

**“CODE OF CONDUCT ON THE USE OF
INFLUENCERS IN ADVERTISING”
PRODUCED BY AUTOCONTROL AND THE
SPANISH ASSOCIATION OF ADVERTISERS**

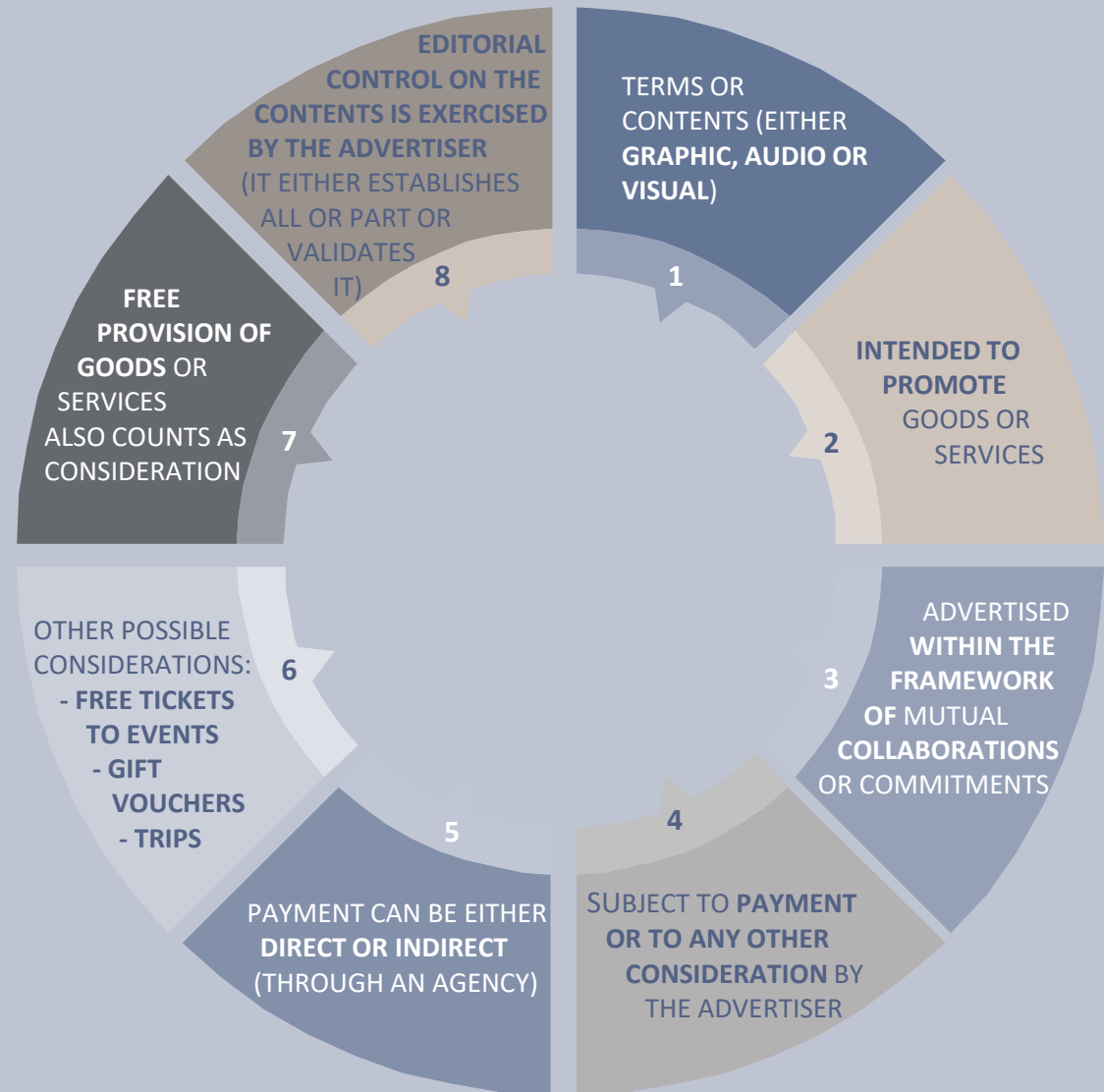
**ILLUSTRATIVE OVERVIEW
OF ETHICAL RULES AND
RECOMMENDATIONS**

WHICH ARE THE CODE OF CONDUCT ORIGIN AND PURPOSE?

