



## TARGET: LAWFUL PRACTICE\*

- 1 Your brand (trade mark) is available and meets the legal requirements.
- 2 You have been authorised by the right holder to use the images, pictures, songs, music and other items protected by intellectual property rights and/or neighbouring rights included in your campaign.
- 3 The people appearing in the campaign have given their consent to the use of their image.
- 4 Your advertising and promotional actions are not misleading or aggressive.
- 5 Your campaign, if geared towards children, complies with the rules and/or codes of conduct protecting children.
- 6 Your advertising, if comparative, meets the legal requirements for comparative advertising.
- 7 Your campaign, if concerning a regulated product, meets the legal requirements laid for advertising of this product.
- 8 Your campaign, if using an ecological claim, is not misleading.
- 9 The personal data you process are collected and used in compliance with the law.
- 10 Your promotional game complies with the legal requirements.
- 11 Your promotional action does not imply a prohibited sale at a loss ('vente à perte'/'verkoop met verlies').
- 12 Your joint offer does not include a prohibited financial service.