

CODE OF ETHICS IN ADVERTISING



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I. GENERAL PROVISIONS

Article 1

1. This Code of Ethics in Advertising, hereinafter referred to as "the Code", constitutes a set of principles that should be obeyed by entrepreneurs, including especially advertisers and other legal and natural persons as well as organisational units without legal personality conducting advertising in the territory of the Republic of Poland.

2. The Code does not constitute a set of standards replacing the compulsory legal regulations but only contains a set of principles imposing on the entities governed by the Code additional limitations irrespectively of the legal regulations in force.

Article 2

1. The activities to which the provisions of the Code apply shall be performed with due diligence, in accordance with the prevailing standards of decency, with a due sense of social responsibility, and should conform to the principles of fair competition.

2. The parties to agreements applying to advertising can construct their mutual legal relations at their own discretion, provided that such relations are consistent with the Code.

II DEFINITIONS

Article 3

The terms used in the Code shall have the following meanings:

a) advertisement – the message containing in particular information or a statement, especially made for a fee or remunerated otherwise, accompanying anybody's activity which aims to increase the sale of products, to obtain another form of using the products, or to obtain another effect, desired by the advertiser. Advertisement shall also include sales promotion, offers intended to the recipients in the form of direct marketing, or sponsorship.

For the avoidance of doubt, advertising within the meaning of Code is not:

(1) a message aimed at promotion of socially desirable behaviours if it is not connected at the same time with promotion of the advertiser, the advertiser's business or product, or products at the advertiser's disposal;

(2) a message constituting an element of the electoral or referendum campaign, including the message with the content propagating the specific behaviours of the recipients during the elections or the referendum;

(3) a message, also of public nature, originating from an entity (e.g. a company, a foundation), required by the legal regulations in force or directed to such entity's authorities, shareholders, or potential shareholders, in particular to the extent encompassing the factual, legal, and financial condition, and also to the extent of information concerning shares and other securities, deposit certificates, legitimisation signs or other participation units with respect to:

(i) such an entity, (ii) entities directly or indirectly affiliated with such entity.

The above rules shall be used at interpretation of the provisions of the Code, including those which regulate the rules of sales promotion, direct marketing, sponsorship, and with respect to relations with the recipients and beneficiaries;

b) comparative advertisement or advertising of comparative nature – the advertisement which makes it possible to identify the competitor or competitor's products or products at the competitor's disposal in order to promote a different entity or its products or products at such entity's disposal;

c) sponsorship – a type of advertisement created as a result of an agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party, contractually provides any support or co-support in order to establish a positive association between the sponsor's image, the sponsor's brands or other markings identifying the sponsor and the sponsor's products and the sponsored event, activity, product or specific entity; within the meaning of the Code, sponsorship is not media patronage if it is limited exclusively to information on the specific event;

d) product – the object of advertising, including sales promotion, sponsorship or direct marketing, including but not limited to the effect of creative, commercial, or service providing activities;

e) recipient – the party which can get to know the advertisement;

f) beneficiary – the recipient to whom the given advertisement is addressed and who is the potential purchaser of the product or the recipient who has purchased the product after he has got to know the advertisement;

g) advertiser – the entity which – especially for a fee or for remuneration paid otherwise – has ordered an advertisement for execution, and the advertising message concerns such entity or such entity's business or product, or products at such entity's disposal;

h) promoter - the entity which in its own name or acting in the advertiser's name organises the conduct of advertising, including but not limited to: the advertising campaign, sales promotion, sponsorship or campaign with the use of direct marketing. For the avoidance of doubt, if the promoter acts in its own name, it is at the same time the advertiser within the meaning of the Code;

i) operator – the entity participating in the process of distribution or sale of products between the advertiser and the beneficiary;

j) media – entities which provide – for a fee or free of charge – the advertising distribution service by any technology of distribution in particular: publication, broadcasting using audio or video, exposure or using direct marketing methods;

k) special call – telephone/fax call or sending a text/multimedia message the cost of which is different than arising from the normal telephone tariff in force for typical calls;

l) preference list – the list of consumers who have registered their wish not to receive unsolicited marketing messages (e.g. so-called "Robinson List");

†) children – persons who are aged less than 13 years, and thus are not competent to perform legal acts;

m) young people – persons who are at least 13 years of age but not older than 18 years of age;

n) data – results of studies, sales results, and all other statistical data used in the advertisement;

o) Union of Associations Advertising Council (Advertsing Council) – the union of associations within the meaning of Associations Law registered in Warsaw.

