[ES] Code of Conduct for Internet Advertising Approved

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The Asociación de Autocontrol de la Publicidad (the Spanish Advertising Self-Regulatory Association - AAP) has recently approved a Code of Conduct for Advertising on the Internet. The AAP was set up in 1995, and its objectives are to ensure that the self-regulatory provisions for the regulation of advertising are adhered to, and to regulate the form and content of the media. In 1996, the AAP already adopted a (general) Advertising Code of Conduct, which has been widely accepted by the industry.

Now, the AAP has approved a new Code of Conduct for advertising on the Internet. The code applies only to advertising (and not to other kinds of content) made by natural or legal persons established in Spain, and to advertisements inserted in websites hosted by servers located in Spain or whose owners are located in Spain. It regulates, among other things, the identification of advertisements, protection of personal data, information that must be provided to the user, protection of minors, advertisements sent by e-mail, advertisements on chats, and sponsorship.

Código ético sobre publicidad en Internet, aprobado por la Asociación de Autocontrol de la Publicidad el 14 de abril de 1999.

Code of Conduct for Advertising on the Internet of 14 April 1999.

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