financial institutions bear primary responsibility for marketing content, which must align with contractual terms and avoid misrepresentation. Explicit prohibitions include guaranteed returns, exaggerated performance claims and use of misleading comparative language

– Tightened platform governance: Third-party platforms are limited to a technical service role and must not participate in product sales or redirect users to other marketing platforms. Clear disclosure of the financial institution and mandatory risk prompts before purchase are required</td><td>21 April 2026</td><td>https://www.nfra.gov.cn/cn/view/pages/governmentDetail.html?docId=1255778&itemId=861&generaltype=1

(available in Simplified Chinese only)</td><td>China</td></tr>
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	– Stricter conduct rules: The Measures regulate use of algorithms, prohibit misleading promotional language (e.g. "low risk", "high return"), and impose requirements on pop-up ads, combined sales and influencer/short-video marketing – Data and consumer protection: Robust requirements apply to data security, personal information protection, and opt-out mechanisms for marketing communications. As a practical matter, financial institutions and platform operators should review marketing structures, approval workflows, influencer arrangements and data practices ahead of implementation. The Measures signal a continued regulatory focus on curbing misleading online financial promotions and reinforcing investor protection in China.			
China's new rules on governance for online trading platforms	The PRC *Supervision and Administrative Measures for Online Trading Platforms* (Measures), jointly issued and administered by the State Administration for Market Regulation (SAMR) and the Cyberspace Administration of China (CAC), took effect on 1 February 2026, introducing a comprehensive framework governing the formulation, amendment and enforcement of platform rules. The Measures aim to enhance transparency, fairness and accountability across China's platform economy. Key developments include: – Transparency and procedural requirements: Platform operators must publicly disclose platform rules prominently, ensure accessibility and retain historical versions. New or amended rules must be subject to public consultation and advance notice (generally 7–15 days), with longer transition periods where users' key interests are affected – Strengthened user rights protections: Platforms are prohibited from imposing "forced consent" mechanisms or default acceptance of rules, and must allow users and merchants to exit where rule changes are unacceptable. Clear reasoning and appeal channels must be provided for enforcement actions – Enhanced safeguards for merchants: The Measures target unfair practices such as forced participation in promotions, unreasonable fees, or exclusivity requirements, and prohibit	1 February 2026	https://www.cac.gov.cn/2026-01/07/c_1769515215345420.htm (available in Simplified Chinese only)	China

Title	Summary	Date	Links	Country/Region
	pricing discrimination or below-cost selling mandates through platform rules – Consumer protection focus: Platform rules must not unfairly limit consumer rights, including dispute resolution and compensation claims, and must address practices such as differential pricing without user awareness – Data, security and governance obligations: Platforms must incorporate rules on data protection, cybersecurity and content governance, and define responsibilities across ecosystem participants Companies operating online platforms in China should review internal governance procedures, rule-setting processes and fee structures, while merchants and brands should reassess platform exposure and contractual protections. The Measures signal tighter regulatory scrutiny of platform conduct and rule-making practices in China's digital economy.			
Implementation of The Empowering Consumers for the Green Transition (ECGT) Directive	Finland is preparing amendments to implement the EU Empowering Consumers for the Green Transition (ECGT) Directive, with the rules intended to start applying on 27 September 2026. For sustainability labels and environmental claims, a six-month transition period is planned where the marketing appears on goods (or their packaging) that were placed on the market before the rules enter into force. Although misleading green claims can already be addressed under the general clauses of the Consumer Protection Act, the reform would add more detailed prohibitions specifically covering claims linked to the environment, social impacts and the circular economy. For example, forward-looking environmental claims would be permitted only if they are based on credible, detailed plans and progress is monitored. The Government Decree on unfair commercial practices (the "black list") would be updated to ban, among other things, unsupported sustainability labels and generic environmental claims that cannot be substantiated by a recognised excellent level of environmental performance. Traders' pre-contract information duties would also expand to include information on durability and repairability, and in distance/doorstep sales, available environmentally friendly delivery	The government proposal was submitted on 9 April 2026. It is currently under preliminary debate in Parliament. The provisions are intended to enter into force on 27 September 2026.	https://www.finlex.fi/api/media/government-proposal/919073/mainPdf/main.pdf	Finland

Title	Summary	Date	Links	Country/Region
	options. In addition, traders would have to label the goods (or provide information alongside them) to indicate that the producer offers a specified type of durability guarantee, using a standardised label defined by the European Commission.			
S.I. No. 124/2026 - European Union (Empowering Consumers for the Green Transition) Regulations 2026	In February 2024, Directive (EU) 2024/825 (see here) on empowering consumers for the green transition (ECGT), entered into force. The ECGT "*will ensure that consumers are provided with better information at the point of sale on the durability and repairability of goods and the consumer's legal guarantee rights*"[1]. Member States were required to transpose the ECGT by 27 March 2026 and from 27 September 2026, the ECGT will apply. On 3 April 2026, S.I. No. 124/2026 - European Union (Empowering Consumers for the Green Transition) Regulations 2026 (the Regulations) were enacted and will come into force on 27 September 2026 in Ireland. Regulation 4 of the Regulations amends Section 43 of the Consumer Protection Act 2007 (the CPA) and adds a product's (i) environmental or social characteristics, and (ii) circularity aspects, such as durability, repairability or recyclability, to what will be considered the 'main characteristics' of the product. Under section 43 of the CPA, the "*provision of false information…*"[2] in relation to these characteristics or where a commercial practice causes a consumer to be deceived or misled, in relation to a product's main characteristics, will be considered misleading and in breach of the CPA. In addition to this, Regulation 5 of the Regulations inserts section 44B to the CPA which states that a commercial practice shall be considered misleading where "*it involves the making of an environmental claim related to future environmental performance without clear, objective, publicly available and verifiable commitments set out in a detailed and realistic implementation plan…*"[3]. Significantly, the Regulations also adds section 44C which states that a commercial practice is misleading if "*it involves the*	27 March 2026	The Regulations is available, https://www.irishstatutebook.ie/eli/2026/si/124/made/en/print	Ireland

1 The European Commission's article, 'Sustainable consumption', see here.
2 Section 43(1) of the CPA.
3 Regulation 5 of the Regulations.

Title	Summary	Date	Links	Country/Region
	advertising of benefits to consumers that are irrelevant and do not result from any feature of the product or business"[4]. The prohibited commercial practices under section 55 of the CPA have also been amended to include: – making a generic environmental claim, where the trader is not able to demonstrate recognised excellent environmental performance relevant to that claim – making an environmental claim relating to an entire product or the trader's entire business, where the claim concerns only a certain aspect of that product or a specific activity of the trader's business – making a claim, based on the offsetting of greenhouse gas emissions, that a product has a neutral, reduced or positive impact on the environment in terms of greenhouse gas emissions; and – displaying a sustainability label that is not based on a certification scheme or not established by a public body The Regulations also amend existing consumer protection legislation and ensure that any environmental claims in advertisements are substantiated, and not merely aspirational. The explanatory note to the Regulations, state that the amendments introduced by the new Regulations '*enhance transparency, ensure that consumers receive accurate and reliable information on environmental attributes, durability, and reparability of goods, and prohibit misleading or unsubstantiated practices, thereby supporting consumers in making informed and sustainable purchasing decisions'*[5].			

4 Regulation 5 of the Regulations.
5 Explanatory Note of the Regulations.

The Media Regulation Bill 2026	In 2025, Regulation (EU) 2024/1083 of the European Parliament and of the Council of 11 April 2024 establishing a common framework for media services in the internal market and amending Directive 2010/13/EU (the European Media Freedom Act, the EMFA)(see here) came into force. Some of the key elements of the EMFA include: – the protection of journalistic sources – safeguards for the independence of public service media – transparency of media ownership – safeguards against the removal of recognised media content by very large online platforms – procedures for the assessment of media mergers; and – transparency requirements in relation to audience measurement systems and state advertising While the majority of its provisions are well-aligned with the existing Irish media regulatory framework, some provisions required further implementation in order to have full effect in Ireland. The Media Regulation Bill 2026 (the Bill) will implement the EMFA. The Bill was published in February 2026, and is currently in the early committee stages in Dáil Éireann (the lower house of the Oireachtas, Ireland's parliament), therefore, it will likely be subject to amendments before it is published and becomes legislation. Part 3 of the current draft of the Bill sets out obligations in regard to State advertising. Section 31 defines a 'public authority' as a Department of State, a local authority, any other public authority or entity established by or under an Act (other than the Companies Act 2014), a company with a majority of shares owned by or on behalf of a Minister of Government or local authority, a subsidiary of such a company or a public authority or entity directly or indirectly controlled by a Minister or local authority. Section 32 of the Bill requires public authorities to ensure that their "*yearly expenditure on state advertising is distributed to a wide plurality of media service providers*"[6] and where these authorities engage an intermediary (including advertising agencies), they are required (under Article 25(1) of the EMFA) to ensure that service providers "*shall be awarded in accordance with transparent, objective, proportionate and non-discriminatory criteria, made*	26 February 2026	The Bill is available: https://data.oireachtas.ie/ie/oireachtas/bill/2026/19/eng/initiated/b1826d.pdf.	Ireland

Title	Summary	Date	Links	Country/Region
	publicly available in advance by electronic and user-friendly means…"[7]. Under Section 33 of the Bill, each public authority shall prepare and publish a plan for its compliance with Article 25(1) of the EMFA. Section 34 of the Bill requires public authorities to publish details of advertising spending annually (by 31 March of each year) and must then, notify Coimisiún na Meán (Ireland's media regulator), of these findings.			
The Gambling Regulations Act 2024	Part 6, Chapter 1 of the Gambling Regulations Act 2024 (the 2024 Act) sets out the advertising requirements applicable to licensees. Section 144 of the 2024 Act, authorises the Gambling Regulatory Authority of Ireland (the Authority) to set rules for when, where, and for which events gambling advertisements may be broadcasted, displayed or published. This provision further authorises the Authority to establish the duration and frequency at which these advertisements may be displayed. Section 145 of the 2024 Act provides strict limitations for when a gambling advertisement may be shown on an audiovisual on demand media service or on an on-demand sound service to another person. There are similarly strict limitations on when a gambling advertisement may be shown on social media or video sharing services (section 146). Section 147 of the 2024 Act provides that gambling advertisements may only be sent to a recipient via electronic communications where: – the recipient has consented – the means to stop receiving such advertisements are easily accessible to the recipient; and – the advertiser complies with any applicable regulations	The 2024 Act was enacted on 23 October 2024 however the Dáil Éireann Debate took place on 15 April 2026	The 2024 Act is available, https://www.irishstatutebook.ie/eli/2024/act/35/enacted/en/print. The Dáil Éireann debate is available, https://www.oireachtas.ie/en/debates/question/2026-04-15/284/.	Ireland

6 Section 32(1) of the draft Bill.
7 Article 25(1) of the EMFA.

The 2024 Act (see section 148) also prohibits advertisement which include material that is likely to:

- portray gambling as attractive to children
- condone participation in gambling by children
- encourage or cause children to gamble
- exploit the credulity, loyalty, vulnerability or lack of experience of children
- cause, condone or encourage excessive or compulsive gambling
- mislead, deceive or confuse, whether directly or indirectly, members of the public about the potential social or financial advantages of gambling

The 2024 Act introduces time limitations for when gambling advertisements can be shown on audiovisual, on-demand sound service or a broadcaster, and bans gambling advertisements from 5:30am and 9pm (section 149).

