

Muu materjal**Muu materjal**

Liikmesriik: Eesti

Pealkiri: Võrdleva reklaami meelespea

Seotud juhtumiga:: Estonian Consumer Protection Board

URL: http://www.tarbijakaitseamet.ee/sites/default/files/failid/dokumendid/vordleva_reklaami_meelespea.pdf

Võtmesõnad: comparative advertising, misleading advertising, price comparison

PDF:

Direktiivi artiklid

Misleading and Comparative Advertising Directive, [Article 3, \(b\)](#) , Misleading and Comparative Advertising Directive, [Article 4, \(a\)](#) , Misleading and Comparative Advertising Directive, [Article 4, \(b\)](#) , Misleading and Comparative Advertising Directive, [Article 4, \(c\)](#)

Põhimärkus

The aim of this guide is to explain and detail the requirements of comparative advertising in conjunction with the prohibition of misleading advertising in order to establish a uniform compliance with these requirements by the traders. This guide offers definitions, examples and explanations on comparative and misleading advertising by making references to the Estonian Advertising Act, EU law and the decisions of the European Court of Justice. The requirements in the law in force must be taken into account upon application of the guide.

Üldmärkus**Täistekst**

N/A