III. BASIC PRINCIPLES OF ADVERTISING

Article 4

Advertisements should not contain any form of discrimination, in particular that based upon race, religion, sex or national origin.

Article 5

Advertisements should not contain any elements encouraging to acts of violence.

Article 6

Without justifiable reasons based, for example, on social grounds and prophylaxis, advertisements should not motivate for purchase of a product by taking advantage of misfortunes or by causing anxiety or fear.

Article 7

Advertisements should not be operated in such a way as to endanger artistic or historical objects.

Article 8

Advertisements should not abuse the trust of the recipient or exploit his lack of experience or knowledge.

Article 9

Advertiser, promoter, operator and media, each of them only within the scope of its advertising-related activities, will obey the rule, that every recipient of advertising made or distributed with his participation should be able to identify, that particular message is an advertisement.

Article 10

1. Advertisements should not mislead their recipients, in particular with regard to:

a) important characteristics such as nature, composition, method and date of manufacture, range of use, quantity, origin (also geographical) of the advertised item;

b) value of the product and the total price actually to be paid for the product as well as other payment conditions like instalment sales, leasing, credit sales, bargain sales;

c) terms of delivery, exchange, return, repair and maintenance;

d) guarantee terms;

e) intellectual and industrial property rights such in particular patents, names, trademarks, and industrial designs and models;

f) official permits or approvals, awards, prizes, medals, and diplomas;

g) the extent of the entrepreneur's benefits for charitable causes.

2. Data as well as scientific terms, quotations from technical or scientific publications not considered data within the meaning of the Code, used in advertisements, must indicate their source and cannot be used in a misleading manner. The data must be presented correctly from the methodological point of view. Presentation of statistical data must in particular take into account the rules of statistical inference, including the phenomenon of statistical error.

Article 11

1. Comparative advertisements are acceptable if they serve the purpose of intensifying competition and public information. Nevertheless, they should not mislead the advertising recipients.

2. All references in comparative advertisements must be presented methodologically correctly, including but not limited to information on products, commercial offers, and data.

3. Comparative advertisements should be used to compare goods satisfying the same demands or manufactured for the same purpose.

4. Comparative advertisements may compare one or more characteristics if such characteristics are verifiable. Price may be one of such characteristics.
5. Comparative advertisements should not be likely to mislead the consumers as to the goods offered, trademarks, trade names or other distinguishing elements.
6. Advertisements cannot in an unjustified manner inconsistent with the provisions of the Code, and in particular with the content of Article 11 paragraphs 1, 2 and 5 hereof use the full or abbreviated corporate name, name, graphic symbol name or other individualising marks legally belonging to another entity, and use the good name of such an entity. Comparative advertisements, by means of expression used in them, can not discredit or humiliate the competitor and competitor-related circumstances, by presenting him or his product in an unfavourable way.

Article 12

1. Advertisements should not portray or refer to any natural person, including a person generally known in connection, for example, with performing by such person public functions, without obtaining such person's prior consent, and should not describe or refer to a property of a specific person without such person's consent, in a way likely to convey the impression of the personal endorsement by such person.
2. The provisions of paragraph 1 above shall apply per analogy to entities other than natural persons.

Article 13

If the advertisement contains information on a guarantee in extent and within the meaning contained in legally binding terms of sale, it must be available at a point of sale or enclosed with the product and will be transferred to the beneficiary.

