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Other material

Other material

Jäsenvaltio	Suomi
Otsikko	Kuluttaja-asiamiehen linjaus: Markkinointipajaiset
Emanating from	Kuluttaja-asiamies (The Consumer Ombudsman) http://www.kkv.fi/ratkaisut-ja-julkaisut/julkaisut/kuluttaja-asiamiehen-linjaukset/aihekohtaiset/markkinointipajaiset/ (http://www.kkv.fi/ratkaisut-ja-julkaisut/julkaisut/kuluttaja-asiamiehen-linjaukset/aihekohtaiset/markkinointipajaiset/)
URL	
Avainsanat	prizes, promotional sales
PDF	

Directive Articles

Unfair Commercial Practices Directive, Chapter 2, Article 5, 2. (https://e-justice.europa.eu/directivePartsTableOfContents.do?idTaxonomy=596&plang=fi&clang=&contentId=a_clam-151) , Unfair Commercial Practices Directive, Chapter 2, Section 1, Article 6, 1. (https://e-justice.europa.eu/directivePartsTableOfContents.do?idTaxonomy=596&plang=fi&clang=&contentId=a_clam-159) , Unfair Commercial Practices Directive, Chapter 2, Section 1, Article 7, 4. (https://e-justice.europa.eu/directivePartsTableOfContents.do?idTaxonomy=596&plang=fi&clang=&contentId=a_clam-175) , Unfair Commercial Practices Directive, Annex I, 11. (https://e-justice.europa.eu/directivePartsTableOfContents.do?idTaxonomy=596&plang=fi&clang=&contentId=a_clam-275) , Unfair Commercial Practices Directive, link (https://e-justice.europa.eu/directivePartsTableOfContents.do?idTaxonomy=596&plang=fi&clang=&contentId=a_clam-99)

Headnote

These guidelines are based on contemporary legislation, legal practice and the Consumer Disputes Board's decisions. By following the guidelines, traders can confirm the legality of their actions. E.g. the following are explained in the guidelines: clarity of promotional games' rules, emphasis on the point that the product or service behind the prize competition must be the main issue in marketing as well as situations in which promotional games are inappropriate.

General Note

This is one of the main sources for regulatory rules concerning prize competitions. The guidelines contain a useful and detailed description of the regulatory landscape.

Full text

N/A