Section 151 of the 2024 Act prohibits the manufacture, import for sale in the State, or the sale or supply of branded clothing or merchandise, by a licensee, which are intended to be worn or used by children. In addition to this, Section 159 of the 2024 Act prohibits a licensee sponsoring an event where the majority of attendees are children, an event aimed at children, an organisation, club or team that has children as its members or a premises used for same, or a public activity that appeals to children.

While none of the abovementioned sections have commenced, as of yet, the Irish Government is working closely with the Authority to introduce different sections of the 2024 Act on a phased basis.

In a Dáil Éireann (the lower house of the Oireachtas, Ireland’s parliament), debate on Wednesday, 15 April 2026, the Minister for Justice, Home Affairs and Migration, Jim O’Callaghan, made reference to many of the abovementioned sections and drew attention to their importance, especially in relation to the protection of children. The Minister stated that his department is working in collaboration with the Authority to facilitate the commencement of the remaining provisions of the 2024 Act as soon as possible.

Title	Summary	Date	Links	Country/Region
The Public Health (Alcohol) Act 2018	The Public Health (Alcohol) Act 2018 (2018 Act) has been mostly implemented, though not entirely, and seeks to modify marketing practices within the alcohol industry. Two sections concerning alcohol advertising in Ireland, which have not commenced yet, are of particular concern to Alcohol Action Ireland, the national advocate for reducing alcohol harm. These sections are section 13(1) - (3) and section 18 of the 2018 Act. Section 13(1) of the 2018 Act provides that the rules on the content of advertisements will not apply to: – alcohol related merchandise – a fixture or fitting attached to a premises the subject of an on-licence – a premises where alcohol products are manufactured or sold by wholesale; or – a vehicle owned by a person who manufactures, or sells by wholesale, alcohol products Section 13(2) of the 2018 Act states that an alcohol product cannot be advertised, unless the advertisement includes, in the prescribed form: – a warning that is intended to inform the public of the danger of alcohol consumption – a warning that is intended to inform the public of the danger of alcohol consumption when pregnant – a warning that is intended to inform the public of the direct link between alcohol and fatal cancers; and – details of a website, to be established and maintained by the Health Service Executive, providing public health information in relation to alcohol consumption A person who contravenes section 13(2) of the 2018 Act will be guilty of an offence and will be liable for: – on summary conviction, to a class A fine (maximum amount of €5,000), or imprisonment for a term not exceeding 6 months, or both; or	The 2018 Act was enacted on 17 October 2018. The AlcoholAction Ireland publication was published on 24 July 2025.	The 2018 Act is available, https://www.irishstatutebook.ie/eli/2018/act/24/enacted/en/print.html. The AlcoholAction Ireland publication is available, https://alcoholireland.ie/our-work/campaigns/public-health-alcohol-act/.	Ireland

Title	Summary	Date	Links	Country/Region
	– on conviction on indictment, to a fine not exceeding €250,000 or imprisonment for a term not exceeding 3 years or both (see section 8(1) of the 2018 Act). Section 18 of the 2018 Act prohibits advertisements in publications where more than 20% of the advertising space in the publication comprises advertisements for alcohol products, with particular attention to publications intended for children. In a publication issued on 24 July 2025, Alcohol Action Ireland referred to the abovementioned sections, and the importance of commencing and enforcing them as soon as possible. The Irish parliament has not discussed these sections yet, so their start date remains unknown.			
Italy adopts Legislative Decree No. 30/2026 transposing the EU Directive 2024/825 on Empowering Consumers for the Green Transition	On 9 March 2026, Legislative Decree No. 30/2026 was published in the Official Gazette, transposing into Italian law EU Directive 2024/825 (the Empowering Consumers Directive). The transposition is substantially faithful to the European text without significant deviations. The new provisions, which will apply from 27 September 2026, introduce significant amendments to the Consumer Code, by expanding the list of banned commercial practices and sanctioning generic or misleading environmental claims when they are not reliable and verifiable. It introduces clear definitions for environmental claims, sustainability labels, durability, and reparability to ensure transparent communication and help consumers identify genuinely sustainable products. The measure also establishes new transparency rules for consumer information, including online contracts, with harmonised notices and labels on product durability. Compliance will be monitored by the Italian Competition Authority, which may impose penalties for unfair practices.	9 March 2026	https://www.gazzettaufficiale.it/eli/id/2026/03/09/26G00047/SG	Italy

Title	Summary	Date	Links	Country/Region
Latvia proposes to centralise supervision of financial services advertising under the Bank of Latvia	Latvia has proposed amendments to the Advertising Law and the Unfair Commercial Practices Prohibition Law as part of a broader reform transferring certain consumer protection and supervisory functions in the financial services sector from the Consumer Rights Protection Centre to the Bank of Latvia. The proposed amendments would designate the Bank of Latvia as the competent authority for supervising financial services advertising and unfair commercial practices relating to financial services. The Bank of Latvia would also be empowered to set additional requirements for the content, form and dissemination of financial services advertising. The changes are intended to reduce fragmented supervision and create a more integrated supervisory framework for financial services providers. Although the amendments are still only in the early stages of review, the laws are expected to enter into force on 1 January 2027.	13 May 2026	https://tapportals.mk.gov.lv/legal_acts/3d721f94-26b8-4ba7-ad62-875c4c135b21 (in Latvian, but translate option available) https://tapportals.mk.gov.lv/legal_acts/37c436e7-fa6e-4e32-9dd6-3088d79a5658 (in Latvian, but translate option available)	Latvia
Latvia to introduce stricter rules on green claims and sustainability labels	Latvia will introduce stricter rules on the use of environmental claims, sustainability labels and other green marketing statements in commercial practices from 27 September 2026. The amendments to the Unfair Commercial Practices Prohibition Law are aimed at reducing greenwashing, strengthening consumer trust and ensuring fair competition. Environmental claims such as "green", "environmentally friendly", "ecological" or "sustainable" will need to be specific, clear and supported by verifiable evidence, such as tests, life-cycle analysis or independent assessment. Sustainability labels will generally be permitted only where they are based on independent certification and clear, publicly available criteria. The new rules will also target misleading practices such as broad unsubstantiated green claims, overstated environmental benefits, carbon neutrality claims based solely on offsetting, and the use of unverified labels.	28 April 2026	https://www.ptac.gov.lv/lv/jaunums/stasies-speka-jauni-noteikumi-zalo-norazu-izmantosanai-ptac-izstrada-materialu-un-chatgpt-agentu-uznemumu-atbalstam (in Latvian, but translate option available)	Latvia

Title	Summary	Date	Links	Country/Region
The capital city of Latvia adopts amendments easing certain outdoor advertising placement rules and introducing new visual quality requirements	The City Council of Riga, the capital city of Latvia, has adopted amendments to its binding regulations on the placement of advertising, advertising objects and other informational materials in Riga. The amendments aim to improve the visual quality of advertising in the urban environment. Among other changes, the rules ease requirements for advertising on equipment placed near shopping centre facades, such as parcel lockers and vending machines, as well as for three-dimensional lettering and logos on building facades. In certain cases, a street trading permit will also serve as permission to place advertising on tents, umbrellas, menu boards and similar items, provided the advertising follows municipal templates. The amendments also introduce restrictions on the use of beach flags as advertising signs, standardised formats for real estate advertisements in shop windows, controls on the concentration of advertising objects on municipal land, and maximum light emission limits for digital screens in public spaces.	22 April 2026	https://www.riga.lv/lv/jaunums/riga-atvieglos-reklamas-izvietosanu-un-uzlabos-pilsetvides-kvalitati (in Latvian, but translate option available)	Latvia
UK tightens controls on tobacco and vape marketing	On 29 April 2026, the UK government confirmed that the Tobacco and Vapes Bill received Royal Assent and is now the Tobacco and Vapes Act 2026 (the Act). The Act introduces new restrictions on the sale and promotion of tobacco and nicotine products. It forms part of a wider policy to reduce smoking and youth vaping. Key measures include: – a ban on tobacco sales to anyone born on or after 1 January 2009 to create the UK's first "smoke-free generation" – powers to restrict advertising and sponsorship of vapes and nicotine products – controls on packaging, branding and retail displays that appeal to children – stronger enforcement powers, including retail licensing and action against illicit sales The Act expands limits on how businesses promote and present products. It reduces scope for brand visibility and creative marketing. Companies should review campaigns, product design and trade mark use to align with the new regime. Further detail will follow through secondary measures and enforcement activity.	29 April 2026	Tobacco and Vapes Bill becomes law - GOV.UK Tobacco Advertising: Tobacco and Vapes Act 2026 - ASA | CAP	UK

Title	Summary	Date	Links	Country/Region
UK Sporting Events Bill introduces new ambush marketing and sponsorship protections	On 14 May 2026, the UK government introduced the Sporting Events Bill into Parliament. It creates a single legislative framework for major international sporting events hosted in the UK. The framework avoids the need for event-specific primary legislation. The Bill allows regulations to impose restrictions on ticket resale, advertising and trading near event venues. It also targets unauthorised commercial associations that suggest links with events. These measures seek to prevent ambush marketing and protect official sponsors' rights. Authorities may designate restricted zones and periods, and breaches can constitute criminal offences or civil infringements. Online activities and extra-territorial conduct may fall within scope. The Bill aims to strengthen the UK's bidding position for global sporting events. It provides a clearer, more consistent basis for protecting sponsorship value and marketing exclusivity. Its second reading took place on 3 June. The Act will come into effect two months after the date on which it is passed.	14 May 2026	Sporting Events Bill [HL] - Parliamentary Bills - UK Parliament 8262	UK