Article 14

Presentation of instalment sale, the credit terms or other forms of consumers' credit must be so framed as not to raise doubts concerning the actual final price of the advertised item, including the amount of cash payment, the amount of advance payment, the interest rate, the credit instalment repayment dates, and other conditions related to that kind of sale.

Article 15

Advertisements informing on money loan offers should not contain any statements likely to mislead the recipients, in particular as to their kind, indispensable security, repayment dates, actual interest costs, and any other possible fees.

Article 16

Advertisements referring to savings or investing methods cannot contain any statements likely to mislead the recipients in particular with respect to the estimated future income, factors affecting the level of such income, and the possible tax reductions.

Article 17

Advertisements which may make the recipient believe it is not necessary to pay for the product if such product is not actually available free of charge cannot be used.

Article 18

1. Advertisements of franchisers searching for franchisees should not, directly or by implication, mislead as to the scope of help provided, potential payment, work contribution and essential financial assets. The franchiser's full name and permanent address should be stated.

2. The provisions of paragraph 1 above shall be applicable to advertisements aimed at entering into legal or factual relations with the nature similar in effects to franchise.

Article 19

Advertisements of products which used in a proper way may cause real danger should clearly point out the potential danger related to their use.

Article 20

The data, recommendations, commercial offers, information, or clarifications concerning the product should be appropriately documented. The documents should be made available on the beneficiary's demand.

Article 21

Advertisements should not promote attitudes that question the rights of animals. Advertisements containing image of animals should be self-restrained, so animals are not portrayed in a way that suggests non-humanitarian treatment of them.

IV. ADVERTISEMENT ADDRESSED TO CHILDREN AND YOUNG PEOPLE

Article 22

The value of the products offered in advertisements addressed to children or young people cannot be indicated in the manner which will make children or young people incorrectly perceive their actual value, e.g. by using in an inappropriate context such expressions and words as "only", "little". The advertisements cannot also suggest that the product is available for any household budget.

Article 23

Advertisement addressed to children or young people cannot contain any statements which may constitute a health or safety hazard.

Article 24

According to Article 8 and Article 10 advertisement addressed to children or young people cannot exploit their natural credulity and lack of experience.

Article 25

Advertisement addressed to children or young people must take into account the degree of their development and cannot be a hazard to their further physical, mental or moral development.

Article 26

Advertisement addressed to children or young people cannot suggest that the possession or use of the product will ensure to them social or psychological advantage over others and the failure to possess such product will have the opposite effect.

Article 27

Advertisement addressed to children or young people cannot undermine the authority of parents or of other persons with legal custody, question their responsibility, opinion, tastes, or favourites. The above limitation shall not be applicable to the cases of counteracting social pathologies.

Article 28

1. In the case of advertisements addressed to children special care should be taken to ensure that it does not mislead the recipients as to the true size, value, nature, durability, appearance, and technical potential of the advertised item, e.g.:

a) if accessories (e.g. batteries) are necessary for using the product or an additional material (e.g. paint) is necessary for achieving the result shown or described, this should be made clear.

b) if the advertisement is applicable to separately sold products, this should be unequivocally stated.

c) advertisements cannot diminish the physical skills required to use the product; where the results and the method of use of the advertised item are presented without any clear reservation, then the presented result should be attainable for an average child at the age range for which the product is intended.

Article 29

Advertisements cannot contain (i) orders to persuade adult persons to purchase the advertised items or, (ii) the instruction of how to persuade adult persons to purchase the advertised items, directly addressed to children or young people.

Article 30

If necessary due to security reasons, both advertisements as well as products addressed to children or young people must contain express information for which age group the product is intended.

Article 31

Sales promotion, direct marketing, or sponsored vents addressed to children or young people must be consistent with the respective principles stipulated in the Code, and in particular with the provisions of this Chapter.

