[SK] New Law on Advertising

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On 2 July 1996 the National Council of Slovakia adopted a new law on advertising which came into force on 1 September 1996.

The general requirements of the law are: advertising must comply with the regulations governing competition; it must not overstep the bounds of public decency; it must not abuse the trust of the consumer. Misleading or hidden advertising is prohibited, as is advertising which wounds human dignity, or which insults national or religious feelings. There is a blanket ban on advertising by fax or by telephone.

Minors are given special protection: any form of advertising which might endanger the health or moral development of minors is prohbited.

The advertising of tobacco products and alcoholic drinks (with the exception of beer) is prohibited on television or radio, and in periodicals. There is a total ban on advertisements for all other addictive substances and for prescription medicines and narcotics.

The supervisory bodies responsible for advertising collaborate with associations for safeguarding ethics in advertising.

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