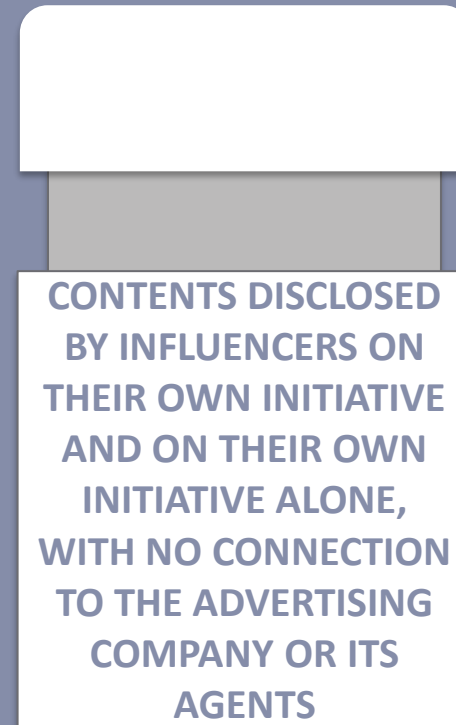
- INFLUENCERS COLLABORATE WITH BRANDS TO ADVERTISE CONTENTS
- WITHIN THE FRAMEWORK OF THAT COLLABORATION, INFLUENCERS PLACE GOODS IN THEIR MESSAGES, OR PARTICIPATE IN THE PRODUCTION OF CONTENTS, OR PUBLISH CONTENTS RELATED TO A GOOD, IN ORDER TO PROMOTE SAID GOOD
- IT IS, THEREFORE, AN ACTION OF AN ADVERTISING NATURE
- AS SUCH, IT IS RULED BY THE “PRINCIPLE OF IDENTIFICATION OF ADVERTISING” DERIVING FROM THE PROHIBITION OF SURREPTITIOUS ADVERTISING SET FORTH IN THE LAW ON UNFAIR COMPETITION
- AWARE OF THIS REALITY, AUTOCONTROL AND THE SPANISH ADVERTISERS' ASSOCIATION DREW UP IN 2020 THE "CODE OF CONDUCT ON THE USE OF INFLUENCERS IN ADVERTISING" IN WHICH THEY ESTABLISH A SET OF RULES THAT BIND ITS MEMBERS, AS WELL AS ANY OTHER COMPANY OR INFLUENCER THAT VOLUNTARILY ADHERES TO IT
- THE FULL CONTENT OF THE CODE OF CONDUCT IS AVAILABLE ON THE AUTOCONTROL AND ON THE ASOCIACIÓN ESPAÑOLA DE ANUNCIANTES WEBSITES

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WHAT COUNTS AS ADVERTISING CONTENT?