Article 32

Articles 22-31 apply accordingly also to advertisements, which are not directly targeted at children, but children are their recipients due to the form, place and method of presentation. This applies particularly to advertisements broadcasted close to children's programming, advertisements show in cinemas before children's movies and to outdoor advertising.

V. ADVERTISEMENTS CONTAINING ECOLOGICAL INFORMATION

Article 33

Advertisements cannot undermine public trust in correctly performed activities undertaken within the framework of natural environment protection.

Article 34

Advertisements cannot exploit the lack of knowledge of their recipients in the area of natural environment protection. **Article 35**

Advertisements cannot contain a message which might mislead the consumers as to environmental protection, including but not limited to through misleading information on characteristics of products or on activities undertaken by the advertiser for environmental protection. Advertisements of entrepreneurs related to specific products or actions cannot without justified grounds extend the advertising effect in the area of natural environment protection to the whole business of the advertiser.

Article 36

An environmental claim must relate to the characteristics of the advertised product and must refer to such characteristics of such product that exist throughout the product life or periodically, but in the latter case the advertisement must inform the recipient thereof.

Article 37

Advertisements containing general phrases such as "environmentally friendly" or "ecologically safe" cannot be misleading. The information indicating the precise effect of the product in this area must be available at the point of sale, enclosed to the product or shall be presented to the beneficiary in a publicly accessible way.

Article 38

1. When advertisements refer to the reduction the quantity (number) of components or elements

having an environmental impact, such information cannot be misleading. The information indicating the precise positive effect of the product in this area must be true and available at the point of sale or enclosed to the product and shall be presented to the beneficiary.

2. Advertising claims cannot refer to the absence of components, features or impacts that are not applicable to the given product category.

3. An advertising claim of "...free", or of the same effect, should only be made when the level of the specified substance does not exceed that of an acknowledged trace contaminant or background level.

4. Environmental signs or symbols should only be used when the source of origin (granting or appointing) these signs or symbols is clearly indicated in advertisement, and there is no confusion over their meaning. Such signs and symbols should not falsely suggest that their presence is related to a decision of a government administration authority, local government authority, or other institutions the activity of which is connected with natural environment protection.

Article 39

Environmental claims referring to waste handling are acceptable provided that the recommended method of separation, collection, processing or disposal is available for a significant part of the beneficiaries. Otherwise, the extent and method of obtaining access to the above-described methods should be indicated.

VI. SPONSORSHIP

Article 40

Sponsorship and sponsorship-related agreements must be performed in the manner which is easy to be read and understood by unrelated persons as to their nature, and in particular they should indicate all the interested parties and the content of their liabilities to the sponsor.

Article 41

Information on sponsorship originating from the sponsor or the sponsored of the given event must be clearly formulated and cannot violate the prevailing standards of decency.

Article 42

Sponsorship should never be operated in such a way as to endanger artistic or historical objects.

Article 43

Sponsorship-related operations cannot be misleading as to the sponsored entity, brand or other identification of the sponsored, in particular where the sponsored event is presented on the radio or television.

Article 44

The sponsored event cannot have a negative impact on natural environment. Therefore, any message coming from the sponsored person or the sponsor, and related to environmental protection should be truthful.

VII. DIRECT MARKETING

Article 45

1. Direct marketing activities, including the offers related to direct marketing, should be carried out so as to be understandable for the beneficiary. In particular, the beneficiary should always be able to identify the advertised product and the terms of the offer, including the price.
2. The beneficiary of an offer delivered within the framework of direct marketing should always be able to identify such offer as an advertisement. An offer may easily be mistaken for a bill or an invoice should not be made.
3. An offer delivered within the framework of direct marketing must clearly indicate what liabilities will be imposed on the beneficiary upon offer acceptance.
4. The information transferred within the framework of direct marketing, which has an effect on the beneficiary's decision (e.g. payment terms, making returns, and waivers of the agreement), must be transferred in such a manner and within such time to make it possible for the beneficiary to take such information into account before accepting the offer.
5. No products for which a payment is requested without prior ordering of such products can be offered within the framework of direct marketing.