Regulatory guidance

Title	Summary	Date	Links	Country/Region
Public consultation on revised measures for advertisements of healthcare-related products in China	The PRC State Administration for Market Regulation (SAMR) released for consultation the revised *Administrative Measures for the Review and Approval of Advertisements for Pharmaceuticals, Medical Devices, Health Foods and Foods for Special Medical Purposes* (Draft Measures). The Draft Measures proposed updates to the current 2020 regime to address enforcement challenges, in particular the rapid growth of online and live-stream marketing models. Key proposed changes include: – Stricter content controls: Advertisements must strictly align with approved product labels and instructions, with an explicit prohibition on adding extraneous theories, claims or interpretations. A wide range of misleading practices are further restricted, including "absolute" safety claims, inducive promotional language and implied universal efficacy. – Enhanced disclosure requirements: Mandatory disclosures (e.g. contraindications, risk warnings and "not a substitute for medicine" statements for health foods) must be prominent, clearly legible and continuously displayed in audiovisual formats. – Tightened rules for live-streaming: The Draft Measures introduce detailed provisions targeting live-stream marketing, prohibiting disguised advertising (e.g. "health knowledge" content used to promote products), endorsements by influencers, and promotion of prohibited products. Platforms must actively monitor content and take enforcement action. – Refined approval framework: Pre-approval remains mandatory for most advertisements, with clearer application procedures, a 10-working-day review timeline, and enhanced public disclosure of approved advertisements. Limited flexibility is introduced to permit minor commercial adjustments (e.g. pricing or contact details) without reapproval.	15 May 2026	https://www.samr.gov.cn/hd/zjdc/art/2026/art_2a99498546434468b1fada4203fdc7ce.html (available in Simplified Chinese only)	China

Title	Summary	Date	Links	Country/Region
	– Targeted prohibitions: Restrictions on advertising in media aimed at minors, and limitations on prescription drug advertising channels, are reinforced. Practical implications: Pharmaceutical, healthcare and consumer health companies having operations in China should reassess advertising content pipelines, live-stream strategies and compliance controls. The Draft Measures signal a continued tightening of rules around "high-risk" product advertising in China, with particular scrutiny on digital marketing practices.			
ASAI Code review process 2026	The Advertising Standards Authority of Ireland (the ASAI) opened a public consultation, inviting individuals, organisations, industry stakeholders and members of the public to submit views and suggestions on the current version of the Code of Standards for Advertising and Marketing Communications (the Code), including the proposed changes that can be made to it. The Code sets the standards which apply to all advertisers, agencies and media and it plays a prominent role in promoting and maintaining a standard of responsible advertising with the goal of maintaining public trust in marketing communications in Ireland. The consultation originally closed on 9 May 2026, but was then extended to 16 May 2026. The ASAI will move on to the next stages of their review and update of the Code. Since the Code was last reviewed in 2021, significant changes are likely, especially due to increased regulatory scrutiny of online platforms and the rise of artificial intelligence. The ASAI states that it is undertaking a review and refresh of the Code in order to update and ensure that it still safeguards consumers from *"advertising that is harmful, offensive, or misleading"*[8]. The ASAI's review will take into consideration the development of the Irish advertising and marketing landscape and how media consumption has changed in recent years. The ASAI will also pay considerable attention to the development of digital infrastructures and how that has changed online platforms, and the effects that that has had on consumer behaviour.	26 March 2026	See https://consult.adstandards.ie/user/login?destination=node/153 for more details (only available upon registration)	Ireland

8 The ASAI's consultation page, see here.

Title	Summary	Date	Links	Country/Region
ASAI Annual Report 2025	In April 2026, the Advertising Standards Authority ("ASAI") published its 45th Annual Report (the "Report"), summarising key findings from 2025. In 2025, the ASAI met several times with stakeholders, especially Coimisiún na Meán, Ireland's media regulator, following their 2024 cooperation agreement. The ASAI also maintained regular communications with the Gambling Regulatory Authority of Ireland throughout 2025, and both entities shared information with one another regarding complaints, including insights, and engaged in ongoing work to develop and implement a licencing framework. The ASAI held two scheduled meetings with the Competition and Consumer Protection Commission (the CCPC) where they discussed a number of matters including influencer marketing and the findings on the volume and types of complaints received. In 2025, the ASAI handled 915 complaints about 756 advertisements, marking a decrease compared to the previous year. Even so, misleading advertising remained the main concern, making up 68% of all complaints. Digital media was a significant source of complaints during the year. The majority of these concerns were addressed without formal adjudication, and many were dismissed due to insufficient grounds for investigation. Of the 53 advertisements found to be in breach, the 'Health and Beauty' sector attracted the most complaints, followed by the leisure, household goods, and the food and beverages industries. In late 2023, the ASAI introduced the Joint Guidance on Influencer Advertising and Marketing, and later it introduced a social media influencer reporting form. Since the introduction of these initiatives, the ASAI has found that 65% of the notifications received are related in particular to 30 influencers, who have become an ongoing focus of the ASAI. Of all the complaints received in 2025, 11% of them were in relation to influencers. Going forward, the ASAI aims to become a leading authority on advertising standards by strengthening stakeholder relationships, increasing its visibility and influence, along with delivering an attractive, relevant and valued service. The ASAI's mission is to protect consumers, encourage care and compliance and collaborate with government and key stakeholders.	30 April 2026	The Report is available, https://adstandards.ie/wp-content/uploads/2026/04/Ad-Standards-Annual-Report-2025-Final.pdf.	Ireland

Title	Summary	Date	Links	Country/Region
AGCOM launches public consultation on responsible gambling communication guidelines	The Italian Communications Authority (AGCOM) held a public consultation on draft guidelines for responsible gambling communication campaigns (Resolution No. 85/26/CONS). Stakeholders had 30 days from publication to submit comments. The guidelines aim to clarify the boundaries between the advertising ban on gambling with cash prizes under Article 9 of the "Dignity Decree" (Law No. 96/2018) and the lawful dissemination of responsible gambling awareness campaigns under Article 15 of Legislative Decree No. 41/2024. The addressees include public gambling concessionaires, commissioners, media owners, and event organisers. The draft guidelines establish that responsible gambling messages must be clearly recognisable as prevention and awareness communications, avoiding any encouragement to gamble. Key requirements include: – messages must adopt a public health approach promoting self-limitation tools (spending/time limits, self-exclusion) – references to minors or vulnerable groups (particularly under-25s) must be avoided – content must exclude any direct or indirect invitation to gamble, avoiding gambling-related words, symbols, odds, jackpots, bonuses or promotional mechanisms. Regarding logo/brand usage, concessionaire logos may only appear as a "signature" in the lower part of the screen without promotional emphasis. Commercial slogans, payoffs, product references, URLs, QR codes or links to gambling sites/apps are prohibited. Messages must include minimum information elements: – helpline references (Ministry of Health national toll-free number) – self-exclusion tools availability – spending/time limit options For audiovisual formats, AGCOM recommends avoiding short formats (billboards, short videos, L-shapes) that cannot adequately convey the prevention message. Dissemination plans should consider proximity to content aimed at minors and sensitive contexts such as sporting events.	25 March 2026	https://www.agcom.it/sites/default/files/media/allegato/2026/85_26_CONS_Allegato%20A_0.pdf	Italy

Title	Summary	Date	Links	Country/Region
IAP publishes Annual Report 2025: advertising self-regulation, transparency and influencer marketing	The Italian Advertising Self-Regulation Institute (IAP) published its Annual Report 2025, providing an overview of the Institute's activities and confirming advertising self-regulation's central role in Italy. In 2025, the IAP handled 251 cases, including 138 external complaints, with 38% originating from consumer reports. The year saw 31 formal decisions (19 injunctions by the Review Board and 12 Jury rulings), while 218 cases were resolved through expedited procedures. Misleading advertising accounted for 90% of injunctions, followed by human dignity and influencer marketing transparency issues. The IAP also issued 93 preventive opinions (including 46 express opinions), primarily in the banking/investments, sports information websites, food and beverages, dietary supplements, and electronics sectors. The Report highlights the renewed cooperation agreement with AGCOM, strengthening the co-regulatory model with particular focus on influencer marketing disclosure requirements aligned with the IAP Digital Chart Regulation and AGCOM's Influencer Code of Conduct. The IAP also launched its first online training course for influencers on responsible advertising. The IAP's AI-based influencer marketing monitoring system examined over 13,000 advertising contents across Instagram, TikTok and YouTube, identifying areas for improvement particularly in TikTok transparency and Instagram Reels disclosure compliance.	27 April 2026	https://www.iap.it/wp-content/uploads/2026/04/Annual-Report-2025.pdf	Italy
Advertising accessibility: ASA and CAP guidance on material information	On 11 June 2026, Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) published guidance clarifying that where advertisers use accessibility features such as audio description, closed captions or signing, any material information in the advert should also be communicated through those features. Consumers relying on accessibility provisions should have access to the same information needed to make an informed decision as other viewers. The guidance also encourages businesses to build accessibility into campaigns from the outset, rather than retrofitting it later. Businesses using accessibility features should review their advertising processes to ensure key offer terms, qualifications and other material information are consistently communicated, helping to reduce the risk of misleading advertising claims and regulatory scrutiny.	11 June 2026	Accessibility provisions and material information in advertising - ASA | CAP	UK

Title	Summary	Date	Links	Country/Region
ICC publishes framework to combat scam advertising	On 10 June 2026, the International Chamber of Commerce, in collaboration with the Global Anti Scam Alliance, published a best practices framework addressing the growing use of advertising as a gateway to online fraud. The initiative targets platforms, advertisers and policymakers, identifying the core issue of deceptive advertising that harms consumers, undermines trust and damages legitimate businesses. The framework sets out principles and practical measures, including risk based advertiser verification, ongoing monitoring, enhanced safeguards for high risk sectors, and improved reporting and response mechanisms. The outcome is a coordinated, global approach emphasising proportionate safeguards and cross sector collaboration to prevent scams before they occur. The framework signals increasing expectations on advertising intermediaries and brands to adopt proactive, risk based controls. More robust verification and monitoring processes, alongside greater information sharing, are likely to become standard practice across the digital advertising ecosystem.	10 June 2026	Best practices for combating scams in advertising - ICC - International Chamber of Commerce	International
ICC guidance on AI in marketing communications	The International Chamber of Commerce (ICC) has issued new guidance on the use of artificial intelligence in advertising and marketing. It explains how the ICC Advertising and Marketing Communications Code applies where AI is used to generate, target or distribute marketing content, and confirms that the core requirement for communications to be legal, decent, honest and truthful applies regardless of the technology involved. The guidance maps existing standards onto AI-driven activity and highlights areas of risk, including transparency, accountability, substantiation of claims, data use and consent where real individuals' likenesses are used. It also emphasises the importance of effective governance, encouraging organisations to put in place clear oversight and accountability when deploying AI in marketing campaigns.		Responsible AI in marketing: How to apply the ICC Advertising and Marketing Communications Code |	International

