Changes to legislation: There are currently no known outstanding effects for the The Consumer Protection from Unfair Trading Regulations 2008, Paragraph 11. (See end of Document for details)

SCHEDULE 1

Commercial practices which are in all circumstances considered unfair

11. Using editorial content in the media to promote a product where a trader has paid for the promotion without making that clear in the content or by images or sounds clearly identifiable by the consumer (advertorial).

Changes to legislation:
There are currently no known outstanding effects for the The Consumer Protection from Unfair Trading Regulations 2008, Paragraph 11.