

Kita medžiaga**Kita medžiaga**

Valstybė narė: Lietuva

Pavadinimas: Klaidinančios ir neleidžiamos lyginamosios reklamos vertinimo gairės

Išplaukia iš: Competition Council of the Republic of Lithuania

URL:

Raktažodžiai: average consumer, commercial offer, comparative advertising, general discussion on new case law, general discussion on the national implementation, misleading actions, misleading advertising, misleading commercial practices, misleading omissions, unfair commercial practices

PDF:

Direktyvos straipsniai

Misleading and Comparative Advertising Directive, [link](#) , Unfair Commercial Practices Directive, [link](#)

Ižanginė pastaba

The main aim of these guidelines is to provide a legal assessment of prohibited misleading and comparative advertising. However, it establishes notions and explanations of the provisions of Law on Advertising relevant for the relation between misleading advertising and unfair commercial practices as well. The guidelines put emphasis on some notions such as average consumer, commercial offer, misleading commercial practices and they explain the practice of the Competition Council. The guidelines provide some clarity regarding the application of articles 1 – 23 of the Annex of the Directive.

Bendroji pastaba**Visas tekstas**

N/A