[FR] The Advertisement Board Presents its “Child” Recommendation

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In the context of the thorough re-examination of the ethics of advertising and following the recommendation "on the image of the human person" last October, the Bureau de Vérification de la Publicité (Advertisement Board - BVP) - a professional self-regulatory institution involving both advertisers and agencies - presented its new "Child" recommendation on 14 March. The previous recommendation in this area dates back to 1975, and some of its provisions have been supplemented and updated, particularly as regards the provisions concerning decency and dignity, which now go beyond merely preventing child nudity in advertisements. Advertisers are required to make every effort not to propagate images that infringe the dignity and decency of children, and to avoid situations likely to belittle children or create a feeling of anxiety or discomfort. They must also refrain from portraying violence or ill treatment, so as not to encourage children to copy aggressive or violent behaviour.

Article 2 covers "social responsibility" and prescribes that anti-social acts, behaviour contrary to the principles of citizenship or to health or the environment should not be presented in a favourable light. Moreover, advertising directed at children should take account of their level of maturity and experience, should not be misleading, and should in no circumstances arouse a feeling of urgency to make a purchase or suggest the indispensable nature of the purchase. Article 8 on "interactive advertising" is completely new. It covers all types of interactive advertising, whether the message is disseminated by telephone, Minitel or Internet; it must be clearly recognisable as advertising and, where it appeals directly to children and involves expenditure, the invitation to take part must specifically involve parents. Although the BVP readily admits that it intervenes infrequently as regards children, as the attention given to them is broadly integrated in the behaviour of all those involved in the profession, this recommendation is an expression of its desire to participate in and anticipate future developments.

Recommandation "Enfant" adoptée par le Conseil d'administration du BVP le 14 mars 2002

"*Child*" *recommendation adopted by the board of management of the BVP on 14 March 2002*

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