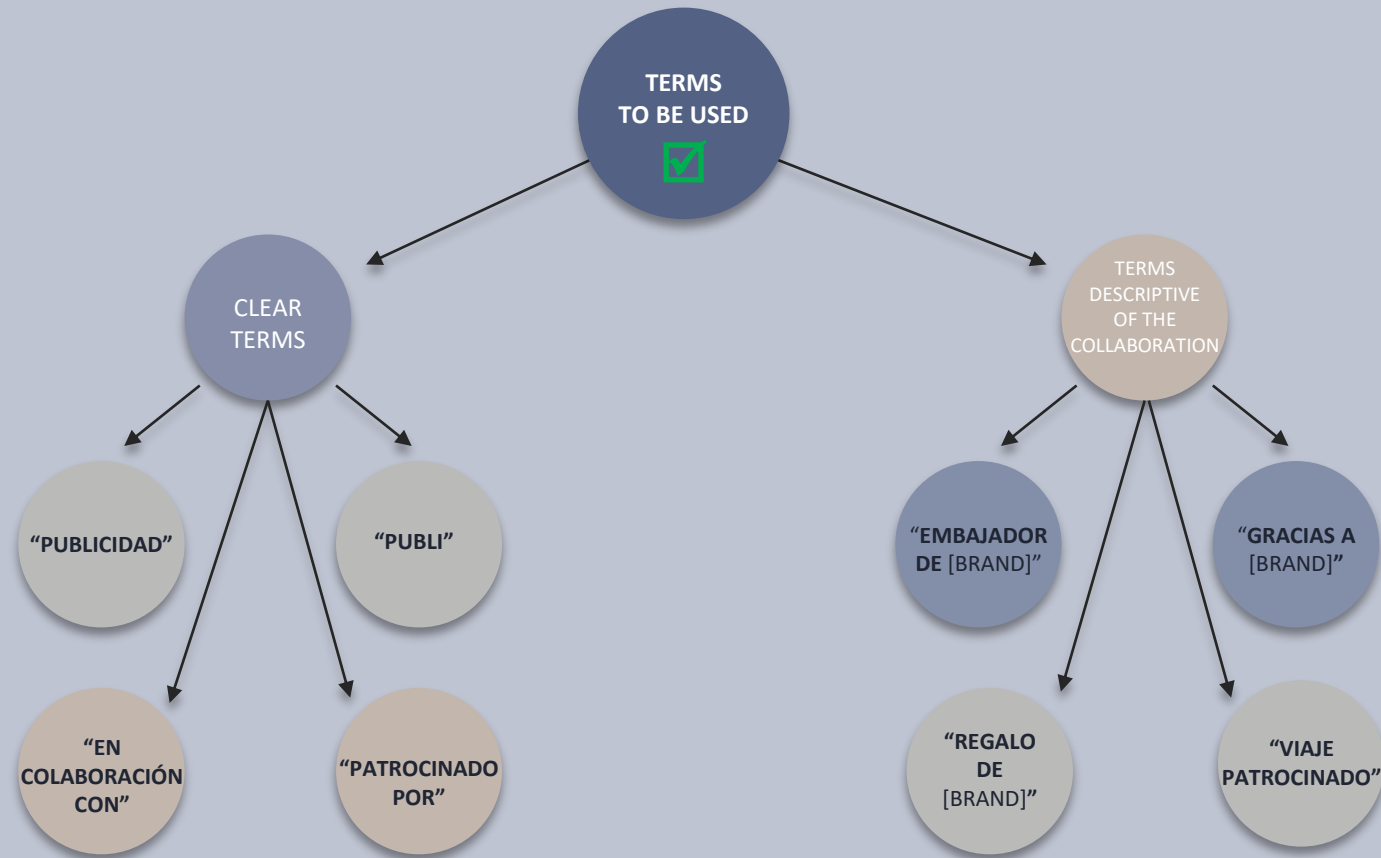


WHAT DOES NOT COUNT AS ADVERTISING CONTENT?



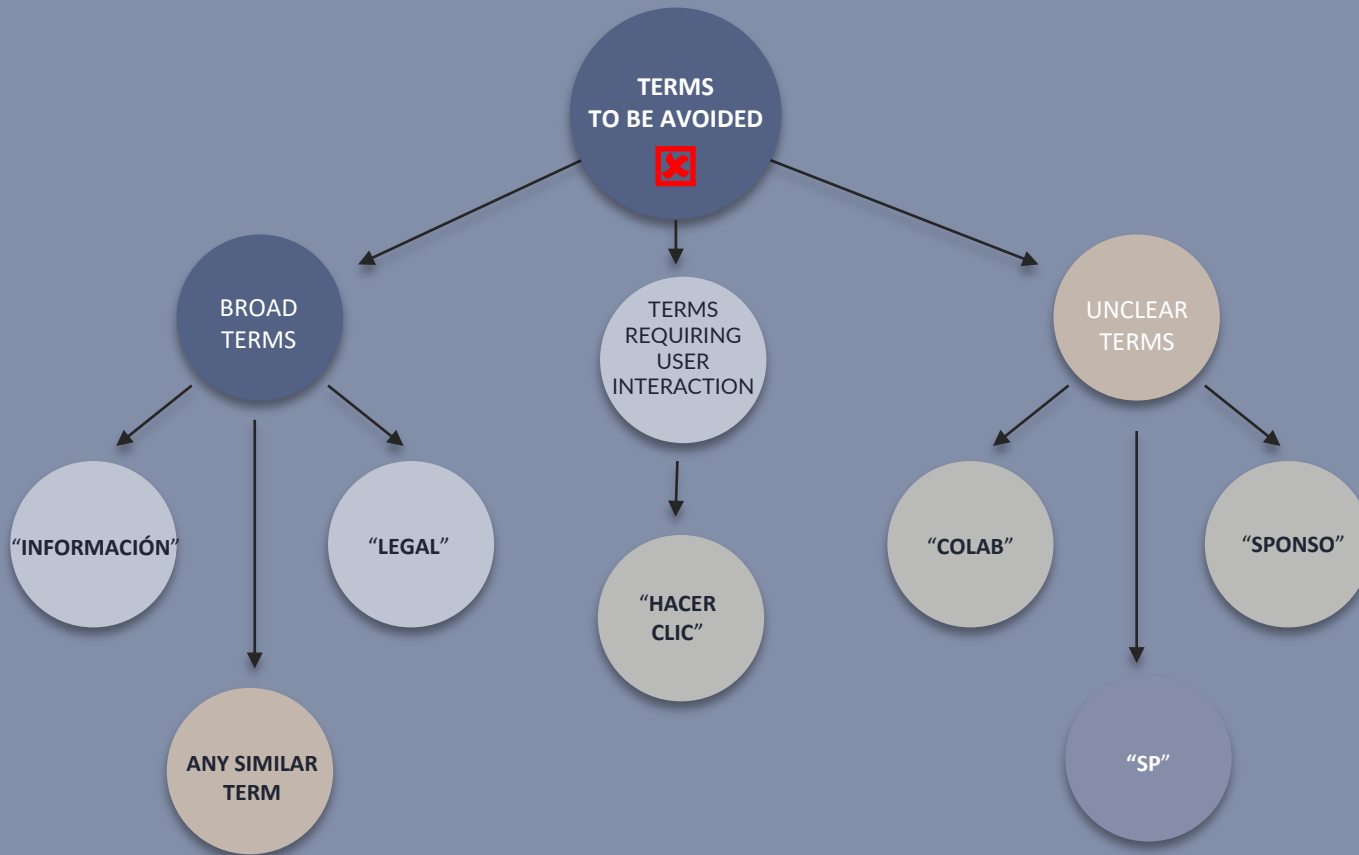
HOW TO INFORM* ABOUT THE ADVERTISING NATURE?