Title	Summary	Date	Links	Country/Region
ASA reports enforcement action on weight-loss medicine advertising	On 2 April 2026, the UK Advertising Standards Authority published consumer research and a CAP Enforcement Report on weight-loss medicine advertising. The Advertising Standards Authority, Committee of Advertising Practice, Medicines and Healthcare Regulatory Authority and the General Pharmaceutical Council jointly published an enforcement notice clarifying how the rules apply to address risks from rising demand and marketing of prescription-only treatments. The findings show many consumers misinterpret ads as promoting medicines, not consultations. Some feel pressure to pursue treatment, particularly women and vulnerable audiences. Key findings and enforcement outcomes: – 71% of UK consumers show functional or high knowledge of these medicines. – Around 900 non-compliant ads were identified across 38 advertisers. – Common breaches included naming medicines or using terms like "injection" or "GLP1". – Compliance with the 2025 Enforcement Notice reached about 99% for paid ads. The report highlights continued risk from influencer and affiliate marketing. Regulators plan further monitoring, guidance and enforcement during 2026. Advertisers must avoid promoting prescription-only medicines and ensure marketing does not mislead or pressure consumers.	2 April 2026	Protecting people from harmful ads for weight-loss medicines: new research and Enforcement Report - ASA | CAP How people interpret ads relating to prescription-only weight-loss medicines - ASA | CAP Enforcement Report: Weight-loss prescription-only medicines - ASA | CAP	UK
CMA issues guidance on consumer law compliance for AI agents	On 9 March 2026, the UK government published guidance from the Competition and Markets Authority on complying with consumer law when using AI agents in customer interactions. The guidance addresses businesses deploying AI in marketing, customer service and transactions. It confirms that existing consumer protection rules apply equally to AI and human agents. Businesses remain fully responsible for AI outputs, including those provided by third parties. Key compliance expectations include:	9 March 2026	Complying with consumer law when using AI agents - GOV.UK	UK

Title	Summary	Date	Links	Country/Region
	– clearly disclose use of AI when it may affect consumer decisions – ensure AI does not mislead or omit material information – train and test AI to respect consumer rights and contractual terms – maintain human oversight and monitor performance regularly The guidance highlights risks in marketing, including inaccurate pricing, undisclosed endorsements and misleading product information. It also addresses refunds, customer service and comparison tools. Businesses must act quickly to correct errors and non-compliant outputs. Failure to comply may lead to enforcement action and fines of up to 10% of global turnover.			
UK consults on applying updated nutrient profiling model to advertising restrictions	On 25 March 2026, the UK government launched a consultation on applying the updated Nutrient Profiling Model (NPM 2018), already used to classify foods and drinks based on their nutritional composition, to existing restrictions on advertising and promoting less healthy food and drink. It also seeks views on the proposed a 12 month implementation period. The consultation closed on 17 June 2026. The proposal would align restrictions with current dietary guidance by tightening thresholds for free sugars, saturated fat and energy. More products, including some cereals, yoghurts and desserts, would fall within scope. This reflects evidence linking high sugar consumption to poor health outcomes in children. The changes aim to reduce children's exposure to less healthy products and incentivise reformulation. Businesses must reassess product classifications, marketing strategies and advertising placements to avoid non-compliance as the scope of regulated products expands.	25 March 2026	Applying the new NPM to advertising and promotions restrictions - GOV.UK	UK

Case law

Title	Summary	Date	Links	Country/Region
Preliminary ruling questions on fixed pricing in an online store	The case concerns a preliminary reference to the Court of Justice of the European Union about the interpretation of Dutch rules on fixed pricing in webshops. The dispute arises from a situation involving an online bookseller operating an e-commerce platform selling books subject to a fixed (regulated) price regime in Austria. The company involved operates a webshop targeting Austrian consumers via Amazon Marketplace Germany and offers German-language books for sale. Under Austrian law, certain books must be sold at a minimum fixed price. The claimant, a competing book retailer, sought to prohibit the defendant from selling books below this minimum price to Austrian consumers via the platform. The national court is uncertain whether enforcing such a fixed-price obligation in this cross-border online context is compatible with EU law, particularly rules on free movement of services and internal market principles. Because of this uncertainty, the court has referred questions to the CJEU asking whether national fixed book pricing rules can be enforced against cross-border online sellers and how far such price regulation can go in e-commerce settings. The outcome could affect how minimum pricing regimes for books and other regulated products apply in online marketplaces across EU borders.	5 December 2025	https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=OJ:C_202601583	European Union
National Council for Self-Regulation has issued influencer marketing recommendations	The Bulgarian National Council for Self-Regulation continues to highlight the application of the Bulgarian Code of Ethics to influencer marketing and digital advertising. The Bulgarian National Council for Self-Regulation has issued recommendations, which stress that advertising communications disseminated by influencers should be clearly identifiable and compliant with transparency principles applicable to commercial communications.	Ongoing relevance in 2026	https://www.nss-bg.org/en/influencer-marketing-recommendation/	Bulgaria

Title	Summary	Date	Links	Country/Region
CJEU to consider whether website information amounts to prohibited commercial communication under the EU Tobacco Products Directive	The Market Court considered a case (MAO 207/2026) in which a supervisory authority had imposed marketing prohibitions on a specialist retailer selling e-cigarette products, backed by a conditional fine of EUR 100,000. The key issue is whether the retailer's website information about the locations of its retail shops, such as addresses, directions, contact details and opening hours, amounts to prohibited "commercial communication" under the EU Tobacco Products Directive, where the aim or the direct or indirect effect is to promote the sale of e-cigarettes and refill containers. The Market Court decided to stay the proceedings and to refer the matter to the Court of Justice of the European Union for a preliminary ruling.	21 April 2026	https://www.finlex.fi/fi/oikeuskaytanto/markkinaoikeus/2026/207	Finland
Relying only on Facebook's built-in "Sponsored" label held insufficient to show that the content was an advertisement	The Council of Ethics in Advertising issued a statement in a case (MEN 5/2026) where a company had posted on Facebook an advertorial that had originally appeared in a tabloid newspaper. The complainants said the posts were not clearly identifiable as marketing. The posts included Facebook's own "Sponsored" label. The Council considered that relying only on Facebook's built-in "Sponsored" label was not sufficient to show that the content was an advertisement. In the Council's view, the ads were not readily recognisable as marketing and therefore amounted to covert advertising. The criticism was made more serious by the way the ads were published: the newspaper's logo was shown prominently at the top, which could reinforce the impression that the content was a news item rather than an advert. The Council found that the marketer had acted contrary to Articles 7, 18 and C2 of the ICC Advertising and Marketing Communications Code, and issued a reprimand to the company.	12 March 2026	https://kauppakamari.fi/men-5-2026-topaz-oy-saaren-taika-brandi/	Finland
"Paid partnership" label at end of video held insufficient to avoid covert advertising	The Council of Ethics in Advertising issued a statement in a case (MEN 8/2026) where an influencer posted a video on their TikTok account promoting a company. The video included the platform's own "Paid partnership" label at the bottom, and the caption also stated at the end that it was a commercial collaboration with the company. The complainant argued that the post amounted to covert advertising. The Council noted that the influencer had placed the commercial disclosure at the end of the caption. It found that the post was not	12 March 2026	https://kauppakamari.fi/men-8-2026-seik-ou-seik-kustannus-brandi/	Finland

Title	Summary	Date	Links	Country/Region
	readily identifiable as marketing and therefore amounted to covert advertising. The Council concluded that both the advertiser and the influencer had breached Articles 7, 18 and C2 of the ICC Advertising and Marketing Communications Code, and issued a reprimand.			
Semi-nude man in ad held not to be portrayed in degrading, belittling, or demeaning manner	The Council of Ethics in Advertising issued a statement in a case (MEN 9/2026) where six individuals complained about a television and YouTube advertisement for a property search app. The advert showed a woman browsing property listings on her phone and daydreaming about a home with a swimming pool. In her fantasy, a pool party unfolds, during which a man dives into the pool and briefly appears nude from behind upon surfacing. The complainants argued the advert was discriminatory towards men, objectifying them and placing them in a subordinate position to the female character. The advertiser denied any breach, contending the advert was humorous, exaggerated, and depicted the woman's lighthearted daydreams about a new home. The Council found in favour of the advertiser, concluding that whilst male semi-nudity was used as an eye-catching device, the man was not portrayed in a degrading, belittling, or demeaning manner. The Council considered the advert sufficiently exaggerated and humorous for consumers to understand it was not meant to be taken seriously, and that the nudity bore a contextual link to the advertised service. The complaint was dismissed.	12 March 2026	https://kauppakamari.fi/men-9-2026-alma-media-oyj-etuovi-com/	Finland
Advertising on Instagram must be clearly identifiable already in the profile overview	The Cologne Regional Court (Landgericht Köln) held in a judgment of 12 May 2026 (88 O 1/26) that Instagram posts by an event recommendation platform were insufficiently labelled as advertising. The case concerned posts combining editorial and commercial content, where it was not always clear from the profile overview ("grid") which posts were ads. The Court confirmed that, where such content coexists, the commercial purpose must be identifiable "at a glance" in the preview. If the promotional nature is not evident from the preview image, an explicit label such as "advertisement" or "ad" must appear directly there. Disclosure only after opening the post is insufficient.	12 May 2026	The judgment is not yet publicly available online.	Germany