Article 46

1. An offer delivered within the framework of direct marketing cannot be misleading in particular with respect to the true sizes, value, nature, durability, appearance, and technical potential of the product advertised, and if:
 - a) additional accessories are necessary for: (i) using the product or (ii) obtaining the described or demonstrated effect, this must be clearly stated,

b) the offer is applicable to separately sold products, this should be unequivocally stated.

2. If an offer delivered within the framework of direct marketing contains a proposal of, for example, "free examination" or "free trial" of a product, then the offer must contain the terms of such use, including but not limited to the information on who bears the costs of product return and time limitations in its use.

3. An offer delivered within the framework of direct marketing must contain information on when the seller and the advertiser may be contacted so as to enable the beneficiary to directly and effectively contact them. At the moment of delivery of the product the beneficiary must be informed on complete names, addresses, and telephone numbers of the seller and the advertiser.

Article 47

1. Within the framework of direct marketing, offers must be made so as to respect the privacy of the beneficiary.

2. If personal data are collected within the framework of direct marketing, the beneficiary must be clearly informed thereof, with indication of the scope of processing of such data. The collection, storage, and use of data must be compliant with the Personal Data Protection Act.

3. The beneficiary of offers received within the framework of direct marketing, including but not limited to offers received with the use of addressed mails, non-addressed prints, telephones, telephone text and multimedia messages (e.g. SMSs, MMSs, etc.), faxes, e-mail or other methods of addressed online communications must be able to verify the sender of such an offer, and where applicable also the source from which the beneficiary's data originate.

4. The promoter must comply with beneficiaries' demands if they wish not to receive offers delivered within the framework of direct marketing, including but not limited to addressed mails, non-addressed prints, telephones, telephone text and multimedia messages (e.g. SMSs, MMSs, etc.), faxes, e-mail or other methods of addressed online communications, by cessation of delivery of such offers. The beneficiary may express his will not to receive the

mails from the specific promoter by transferring to such promoter the respective request. The beneficiary may also express his wish not to receive the mails of the specific type by registering himself on the appropriate preference list or by displaying at the place of delivery of mails the information on such request.

Article 48

1. Outgoing telemarketing conducted within the framework of direct marketing cannot be carried out between 9 pm and 8 am and on statutory holidays, unless the beneficiary expressly wanted a call at that time.
2. When an offer is made within the framework of direct marketing on the phone, the beneficiary must be informed at the beginning of the call on the forename and surname of his caller and on the advertiser's name. On demand, the beneficiary must obtain information on the name and telephone number at which the caller and the advertiser may be contacted.
3. If special calls are used within the framework of direct marketing, the beneficiary must be previously informed on the tariff applied for such a call.

VIII. SALES PROMOTION

Article 49

1. Sales promotions cannot be developed and conducted so as to mislead the recipients.
2. Neither the design nor the implementation of a promotion should be such as to provoke, or to appear to condone, aggressive or illegal behaviour, and cannot otherwise be inconsistent with the social coexistence principles. Moreover, they cannot encourage practices contrary to the public interest.

Article 50

Sales promotions should be so framed as not to abuse the trust of the recipients and not to exploit their possible lack of experience or knowledge.

Article 51

Sales promotions should be so devised as to make it easy for the beneficiary to identify clearly the terms of the offer. Care should be taken not to exaggerate the value of the additional benefit and the price of the main product should not be concealed by the promotional activity.

Article 52

Sales promotions should be administered with adequate resources and supervision methods. In particular, the sales promoter should make sure that the availability of the additional benefits is adequate to allow demand to be honoured within a reasonable time. If delay is inevitable, the beneficiaries should be so advised, and if necessary actions should be undertaken which shall result in adjustment of the advertising concerning the offer.