* AS PER THE RECOMMENDATIONS CONTAINED IN THE "CÓDIGO DE CONDUCTA SOBRE EL USO DE LOS INFLUENCERS EN LA PUBLICIDAD" PRODUCED BY AUTOCONTROL AND THE SPANISH ASSOCIATION OF ADVERTISERS



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WHERE TO INFORM* ABOUT THE ADVERTISING NATURE?

* AS PER EXEMPLARY LIST OF RECOMMENDED LOCATION OF ADVERTISING MENTIONS/CONTENTS CONTAINED IN THE "CÓDIGO DE CONDUCTA SOBRE EL USO DE LOS INFLUENCERS EN LA PUBLICIDAD" PRODUCED BY AUTOCONTROL AND THE SPANISH ASSOCIATION OF ADVERTISERS



THE MENTION INFORMING ABOUT THE ADVERTISING NATURE OF THE MENTION/CONTENT MUST BE ALSO ADDED OR KEPT WHENEVER THE CONTENT IS SHARED OR REPOSTED ON OTHER SNS/ONLINE PLATFORMS/WEBS

IDENTIFICATION
WORD/TAG
IN THE SUBJECT LINE
OVER THE PIC OR
AT THE BEGINNING OF
THE WORDING
DISPLAYED



WHEN ONLY AN IMAGE
IS DISPLAYED, THE IMAGE
MUST INCLUDE THE
IDENTIFICATIONWORD/
TAG AT THE BEGINNING
OF THE MESSAGE



ADVERTISING
IDENTIFICATION
TAG PROVIDED
BY INSTAGRAM
("PAID PARTNERSHIP
WITH"/"COLABORACIÓN
PAGADA CON") MAY
BE USED



IDENTIFICATION
WORD/TAG IN THE
ENTRY/POST SUBJECT
LINE



IDENTIFICATION
WORD/TAG IN THE
BODY OF THE
MESSAGE AS A TAG



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IDENTIFICATION
WORD/TAG AT THE
BEGINNING OF THE
MESSAGE



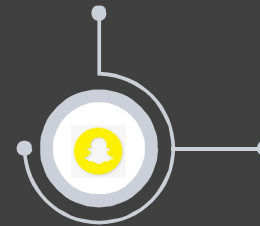
OVERLAP THE
WORD/TAG WHILE
COMMENTING ON THE
GOOD/ SERVICE OR
MENTION IT *VIVA VOCE*
BEFORE TALKING OF THE
PRODUCT/SERVICE



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IDENTIFICATION
WORD/TAG IN THE
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IDENTIFICATION
WORD/TAG IN THE
POST SUBJECT LINE