Title	Summary	Date	Links	Country/Region
	The posts at issue failed to clearly disclose their commercial intent. The Court reiterated the Federal Court of Justice's principle that disclosure comes too late if users recognise the advertising nature only after engaging with the content, emphasising once more the need for transparent social media advertising.			
BGH seeks CJEU guidance on limits of advertising for cross-border telemedicine services	The German Federal Court of Justice (BGH) in a judgment of 26 March 2026 (I ZR 118/24) referred a key question to the Court of Justice of the EU (CJEU) regarding whether German restrictions on advertising telemedicine comply with the EU freedom to provide services. The case concerns an online platform offering German consumers remote consultations by Ireland-based doctors, including diagnosis via questionnaire and prescriptions issued without direct doctor-patient contact. A competition association argued that the advertising violates Sec. 3a Unfair Competition Act (UWG) in conjunction with Sec. 9 of the German Healthcare Advertising Act (HWG), which restricts advertising for remote treatment not meeting accepted professional standards in Germany. The appellate court agreed, finding that treatment without personal contact did not meet such standards for the conditions at issue. The BGH stayed proceedings and asked whether Article 56 TFEU precludes a rule like Sec. 9 HWG where it restricts advertising for cross-border telemedical services. It acknowledged that the German provision interferes with the service freedom of doctors established in another Member State. The key question is whether this restriction can be justified on public health grounds, particularly given the risks of remote-only treatment models.	26 March 2026	https://www.bundesgerichtshof.de/SharedDocs/Entscheidungen/DE/Zivilsenate/I_ZS/2024/I_ZR_118-24.pdf?__blob=publicationFile&v=1	Germany
Platform facilitating medical cannabis treatments violates advertising ban	The German Federal Court of Justice (BGH) has ruled in a judgment of 26 March 2026 (I ZR 74/25) that an online platform arranging medical cannabis treatments violates the prohibition on advertising prescription-only medicines to the public under Sec. 10 (1) of the German Healthcare Advertising Act (HWG). The platform enabled users to book appointments with cooperating physicians while highlighting conditions treatable with medical cannabis and received remuneration from participating doctors.	26 March 2026	https://www.bundesgerichtshof.de/SharedDocs/Entscheidungen/DE/Zivilsenate/I_ZS/2025/I_ZR__74-25.pdf?__blob=publicationFile&v=1	Germany

Title	Summary	Date	Links	Country/Region
	The BGH confirmed that medical cannabis is a prescription-only medicinal product. By naming cannabis and promoting its therapeutic uses, the platform engaged in advertising rather than neutral information, even without referencing specific products. The Court clarified that advertising may also relate to a class of medicinal products. It was irrelevant that prescribing decisions lie solely with physicians. The decisive factor was the risk that the platform would encourage patients to seek prescriptions. By emphasising the benefits of cannabis treatment, the platform exceeded permissible information and was aimed at promoting sales. The decision underscores that promoting treatments involving prescription-only medicines, particularly where demand is stimulated, can breach advertising rules.			
Retailer is held liable for compliance of third-party search engine advertising	The German Federal Court of Justice (BGH) held in a judgment of 11 March 2026 (I ZR 28/25) that a retailer may be liable for competition law infringements in online ads created and placed by a search engine operator on its behalf. The case involved a mail-order retailer that had engaged Google to promote household appliances, with Google independently determining the content and placement of the ads. The advertisements omitted mandatory energy efficiency information, which was only available on the retailer's website. The BGH rejected the appellate court's view and held that the retailer could not avoid liability by arguing a lack of control over ad design. It qualified the search engine operator as an "agent" under Sec. 8 (2) UWG, as it had been engaged to promote the retailer's products and acted in its commercial interest. The decisive factor was that the retailer initiated the advertising arrangement and directly benefited from it. On the substantive requirements, the BGH clarified that stating only the energy efficiency class without the required spectrum does not meet EU law standards for visual advertising. A reference to a landing page is generally insufficient unless a clearly identifiable link appears close to the price.	11 March 2026	https://www.bundesgerichtshof.de/SharedDocs/Entscheidungen/DE/Zivilsenate/I_ZS/2025/I_ZR__28-25.pdf?__blob=publicationFile&v=1	Germany

Title	Summary	Date	Links	Country/Region
	The ruling underscores that businesses remain responsible for outsourced advertising and must ensure full compliance with statutory information requirements.			
The claim "independent insurance broker" is misleading if commission is received	The Cologne Higher Regional Court (OLG Köln) has ruled in a judgment of 11 March 2026 (6 U 63/25) that an insurance broker may not advertise as an "independent insurance broker" if it operates under the German Trade Regulation Act (GewO) and receives commissions from insurers. The Court held that many consumers interpret "independence" as both legal and financial independence. This expectation is not met where brokers are commission-based. For the competition law assessment, the decisive factor was consumer perception, not the legal classification of the broker. Given widespread uncertainty about the roles of brokers, representatives, and advisers, the claim risks creating a misleading impression. In this case, a general disclosure of commission-based remuneration did not sufficiently correct the prominent claim of independence.	11 March 2026	https://nrwe.justiz.nrw.de/olgs/koeln/j2026/6_U_63_25_Urteil_20260311.html	Germany
IAP Jury dismisses Fastweb's complaint against Iliad's campaign featuring Megan Gale	The Jury of the Advertising Self-Regulation Institute (IAP) ruled on a dispute between Fastweb S.p.A. and Iliad Italia S.p.A. regarding Iliad's advertising campaign "Ho deciso di cambiare" ("I decided to change"), featuring Megan Gale, the iconic testimonial of Omnitel and Vodafone from 1999 to 2006. Fastweb alleged that Iliad unlawfully exploited Vodafone's goodwill and brand image by using Megan Gale, who remains associated with Vodafone in the collective memory of Italian consumers. Fastweb claimed violations of Articles 1, 13(2), 14, and 15 of the IAP Code, arguing that the campaign constituted unfair "parasitic" advertising, misleading comparative advertising, and discrediting conduct. The Jury rejected all claims, holding that a testimonial's personal notoriety is a personal right and cannot be treated as a corporate asset belonging to a former advertiser. The Jury found no unlawful exploitation of Vodafone's reputation, as the campaign did not reproduce any creative elements, trade marks, payoffs, or jingles from past Vodafone advertising. The use of a red dress by Megan Gale was deemed too weak a connection to establish misappropriation, given that red is a common colour in the	26 May 2026	https://www.iap.it/decisioni/pronunce-del-giuri/ (available upon registration)	Italy

Title	Summary	Date	Links	Country/Region
	telecommunications sector. The Jury also ruled that the campaign did not constitute comparative advertising under Article 15, as neither Fastweb nor Vodafone were mentioned or evoked. The claim "Iliad è per sempre" ("Iliad is forever") was found to be truthful, as Iliad's offers are contractually guaranteed not to be subject to price modifications.			
IAP Jury orders cessation of TIM's "No. 1 network in Italy for quality" advertising campaign	Iliad Italia S.p.A. filed a complaint against TIM S.p.A. regarding a multi-channel advertising campaign (TV, ledwall, website, YouTube, and social media) claiming TIM's network as "No. 1 in Italy for quality" based on awards from Opensignal, an independent global analytics company that measures mobile and broadband network performance based on real-world user experience data collected from over 100 million devices worldwide. Iliad argued that TIM's claims were misleading and violated Articles 2, 3, and 15 of the IAP Code. Iliad alleged that the disclaimer was illegible due to small font size and brief display time (3 seconds), and that the claim misrepresented a specific "Consistent Quality" award as an absolute quality supremacy. The Jury found that TIM's advertising violated Articles 2 and 3 of the IAP Code, ruling that the claim of being "the best quality network in Italy" was misleading because Opensignal's assessments were highly articulated with different outcomes across various network experiences, and no competitor showed a clear prevalence over others. The Jury noted that the quality rankings are based on short-term data collection (quarterly), making it likely that leadership positions change rapidly. The Jury ordered the cessation of the contested advertisements but did not find a violation of Article 15 (comparative advertising) and rejected Iliad's request for publication of the decision.	22 April 2026	https://www.iap.it/decisioni/pronunce-del-giuri/ (available upon registration)	Italy
IAP Jury orders cessation of campaign for denigration and misleading advertising in the automotive sector	Groupe PSA Italia S.p.A. (part of Stellantis group, holding 29.3% of the Italian automotive market) filed a complaint against BYD Industria Italia s.r.l., a Chinese electric and hybrid vehicle manufacturer with 1.5% market share in Italy. The dispute concerned BYD's promotional campaign "Operazione PUREFICATION" ("Operation Purefication"), offering discounts on BYD vehicles in exchange for trade-ins of cars equipped with oil-bath timing belts. PSA alleged that the campaign targeted Stellantis' "PureTech" engine, which had experienced reliability	3 February 2026	https://www.iap.it/decisioni/pronunce-del-giuri/ (available upon registration)	Italy

Title	Summary	Date	Links	Country/Region
	issues. The campaign was disseminated through print ads, web messages, social media, and TV spots, featuring claims such as "La tua cinghia dà i numeri?" ("Is your belt acting up?") and imagery contrasting new BYD vehicles with deteriorated timing belts destined for disposal. PSA alleged violations of Articles 1, 2, 14, and 15 of the IAP Code, arguing that the campaign name "PUREFICATION" deliberately evoked Stellentis's "PureTech" trademark and that the messaging was denigratory and misleading. BYD contested jurisdiction and argued that the campaign merely referenced a mechanical component, not a specific brand. The Jury found that BYD's campaign violated Articles 2, 14, and 15 of the IAP Code. On denigration (Article 14), the Jury held that the campaign was identifiable as targeting Stellantis through the evocative use of "PURE" in the campaign name and the mocking imagery of competitors' products. On misleading advertising (Article 2), the Jury found that the campaign contained insufficient information about the actual scope of the bonus offer, illegible disclaimers in TV spots, and unsubstantiated claims regarding BYD's superiority and repair costs. On comparative advertising (Article 15), the Jury ruled that the implicit comparison was overly generic and not objectively verifiable. The Jury ordered the cessation of all contested messages but rejected the request for publication of the decision.			
IAP Jury dismisses complaint against telecommunications company's broadband advertising campaign	The Jury of the Advertising Self-Regulation Institute (IAP) ruled on a dispute regarding a telecommunications company's advertising campaign for its fixed broadband service. The complainant alleged that the online advertising was misleading under Articles 2 and 20 of the IAP Code, claiming that the advertised monthly fee obscured additional fixed costs (including modem purchase costs applicable after an initial promotional period, activation costs, and paper billing fees), failed to adequately disclose early termination penalties, and used countdown timers to create artificial urgency for promotions that were subsequently extended. The Jury dismissed all claims, holding that the advertising communications were not in breach of the IAP Code. The Jury found that online advertising differs from TV spots as consumers can read the full page at their leisure, and the presentation adequately disclosed cost components in readable notes and linked	26 May 2026	https://www.iap.it/decisioni/pronunce-del-giuri/ (available upon registration)	Italy

