
Status: This version of this contains provisions that are prospective.
Changes to legislation: There are currently no known outstanding effects for the Digital Markets,
Competition and Consumers Act 2024, Paragraph 30. (See end of Document for details)

SCHEDULES

PROSPECTIVE

SCHEDULE 20

COMMERCIAL PRACTICES WHICH ARE IN ALL CIRCUMSTANCES CONSIDERED UNFAIR

- 30 Including in an advertisement a direct appeal to children to buy advertised products or persuade their parents or other adults to buy advertised products for them.

Commencement Information

- II** Sch. 20 para. 30 not in force at Royal Assent, see [s. 339\(1\)](#)

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