Article 53

1. When organising sales promotions, the right of privacy of each entity should be respected. No additional liabilities not arising from the sales promotions rules can be imposed on such entities.
2. If as a result of the sales promotion organised personal data of natural persons are collected, then the beneficiary should be clearly informed thereof, with indication of the scope of processing of such data. The collection, storage, and use of data must be compliant with the Personal Data Protection Act.

Article 54

Sales promotions should be designed and conducted with proper regard to appropriate standards of safety to the extent necessary for protection of the beneficiaries participating in such promotions against health damage.

Article 55

The presentation of sales promotions should allow participants, before making any required purchase, to be informed of the rules of such promotion if they can affect their decision to purchase the relevant product. In particular, the presentation should include, where applicable:

- a) clear instructions on the method of making use of, or obtaining, the promotional offer, e.g. conditions for obtaining free gifts or premiums;
- b) general characteristics of the additional benefits offered;
- c) time limitations for using the promotional offer;
- d) any limitation as to the geographical area, age, quantity (number) of promoted items or other additional benefits available, or any other limitations on quantity.
- e) the value of any voucher or stamp offered where a monetary alternative is available;
- f) expenditure involved, including costs of shipping, handling and the terms of payment;
- g) the full name and address of the promoter and an address to which complaints can be directed if different from the address of the promoter.

Article 56

1. Where the sales promotion includes a competition, in addition to the information required by Article 55 above, the following information should be given or at least be made available on request and unconditional on purchase of the main product, prior to participation:

- a) rules governing eligibility to participate in the competition;
- b) all costs associated with participation known to the promoter, and where applicable also information on the rates used (e.g. for special calls);
- c) number, value and nature of prizes to be awarded and whether a cash alternative may be substituted for a prize;

- d) in the case of a skill contest, the nature of the contest and the criteria for judging the entries;
- e) method of selecting the winners and the prize;
- f) closing date of the competition;
- g) when and how the results will be announced;
- h) whether the beneficiary may be liable to pay tax as a result of winning a prize;
- i) time period during which prizes may be collected;
- j) how the jury is selected;
- k) the composition of the jury, on announcement of the results at the latest;
- l) any intention to use winners or winning contribution in post-event activities.

2. If the sales promotion includes a lottery, the provisions of paragraph 1 above shall be applicable to the lottery, respectively, where applicable.

Article 57

1. The promoter should always obtain the prior agreement of the operator if the promoter *inter alia* intends to:

- a) invite the employees of the operator to assist in any sales promotion;
- b) propose (offer) to such employees any benefits of value or obtaining any benefits of value for such employees' assistance or for any sales achievements in connection with any sales promotion.

2. If the offer referred to in paragraph 1 above is addressed to a wide circle of recipients it must contain clear instruction that employees must obtain their employer's permission before they accept such offer.

Article 58

Sales promotions which require active co-operation by the operator and its employees cannot adversely affect the performance of any existing contractual obligations of such operator.

Article 59

Sales promotions which have been accepted by the operator should be fairly and honestly handled, and properly administered by the operator (operator's employees).

Article 60

1. Sales promotions involving any specific responsibility on the part of the intermediary should be so handled by him/her that no misinterpretation is likely to arise in particular as to the terms, value, limitations or availability of the offer subject to the sales promotion.
2. In particular, the operator should adhere to the plan and conditions of the promotion as laid down by the promoter. No changes of the agreed arrangements, e.g. alteration to the time-limit, should be made by the operator without the prior agreement of the promoter.

Article 61

1. Sales promotions containing comparisons should be so designed that the comparison is not likely to mislead, and should comply with other principles of fair competition.
2. Points of comparison should be based on verifiable facts and should not be unfairly selected.

Article Art 11 of the Code shall be applicable per analogy.

IX. FINAL PROVISIONS

Article 62

The entry into effect, the interpretation, the supervision over adherence to, giving opinion in matters of compliance with and amendments to the Code are within the exclusive

competence of the respective bodies of the Advertising Council, in accordance with the content of its Articles of Association and the Rules of Procedure in force.

