[HU] New Code of Advertising Ethics Enters into Force

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Mark Lengyel
Attorney at law

On 30 September 2009 a new Code of Advertising Ethics entered into force in Hungary. The self-regulatory instrument was signed on 16 September 2009 by 26 professional associations covering practically the entire national advertising industry.

The first Hungarian Code of Advertising Ethics was adopted by the market players in 1981 as the first of such codes in the former Eastern Bloc. Since then the code has been revised several times. However, the last revision took place in 2005 and the Hungarian advertising scene has been the subject of several changes during the past four years (IRIS 2005-10: 14).

Similar to its predecessor codes, the content of the new one is based largely on the Code of Advertising and Marketing Communication Practice of the International Chamber of Commerce. In line with the recommendations of the European Advertising Standards Alliance (EASA) the new Hungarian code also provides guidance in dealing with questions relating to the ethics of digital marketing communications as its scope also extends to these aspects.

The Code, as accepted in September, provides the updated set of national self-regulatory norms in a new structure. The first part lays down the general principles and rules, while the second part covers various particular issues such as the protection of minors, advertising alcoholic beverages or food, protection of the environment and advertising via the Internet or via mobile communications.

There are currently two main associations in the Hungarian advertising industry: the Hungarian Advertising Association (founded in 1975), and the Body of Self-regulatory Advertising, which has been in existence for approximately ten years.

The amended Code of Advertising Ethics continues to provide the common basis for self-regulatory activities for both associations and for a number of other advertising and media associations as well.

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Code of Advertising Ethics

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