Title	Summary	Date	Links	Country/Region
	detail pages. The Jury ruled that telecommunications offers inherently comprise variable (monthly fees) and fixed costs (activation, termination, modem), and companies are not required to give equal prominence to all cost components. The Jury held that the tariff structure, while complex, did not exploit consumer cognitive deficiencies as average consumers are aware of fixed/variable cost distinctions. Regarding the countdown timer, the Jury found it was a common promotional marketing technique that communicates a real risk of missing favourable offers, and prohibiting extensions of favourable terms would unduly interfere with business freedom without meaningfully protecting consumer interests.			
IAP Jury dismisses complaint regarding mobile telecommunications bundle offer with streaming service component	The Jury of the Advertising Self-Regulation Institute (IAP) ruled on a dispute regarding a mobile telecommunications company's advertising campaign for a bundled offer combining mobile data services with a third-party streaming subscription. The complainant alleged that the advertising was misleading under Articles 2 and 20 of the IAP Code on two grounds: (i) the claim "forever" in relation to the monthly price was deceptive because it could be understood to apply also to the streaming service component, which was in fact included only for one year, after which an additional monthly fee would apply; and (ii) the claim "extra Giga in Europe" was misleading because it suggested a free advantage when part of the roaming data allowance was merely compliance with EU roaming regulations. The Jury dismissed all claims, holding that the advertising communications were not in breach of the IAP Code. On the "forever" claim, the Jury found that the verbal component of the TV spot stating "one year of [streaming service] included" was sufficiently clear in both clarity and duration to exclude consumer deception. The streaming component clearly constituted an additional service whose duration had no reason to be anchored to that of the main offer. On the "extra" claim, the Jury held that the expression did not imply gratuity or a gift, but merely that the service was in addition to the domestic data allowance.	26 May 2026	https://www.iap.it/decisioni/pronunce-del-giuri/ (available upon registration)	Italy

Title	Summary	Date	Links	Country/Region
Latvian Consumer Rights Protection Centre launches ChatGPT-based tool to help businesses assess green claims	The Latvian Consumer Rights Protection Centre has published guidance and launched a ChatGPT-based explanatory agent to support businesses in understanding and applying the upcoming rules on environmental claims and sustainability labels. The tool, named the "Green Claims Commercial Practices Explainer", is intended to provide interactive explanations on the use of green claims in commercial practices. The initiative accompanies new requirements under the Unfair Commercial Practices Prohibition Law, which will apply from 27 September 2026 and require environmental claims to be clear, specific and supported by verifiable evidence. The guidance and tool are aimed at helping businesses review their marketing communications and avoid misleading green claims, unverified sustainability labels and other greenwashing risks.	28 April 2026	https://www.ptac.gov.lv/lv/jaunums/stasies-speka-jauni-noteikumi-zalo-norazu-izmantosanai-ptac-izstrada-materialu-un-chatgpt-agentu-uznemumu-atbalstam (in Latvian, but translate option available) https://chatgpt.com/g/g-69de5a3626e4819194c8fed802b79218-zalo-norazu-komercprakses-skaidrotajs (the tool)	Latvia
Latvian Data State Inspectorate issues guidance on cookie banners and consent for analytics and marketing cookies	The Latvian Data State Inspectorate has published guidance on common compliance issues relating to cookie banners and user consent on websites. Based on its inspections and complaints, the authority highlights several problematic practices, including placing non-essential cookies before consent is obtained, using misleading banner designs that steer users towards accepting all cookies, making refusal more difficult than acceptance, providing incomplete information about cookie categories, purposes and data recipients, and operating banners where rejection choices do not function properly. The guidance reiterates that analytics and marketing cookies require freely given, specific, informed and unambiguous consent, and that continuing to browse a website or closing a cookie banner does not constitute valid consent. The update is particularly relevant for businesses using cookies for analytics, advertising, retargeting or other digital marketing purposes.	8 May 2026	https://www.dvi.gov.lv/lv/jaunums/dviskaidro-sikdatnu-baneri-un-piekrisanas-briviba-biezakas-problemas-timekla-vietnes (in Latvian, but translate option available)	Latvia

Title	Summary	Date	Links	Country/Region
Latvian Supreme Court confirms influencer liability in food supplement advertising case	The Latvian Supreme Court refused to initiate cassation proceedings in a case concerning a Consumer Rights Protection Centre decision imposing a EUR 15,000 fine on a social media content creator for unfair commercial practices in the advertising and sale of food supplements. The case highlights that influencers and other content creators may themselves be treated as responsible for unlawful advertising where their own social media content and presentation are central to the promotion. The authority had found that the creator advertised products not included in the food supplement register, attributed prohibited preventive and therapeutic properties to the products, and involved children in the advertising in a way that created the impression that the products were beneficial for children's health. The courts also accepted that a TikTok advertisement was directed at children and therefore amounted to an aggressive commercial practice. The case is relevant for influencer marketing, health claims, social media advertising and campaigns involving children.	23 April 2026	https://www.at.gov.lv/lv/jaunumi/par-tiesu-lietam/administrativo-lietu-departamenta/senats-nav-pamata-apsaubit-sledzienu-ka-uztura-bagatinataju-reklamesana-izpaudusies-ka-negodiga-komercprakse-12944?year=2026&month=04 (in Latvian, but translate option available)	Latvia
Revised Dutch Advertising Code for Food Products	The revised Dutch Advertising Code for Food Products (RVV 2026), which entered into force on 1 February 2026, significantly tightens the rules on food advertising aimed at children and teenagers. The age threshold for the advertising ban has been raised from children under 7 to children under 13. In addition, advertising directed at teenagers aged 13 to 16 is now only permitted for products that meet stricter nutritional criteria or qualify for specific low sugar, fat, and salt claims under EU law. The updated rules also prohibit advertising for unhealthy food products on posters and billboards near schools, childcare facilities, and daycare centres. Influencers are expressly included within the definition of "child and youth idols," meaning their use in marketing aimed at minors is further restricted. The stricter nutritional criteria now also apply to meals shown in advertisements targeted at children. A transition period of 12 months applies to existing advertising campaigns and media contracts, but all new advertisements must comply with the revised code from 1 February 2026 onwards.	1 February 2026	https://www.reclamecode.nl/nieuws-agenda/nieuws/wijziging-reclamecode-voor-voedingsmiddelen-rvv-2026/	The Netherlands

Title	Summary	Date	Links	Country/Region
Council of State rules hyperlinks to physical locations on gambling websites constitute advertising	The Dutch Council of State (Raad van State) ruled that hyperlinks on a gambling website directing users to physical casino locations and restaurants can be considered advertising. The case involved Holland Casino, which had placed navigation buttons such as "locations" and "restaurants" on its online gambling platform, linking to its physical venues. The Kansspelautoriteit (Dutch Gambling Authority) argued that this violated gambling advertising rules, which prohibit promoting other services on an online gambling interface. Holland Casino disagreed, claiming the links were merely neutral navigation tools. However, the court sided with the regulator, stating that even simple hyperlinks can qualify as advertising if they guide users toward promoting other business activities. As a result, Holland Casino was fined and required to remove such links.	22 April 2026	https://uitspraken.rechtspraak.nl/details?id=ECLI:NL:RVS:2026:2287	The Netherlands
D-Reizen's unrealistically low price found to be misleading	The case concerns a ruling by the Dutch Advertising Code Committee (Reclame Code Commissie) on a complaint against travel company D-Reizen regarding a package holiday advertisement. D-Reizen promoted a holiday to Portugal in a search results overview with the headline price of "from €268 per person" for an 11-day trip with half board in a five-star hotel. The offer appeared at the top of the list as the cheapest option when sorted by price. However, when consumers clicked through, the actual price turned out to be around €1,545 per person. The company argued that the low price resulted from a technical error and that consumers should have realised the price was implausible, especially given the surrounding higher-priced offers and seasonal timing. The Committee rejected this argument and found that the presentation could reasonably lead the average consumer to believe the offer was genuine. In appeal, the Board of Appeal (College van Beroep van de Reclame Code Commissie) reviewed the legal standard. It confirmed that the relevant rules must be interpreted in line with Dutch and EU misleading advertising law, meaning that not only the existence of a pricing error matters, but also whether it could influence the average consumer's transactional decision. The Board held that the €268 price was not so implausible that consumers would immediately recognise it as an obvious mistake,	3 March 2026	https://www.reclamecode.nl/uitspraak/?uitspraakId=593890	The Netherlands

Title	Summary	Date	Links	Country/Region
	especially given its placement as the cheapest option in a ranked list. Until clicking through, consumers could reasonably assume the offer was genuine. Because this could lead consumers to make a different transactional decision, the advertisement was considered misleading. The Board upheld the finding of infringement and confirmed that corrective actions were justified, noting that internal efforts to prevent errors do not eliminate misleading effects once they occur.			
Federal Administrative Court rules on access to documents concerning facial recognition software (BVGer A-4286/2022)	The court addressed whether documents about the Federal Intelligence Service's (FIS) facial recognition system are exempt from the Federal Transparency Act (FTA) under Art. 67 of the Federal Act on the Intelligence Service (IntelSA). It gave a broad interpretation to the concept of "intelligence gathering" but still granted partial access to the legal analysis document (sections 2–7), as those sections concern the legal basis rather than operational capabilities. The judgment is notable for its treatment of biometric data processing and the limits of state surveillance under Swiss law.	20 April 2026	BVGer A-4286/2022 (available at www.bvger.ch)	Switzerland
ASA focuses on misleadingness in ads for accident claims management companies	In recent months the Advertising Standards Authority (ASA) has carried out a piece of work on misleadingness in ads for accident claims management companies. Ads were identified for investigation following intelligence gathered by the ASA's Active Ad Monitoring system, which uses AI to proactively search for online ads that might break the rules. An example of one such ruling was in relation to CC Response NW Ltd, trading as Motor Claims Line. It involved two paid-for Google search listings and a web landing page. The ASA assessed whether the ads misled consumers about the nature and cost of the service. It found the ads implied the service applied to all accidents, despite covering only non-fault claims. It also found the ads failed to explain that not contacting an insurer could risk affecting cover. The ASA also held that claims such as "100% free service" and "save money" were misleading. Consumers could still incur costs, for example under credit hire agreements or disputed liability. Savings claims lacked clear substantiation and overstated likely benefits.	29 April 2026	CC Response NW Ltd - ASA | CAP	UK

Title	Summary	Date	Links	Country/Region
	The ASA required the ads to be withdrawn and amended to reflect the service and cost risks accurately.			
ASA investigates hormonal supplement health claims	In recent months the Advertising Standards Authority (ASA) has carried out a piece of work on ads for food supplements making claims about the treatment of symptoms of the menopause, polycystic ovarian syndrome and other women's hormonal issues. An example is its ruling against 222 Collective Group Ltd t/a 222collectiveuk in relation to a paid-for ad seen on Facebook and Instagram and its own website. The ASA assessed whether marketing claims suggested the product could treat or alleviate symptoms linked to PMS and menopause. It found that claims relating to mood, anxiety, bloating and hormonal balance implied treatment of medical conditions. The ASA held that such claims breached CAP Code rules prohibiting food supplements from claiming to prevent or treat disease. It considered PMS and menopause symptoms to be adverse medical conditions. The ASA ordered the ads to be withdrawn and not repeated. Advertisers must ensure supplement claims remain within permitted health claim frameworks and avoid implying therapeutic effects for medical conditions.	25 March 2026	222 Collective Group Ltd - ASA | CAP	UK