Article 63

1. Each entity, except for the recipients and beneficiaries of advertisements, should comply with the provisions of the Code to the extent to which they have been directed to such entity. The above obligation shall be applicable in particular to advertisers, promoters, persons acting for their benefit within the framework of authorisation to represent them or to take decisions in their name, operators, and media, except for the responsibility referred to in paragraph 2 below.
2. The advertiser or the promoter shall bear the ultimate responsibility for all aspects of advertisements, irrespectively of their type or contents.
3. Verifiable evidence indispensable for determining the consistency of advertisements, including sales promotion, sponsorship and direct marketing with the provisions of the Code should be available and presented on demand of the respective body of the Advertising Council.

Article 64

The titles of Chapters of the Code are provided only for organisational and ordering purposes. In particular, they cannot constitute the legal basis at interpreting the individual provisions of the Code.

Article 65

In matters unregulated in the Code, the general legal regulations shall be applicable, respectively.

The provisions of the Code regulating the specific matter differently than the respective legal regulations do not discharge the entities referred to in Article 62 (1) hereof from compliance with such legal regulations.

APPENDIX No. 1 to Code of Ethics in Advertising

Beer Advertising Standards

Scope of Application

Article 1

This Appendix shall govern all advertising related to beer publicized within the Republic of Poland or addressed to Polish beer consumers.

The scope of the marketing message of the beer advertising is determined by the definitions of advertising , comparative advertising and sponsoring contained in art. 3 a) – c) of the (further: "advertising" or "beer advertising")

Requirements regarding the contents and form of advertising

Article 2

1. All advertising shall abide by laws and regulations effective in the territory of the Republic of Poland.
2. Beer advertising should follow the rules contained in the Code of Ethics in Advertising and the provisions of this appendix.
3. The provisions of chapter IV of the Code of Ethics in Advertising do not apply to beer advertising.

Article 3

1. Beer advertising may not use images, symbols, persons and topics, which can be regarded as offensive, derogatory or humiliating.
2. Beer advertising may not cause offence to prevalent religious norms.

Article 4

Beer advertising may not encourage aggressive or anti-social behavior.

Article 5

Beer advertising may not use or promote sexual promiscuity, consent to sex or nudity, nor suggest that beer consumption can have a positive influence on sexual performance.

Article 6

Beer advertising may not create the image of beer as a means of overcoming life's problems.

Article 7

Beer advertising may not present beer consumption in circumstances which are commonly regarded as irresponsible, inappropriate or in breach of law, in particular before or during any course of action which requires sobriety.

Article 8

Beer advertising may not:

1. present or encourage irresponsible or excessive consumption of beer;
2. present intoxicated people or in any way suggest that state of intoxication is a state socially approved;
3. encourage consumers to prefer a given beverage due to its ability to create intoxication;
4. suggest that consumption of beer with lower alcohol content does not lead to alcohol abuse;
5. present refusal to consume alcohol or consumption in moderate quantities in a negative light.

Protection of Children

Article 9

Beer advertising may not be addressed at people under the age of 18 years, in any way whatsoever, be it through its contents or the method of publicizing. In this context, it does not apply to beer advertising the content of chapter IV "Advertisement addressed to children and young people"

Article 10

Neither beer producers, nor their representatives, nor their agencies may make any payments or provide any benefits whatsoever for advertising which is mainly aimed at persons under the age of 18 years and is meant to be publicly distributed in the Republic of Poland. This provision shall apply also to messages and product placement contained in films.

Article 11

Beer advertising may not:

1. contain images of people who are less than 25 years old;
2. use images of people or figures which influence minors in a special way;
3. suggest that beer is essential to becoming an adult or to achieve success in work or areas of social activity.

Protection of Health

Article 12

Beer advertising may not:

1. suggest that beer has healing properties or prevents illnesses;
2. suggest that beer has properties of a stimulating, anesthetic or sedative drug;
3. present pregnant women or breastfeeding women.