

Annex A International and European legislation and rules

Country	Legislation
Norway	<p>Section 2 of the Marketing Control Act states:</p> <p>“The marketer and the designer of the marketing shall ensure that the marketing does not conflict with the equality of the sexes and that it does not exploit the body of one of the sexes or convey an offensive or derogatory appraisal of women or men.”</p> <p>https://forbrukerombudet.no/english/guidelines/guidelines-on-sexist-advertising</p>
Spain	<p>Law 1/2004 was introduced to address violence against women. The Act seeks to reinforce an image of women that respects their dignity and equality, with particular reference to advertising. Title I, Chapter II, is devoted to women’s protection in advertising and media.</p> <p>The law bans advertising that uses women’s image in a humiliating or discriminatory way, either by using specifically and directly their body or parts of their body as a mere object, not linked to the advertised product, or by using women’s image associated with stereotyped behaviours.</p> <p>The legislation recognises the role of advertising self-regulation.</p> <p>http://justiciadegenero.com/en/organic-law-12004-of-28-december-on-integrated-protection-measures-against-gender-violence-spain/</p>
Self-regulatory rule	
Germany	<p>In commercial advertising, therefore, no statements or representations may be used [which]</p> <ol style="list-style-type: none"> 1. Discriminate on the grounds of sex, descent, race, language, origin, belief, political opinion, age, disability or affiliation to a professional group; 2. [Denigrate] persons solely because they do not correspond to the prevailing ideas with regard to their appearance, behavior, sexual orientation, characteristics or ways of life ... <p>http://www.werberat.de/herabwuerdigung-diskriminierung</p>

Finland	<p>1. Advertising is contrary to good marketing practice, if</p> <ul style="list-style-type: none"> a) A woman or man, used to [catch attention] or as a sex object, is used for lowering, disparaging or degrading; b) A woman or man, used to [catch attention] or as a sex object, has no relevance to the advertised product or service; c) The ad has sexual implications which have nothing to do with the advertised project or service. <p>2. Advertising is contrary to good marketing practice, where it alleges or implies that the opposite sex is socially, economically or culturally less valuable than that of another, or if the ad includes stereotyped depictions of what is a typical characteristic of women or men, their personalities or employment.</p> <p>http://kauppakamari.fi/lautakunnat/men/</p>
Italy	<p>Art. 10 – Moral, Civil and Religious Beliefs and Human Dignity Marketing communication [sic] should ... avoid any form of discrimination, including that of gender.</p> <p>http://www.iap.it/about/the-code/?lang=en&lang=en</p>
Ireland	<p>3.18 Marketing communications should respect the principle of equality of men and women. They should avoid gender stereotyping and any exploitation or demeaning of men or women. Where appropriate, marketing communications should use generic terms that include both the masculine and feminine gender; for example, the term “business executive” can be used to refer to both men and women.</p> <p>http://www.asai.ie/asai/code/section-3-general-rules/</p>
India	<p>3.1. No advertisement shall be permitted which ... (b) Derides any ... gender ...</p> <p>https://www.ascionline.org/images/pdf/code_book_revised_as_on_23rd_jan_2017.pdf</p>
Austria	<p>2.1 Advertising must not [discriminate] on the grounds of sex. Sexually discriminatory advertising (sexist advertising) is [likely to arise where]</p>

	<p>(a) Women or men [are depicted] in a pejorative manner (b) The equality of the sexes is questioned ... (d) The person is presented [as an object] ... no pictorial representations of naked female or male bodies, without a direct connection to the advertised product, may be used (e) A degrading depiction of sexuality is present, or the person is reduced to their sexuality (f) Persons who do not correspond to the prevailing [notions] of belonging to a gender (e.g. intersex, transgender people)...</p> <p>http://www.werberat.at/show_4274.aspx</p>
South Africa	<p>3.5 Gender Gender stereotyping or negative gender portrayal shall not be permitted in advertising, unless in the opinion of the ASA, such stereotyping or portrayal is reasonable and justifiable in an open and democratic society based on human dignity, equality and freedom.</p> <p>http://www.asasa.org.za/codes/advertising-code-of-practice/section-ii-general</p>
New Zealand	<p>4 Stereotypes may be used to simplify the process of communication in relation to both the product offered and the intended consumer. However, advertisements should not use stereotypes in the portrayal of the role, character and behaviour of groups of people in society which, taking into account generally prevailing community standards, is reasonably likely to cause serious or widespread offence, hostility, contempt, abuse or ridicule.</p> <p>http://www.asa.co.nz/codes/codes/code-for-people-in-advertising/</p>