Enforcement and publicity

Title	Summary	Date	Links	Country/Region
Summary of ASAI's 2026 complaints decisions trends	A review of all the Advertising Standards Authority (ASAI) decisions published in 2026 reveals distinct trends regarding the nature of complaints, with numerous cases addressing recurring issues. The majority of the complaints this year have been related to some form of a misleading act carried out by a trader or advertiser, which follows on from the ASAI's findings throughout 2025. Of the complaints regarding misleading acts, a vast majority related to a trader/advertiser's own website or social media accounts, demonstrating a lack of compliance online and in digital products and services. Of all the complaints regarding misleading acts, the majority were upheld by the ASAI. Of all the complaints raised by the ASAI so far this year, only a few were not upheld. In most cases where the complaint was upheld, the ASAI required that the advertisements should not reappear in the form complained of. In some instances, the advertisements had already been removed, or the products had been discontinued. A rising trend has been observed in which influencers fail to disclose, or inaccurately disclose, instances of promoting products or services on behalf of third parties. This aligns with findings from previous years, and the ASAI acknowledged positively that, in some cases, suppliers have proactively tried to resolve the issue by directly contacting the influencer. Last year, 53 advertisements breached the Code. Current complaints decisions this year indicate increased enforcement, as most complaints are being upheld by the ASAI.	From January 2026 until now	The ASAI's complaints decisions are available under https://adstandards.ie/complaints-decisions/, and dates back to 2014.	Ireland

CCPC's 2026 enforcement trends	So far in 2026, the Competition and Consumer Protection Commission (the CCPC) has been quite active in its investigations and enforcement. In March 2026, it was reported that the CCPC collaborated with the European Commission, European consumer authorities from 23 member states, and other non-EU countries to review online discounts during Black Friday and Cyber Monday. The CCPC and the other bodies involved investigated over 300 online retailers, with the aim of identifying misleading discounts, and found that 30% of retailers incorrectly referenced discounts during these sales. Further to this, 34% of the retailers referred to price comparisons and 6 in 10 of those did not explain what exactly they were referencing. In addition to this, the bodies also discovered that 18% of the retailers used pressure-selling techniques, such as falsely claiming that a product was running out. Following this sweep, the bodies may be considering taking enforcement actions. The CCPC prosecuted one of the retailers, who pled guilty to the offence. In addition to this, the CCPC has carried out a number of enforcement actions this year which have been detailed in its Consumer Protection List. This year, a main trend, echoing the Advertising Standards Authority's ("ASAI") decisions, has been misleading commercial practices. Many of the enforcement actions taken by the CCPC so far this year, have been in the form of fixed payment notices for incorrectly displaying prices of products or not displaying such prices. The CCPC also prosecuted a trader for giving a customer incorrect information on a second-hand product's history. Similarly to the ASAI's findings, the CCPC also reported issuing compliance notices to two influencers for failing to disclose/label their Instagram posts correctly so that audiences and followers understand the commercial nature of such posts. The CCPC also published its Consumer Helpline Report for 2025 recently, in which they highlighted that 2,384 complaints received related to advertising which was a considerable increase from 2024 where 1,399 queries were recorded in relation to advertising. Advertising was number 4 in the top 5 categories of queries received. In addition to this, advertising was number 3 in the top 5 categories of queries in which the CCPC referred customers to the Small Claims Court, with a total of 997 queries referred.	From January 2026 until now	Details of the investigation carried out by the European Commission, CCPC and European consumer authorities is available, https://www.ccpc.ie/news-and-media/news/article/2026/03/26/investigation-by-ec--ccpc-and-european-consumer-authorities-finds-1-in-3-traders-incorrectly-display-discounts-online-during-black-friday-sales. The CCPC Consumer Protection List is available, https://www.ccpc.ie/enforcement-and-regulation/consumer-protection/cases/pre-2024-consumer-protection-list The CCPC Consumer Helpline Report 2025 is available, https://www.ccpc.ie/about-us/our-impact/the-ccpc-helpline-report-case-study.	Ireland

Title	Summary	Date	Links	Country/Region
Italian Competition Authority opens investigations into food delivery operators for misleading ethical and social responsibility claims regarding rider working conditions	The Italian Competition Authority (AGCM) has opened two separate investigations against companies in the food delivery sector for alleged potential unfair commercial practices regarding their ethical commitment and social responsibility towards riders. The companies allegedly included, in their consumer-facing communications (including ethical codes and "about us" sections on their websites), a corporate image based on adherence to ethical standards and social responsibility that may not be precise. This concerns, in particular, working conditions and legal compliance in the management of riders, including the operational model and algorithm used by the companies. The investigations are currently ongoing. One of the companies involved has publicly stated that it is fully cooperating with AGCM, is providing all requested information and documentation, and is confident that its operations comply with applicable laws and regulations. The company has also reiterated its commitment to high ethical and professional standards.	6 May 2026	https://www.agcm.it/media/comunicati-stampa/2026/5/PS13124-PS12991	Italy
Italian Competition Authority opens investigation into online travel platform for misleading presentation of "Preferred Partner" accommodation listings	The Italian Competition Authority (AGCM) has opened an investigation against a major online travel platform for potential unfair commercial practices. According to the Authority, the platform presents accommodation providers participating in its "Preferred Partner" and "Preferred Partner Plus" programmes as selected based on service quality and value for money, although the eligibility requirements for these programmes do not appear to guarantee these characteristics. The platform allegedly grants participating accommodation providers better positioning in search results, enhanced graphic elements, and claims emphasising service quality and value for money, despite the admission requirements not being adequate to support the advantages attributed to those accommodations. According to the Authority, the selection of accommodation providers for the Preferred Partner programmes is mostly based on criteria favouring those providing higher commissions to the platform, rather than on their qualitative characteristics. Consequently, the presentation methods and claims used to emphasise the qualities of these accommodation providers could mislead consumers into making commercial decisions based on the erroneous belief that these accommodations offer better value for	22 April 2026	https://www.agcm.it/media/comunicati-stampa/2026/4/PS13115	Italy

Title	Summary	Date	Links	Country/Region
	money compared to non-participating ones with similar characteristics.			
Italian Competition Authority fines digital banking group over EUR 11 million for misleading investment claims and aggressive account management practices	The Italian Competition Authority (AGCM) has imposed fines totalling over EUR 11 million on companies within a major digital banking group for unfair commercial practices. The Authority fined the group's investment services company and its holding company EUR 5 million for violations of Articles 20, 21 and 22 of the Consumer Code. The companies failed to provide customers, from the initial advertising stage, with clear and comprehensive information about additional costs and limitations affecting "commission-free" investments, which include fractional shares that present significant differences compared to whole shares in terms of risks, rights and transferability. The Authority also imposed a EUR 5 million fine on the group's holding company and its banking services company for aggressive practices and for omitting (or providing unclearly) relevant information about the conditions and procedures for suspension, limitation and blocking of payment accounts. In particular, the companies failed to provide sufficient pre-contractual information, advance notice before imposing restrictions, or adequate dialogue or assistance once restrictions were applied. Since the inability to access one's funds and related services, even for extended periods, obstructs the exercise of contractual rights and the ability to meet life needs, including urgent ones, the Authority found these practices in breach of Articles 20, 21, 22, 24 and 25 of the Consumer Code, as capable of unduly influencing the freedom of choice of consumers and micro-enterprises. Finally, the Authority imposed a EUR 1.5 million fine on the holding company and the banking services company for failing to provide clear and comprehensive information about the requirements and timeframes for obtaining an Italian IBAN (with IT prefix) instead of a Lithuanian IBAN (with LT prefix), in violation of Articles 20, 21 and 22 of the Consumer Code.	23 March 2026	https://www.agcm.it/dotcmsdoc/bollettini/2026/14-26.pdf	Italy

Title	Summary	Date	Links	Country/Region
Italian Competition Authority opens investigations into cosmetics retailers for targeting minors with adult skincare products through covert influencer marketing	The Italian Competition Authority (AGCM) has opened two investigations against major cosmetics retailers and brands for potential unfair commercial practices relating to the early use of adult cosmetics by children and adolescents (including those under 10-12 years old), encouraging compulsive purchases of face masks, serums and anti-aging creams. These practices fall within the phenomenon known as "cosmeticorexia", i.e. the obsession with skincare among minors. The investigations are based on the omission or misleading nature, including on websites and in stores, of relevant information such as warnings and precautions about cosmetics not intended for or tested on minors. According to the Authority, the companies also adopted a particularly insidious marketing strategy, involving very young micro-influencers who allegedly encouraged young people, who are particularly vulnerable subjects, to compulsively purchase cosmetics.	27 March 2026	https://www.agcm.it/media/comunicati-stampa/2026/3/PS13110	Italy
Latvian authorities warn online retailers against misleading "local origin" claims	The Latvian Consumer Rights Protection Centre and the European Consumer Centre Latvia have issued a public warning concerning online stores that offered products manufactured in China while creating a misleading impression that the goods were of Latvian origin. The authorities highlighted that consumers may be misled not only about where the products come from, but also about their quality and value. They also pointed to practical risks for consumers, including returns having to be made to China, longer delivery times, split shipments and difficulties resolving disputes where the seller effectively operates outside Latvia and the EU. The warning is a useful reminder for e-commerce businesses that local branding, Latvian-language websites or references to local origin must not create a false impression about the actual origin, quality or trader behind the products.	9 April 2026	https://www.ptac.gov.lv/en/article/crpc-and-ecc-latvia-urge-consumers-not-purchase-goods-maijasdargumicom-martalindecom-and-madonastilscom	Latvia

