



EU REGULATORY & COMPLIANCE

Legal Framework as regards Influencers

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Very recently the European Commission launched the Influencer Legal Hub, which is a website developed by the European Commission in collaboration with academic experts from Utrecht University in the Netherlands and the University of Leeds in the UK with a collection of materials focusing on the role of Influencers as traders and in particular as advertisers promoting products and sellers marketing products on a regular basis.

The purpose of this website is to help influencers, agencies, brands' companies and consumers to understand the European consumer protection standards applicable to advertising, selling goods and providing services.

In such content, a few days ago, the Hellenic Communications Control Council issued and uploaded on its website a new Annex of the Greek Code of Advertising and Communication, namely Annex IM, as regards Influencer Marketing. This new Annex aims to provide and specify the agreed upon all stakeholders and applicable in the self-regulation sector rules of conduct that should be respected in digital commercial communications, so as to help, facilitate and guide those involved in advertising.

The ethical principles that govern Influencer Marketing are summarized as follows:

- (a) Remuneration and Content Control;
- (b) Recognition of Commercial Communications and Disclosure;
- (c) Compliance with the Greek Code of Advertising and Communication and its Annexes;

(d) Use of filters and edited images in a way that the advertisements are honest, truthful and constitute socially responsible communications that do not mislead consumers, regardless of the product being promoted and especially if consumers are children and teenagers.

Waiting to see how companies will implement the aforementioned guidance, and whether, after all, the aforementioned initiatives/guidance suffice or an amendment to the applicable legislation or a new legal framework is necessary as regards digital markets.

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