

Draft amendments to the Marketing Control Act

Section 21a of the Marketing Control Act is replaced by the following:

§ 21 a. Marketing in social media, etc.

Marketing which there is reason to expect to be seen or heard by children on social media and in games shall not contain mention of, film or images of or references to products unsuitable for children.

The Ministry may by regulations determine which products and assessment criteria are covered by the first paragraph.

Section 42 of the Marketing Control Act proposes the following amendments:

The first subparagraph, first sentence, is replaced by the following:

In the event of intentional or negligent violation of section 2 second paragraph second sentence, section 6, 10, 11, 12, 13, 13 a, section 14 first paragraph, section 15, 16, section 16 a first paragraph letter a, 17, 17 a, section 18, section 20 second paragraph, § 21 *cf. section 2, 21 a* or 22 or of regulations issued pursuant to section 6 fifth paragraph or section 10, which are considered material or have occurred repeatedly, the person responsible may be imposed on an infringement fine.