Title	Summary	Date	Links	Country/Region
Latvian Consumer Rights Protection Centre finds 60% of checked prices non-compliant in price monitoring sweep	The Latvian Consumer Rights Protection Centre has published the results of its price monitoring activities, finding that as many as 60% of the checked prices did not comply with applicable price indication requirements. The authority identified recurring issues such as missing selling prices, missing or incorrectly calculated unit prices, and discrepancies between the price displayed next to the product and the price charged at checkout. Following the monitoring, the authority imposed administrative fines, continuing its practice of monitoring price indications and low-price basket offers. It also encourages consumers to report misleading discounts, unavailable low-price basket products and other potentially misleading promotions or sales campaigns.	20 March 2026	https://www.ptac.gov.lv/lv/jaunums/ptac-60-no-parbauditajam-cenam-ir-neatbilstosas (in Latvian, but translate option available)	Latvia
Amsterdam bans public adverts for meat and fossil fuels	As the first city worldwide, Amsterdam has introduced a ban on public advertising for products such as meat, fossil fuels, flights, cruises, and petrol-powered cars as part of its climate policy. Although the ban formally entered into force on 1 May 2026, enforcement (including the imposition of fines) will not commence until 2027. According to the municipality, this delay is necessary to allow sufficient time to amend existing advertising contracts and implementation frameworks. During this transitional period, certain advertisements covered by the ban may still appear in public spaces while companies gradually adapt. The measure forms part of Amsterdam's broader efforts to reduce carbon emissions and encourage more sustainable consumption. At the same time, it raises practical questions regarding enforcement and the impact on existing advertising arrangements.	1 May 2026	https://nltimes.nl/2026/05/05/amsterdam-ban-fossil-fuel-meat-adverts-wont-enforced-2027?utm_source=chatgpt.com	The Netherlands
ASA study highlights how environmental claims are being used in advertising	On 24 June 2026, the Advertising Standards Authority (ASA) published findings from a large scale study examining how environmental claims are used in UK online advertising. The study analysed over 7 million ads and found that environmental claims appear in only around 1% of advertising. However, where used, they are frequently framed in broad or absolute terms such as "eco friendly" or "carbon neutral", with around three quarters of such claims falling into this category. The ASA did not assess compliance but highlighted that absolute claims typically require a high level of substantiation under the CAP Code.	24 June 2026	Environmental claims remain rare but often absolute, ASA study finds - ASA | CAP	UK

Title	Summary	Date	Links	Country/Region
	The findings indicate that regulatory risk is driven less by how often environmental claims are made and more by how they are framed. Businesses using sustainability messaging should prioritise specificity and evidential support, as broad claims are more likely to attract scrutiny and potential challenge.			
UK advertising rules for premium-rate telephone services under review	On 9 June 2026, the CAP and BCAP launched a consultation on proposed changes to the UK Advertising Codes for premium-rate telephone services (PRS). This follows regulatory reforms that transferred direct responsibility for PRS regulation and enforcement to Ofcom under the Regulation of Premium Rate Services Order 2024. The proposals would remove PRS-specific rules from the BCAP Code and update both CAP and BCAP Codes to reflect the new regulatory framework. The consultation closes on 22 July 2026.	9 June 2026	Consultation on changes to the rules on premium-rate telephone service advertising - ASA | CAP	UK
ASA outlines enforcement of less healthy food advertising restrictions	On 16 April 2026, the Advertising Standards Authority explained its approach to enforcing new restrictions on less healthy food advertising. The rules, which took effect earlier in 2026, implement legislation to reduce public exposure to such products. They prohibit ads for identifiable less healthy foods on TV and on-demand services between 5:30am and 9pm, and in paid online media at any time. The ASA published its first rulings to show how the rules operate in practice. These decisions confirm that context and content determine compliance, not product category alone. Ads may be permitted if the featured items are not classified as less healthy or are incidental. Ads breach the rules if less healthy products are identifiable and prominent. The ASA expects further rulings as it develops precedent in borderline cases. Advertisers must assess product classification, presentation and media placement carefully to ensure compliance.	16 April 2026	From principle to practice: how we're enforcing the new 'less healthy' ad rules - ASA | CAP	UK

Title	Summary	Date	Links	Country/Region
CMA launches investigations into fake and misleading online reviews	On 27 March 2026, the Competition and Markets Authority announced new investigations into suspected fake and misleading online reviews. The CMA is examining practices by five businesses including Feefo, Dignity and Pasta Evangelists. The investigations focus on how reviews are generated, moderated and displayed, and whether star ratings mislead consumers. The CMA raised concerns including: – Suppression of negative reviews affecting overall ratings – Use of staff-generated or incentivised positive reviews – Inflation of star ratings and undisclosed review incentives The action follows new powers under the Digital Markets, Competition and Consumers Act 2024, which bans fake and undisclosed incentivised reviews. The CMA can determine breaches directly and impose fines of up to 10% of global turnover. The investigations form part of a broader programme targeting all stages of the reviews ecosystem. Outcomes may include enforcement action, remedies or case closure, with an update expected in September 2026. The developments signal tighter scrutiny of review practices and rating systems. Businesses must ensure transparency and accuracy in how they collect and present consumer feedback.	27 March 2026	Fake and misleading reviews: 5 businesses under CMA investigation - GOV.UK	UK
Online Advertising Taskforce reports progress on transparency and AI	On 17 March 2026, the UK government published the Online Advertising Taskforce progress report for 2025. The report outlines industry and regulator activity to improve transparency, accountability and trust in online advertising. It also sets priorities for 2026, including addressing fraud and the impact of AI. The Taskforce, chaired by the DCMS Minister, brings together industry, regulators and government. It operates through working groups targeting key risks in the online advertising supply chain. In 2025, a new AI working group was created and a dedicated ad fraud group was agreed. Key developments include: – Launch of an AI best practice guide on responsible and transparent use	17 March 2026	Online Advertising Taskforce - progress report 2025 - GOV.UK	UK

Title	Summary	Date	Links	Country/Region
	– Pilot schemes to test age assurance and ad targeting compliance – Increased adoption of influencer marketing standards and the Gold Standard certification – Data sharing initiatives to identify and disrupt fraudulent advertising The Taskforce plans further action in 2026, including a potential full rollout of platform accountability principles. Businesses should expect greater scrutiny of transparency, AI use and fraud prevention across the advertising ecosystem, with increased emphasis on industry standards and collaboration.			
UK advertising leaders launch taskforce on regulator funding	On 19 March 2026, the Advertising Standards Board of Finance announced a taskforce to develop a long-term funding model for the Advertising Standards Authority (ASA) system. The initiative brings together regulators, government, advertisers and platforms. It aims to ensure sustainable funding for UK advertising self-regulation as the market evolves. The current funding model, largely unchanged since 1974, relies heavily on agency-mediated spend. The ASA considers this approach misaligned with today's digital advertising ecosystem and insufficient to support modern regulatory demands. The taskforce will design a model that reflects current market structures and secures financial stability. Recent investment in AI and monitoring highlights growing regulatory scope, including analysis of 59 million ads in 2025. The ASA notes that sustained funding is required to maintain oversight, respond to emerging risks and preserve trust in advertising. The initiative signals closer collaboration between industry and platforms to safeguard regulatory effectiveness. Businesses should anticipate continued emphasis on responsible advertising supported by enhanced monitoring and updated funding mechanisms.	19 March 2026	UK advertising leaders set up funding taskforce - ASA | CAP	UK

Title	Summary	Date	Links	Country/Region
UK Government to consult on ban on sponsorship for unlicensed gambling operators	On 23 February 2026, the UK government announced plans to consult on banning sponsorship by unlicensed gambling operators in sport. The Department for Culture, Media and Sport aims to prevent such operators from promoting their brands through sports clubs, including Premier League teams. The proposal responds to concerns that unlicensed operators, often linked to illegal activity, exploit sponsorship visibility to attract UK consumers. These operators are not subject to regulatory safeguards, including responsible advertising and consumer protection requirements. The reforms aim to reduce consumer exposure to unregulated gambling brands and support fair competition for licensed operators. This consultation forms part of the government's separate, wider work to address concerns around gambling and launch of an Illegal Gambling Taskforce focusing on: – Stopping illegal operators advertising on social media platforms – Preventing payments to unlicensed sites – Improving cross-agency collaboration Brands and rights holders in sport should review sponsorship arrangements and ensure partners meet UK licensing requirements and interested parties should respond to the consultation when it opens.	23 February 2026	Government to crack down on gambling operator sport sponsorship - GOV.UK	UK

Contacts

UK

Lisa Highet
Partner
T: +44 115 931 7794
M: +44 776 764 1015
lisahighet@
eversheds-sutherland.com

Chloe Gastrell
Principal Associate PSL
T: +44 20 7919 0633
M: +44 782 552 1323
chloegastrell@
eversheds-sutherland.com

Netherlands

Thera Adam
Partner
T: +31 10 2488 059
M: +31 6 1001 5156
theraadam@
eversheds-sutherland.com

Bas Peper
Associate
T: +31 10 2488 000
M: +31 6 3820 3697
baspeper@
eversheds-sutherland.com

Sophie Wiegant
Associate
T: +31 20 560 0586
M: +31 6 4843 4018
sophiewiegant@
eversheds-sutherland.com

Bulgaria

Philip Kiossev
Partner
T: +359 24 39 07 07
M: +359 89 43 33 614
philipkiossev@
eversheds-sutherland.bg

Finland

Roosa Teittinen
Associate
T: +358 44 333 0697
roosateittinen@
eversheds-sutherland.fi

Germany

Thomas Farkas
Partner

T: +49 40 54565 279
M:
thomasfarkas@
eversheds-sutherland.com

Christina Miller
Senior Associate

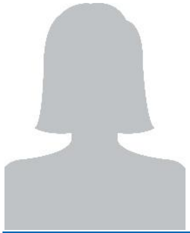
T: +49 895 456 5373
christinamiller@
eversheds-sutherland.com

Germany

Simon Schulze
Associate

T: +49 89 54565 102
M: +49 160 94607555
simonschulze@
eversheds-sutherland.com

Latvia



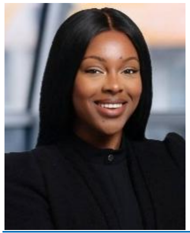
Dārta Spridzāne
Legal Practice Group Support Specialist

T: +37 127 056 670
darta.spridzane@
eversheds-sutherland.lv

Ireland

Dan Jackson
Senior Associate

T: +353 1 263 6542
M: +353 8711 27 345
danjackson@
eversheds-sutherland.com



Teniola Alao
Associate

T: +35 31 554 6179
M: +35 38 618 49124
teniolaalao@
eversheds-sutherland.com

Italy

Beatrice Bigonzi
Partner, Head of Commercial and IP

T: +39 2089 2871
beatricebigonzi@
eversheds-sutherland.it

Nicola Lattanzi
Principal Associate

T: +39 028 9287 654
nicolalattanzi@
eversheds-sutherland.it

China

Cedric Lam
Partner, Head of Intellectual Property, Asia

T: +852 218 63 202
M: +852 910 11 265
cedriclam@eversheds-sutherland.com

Koon-Yiu Tse
Associate

T: +852 218 63 288
Koon-yiutse@eversheds-sutherland.com

Switzerland

Markus Naef
Partner

T: +41 5 82 55 56 60
markus.naef@eversheds-sutherland.ch

eversheds-sutherland.com