

Code of Advertising Practice of Slovenia

The core of the new Slovenian Code of Advertising Practice (SCAP) is based on its previously existing version as well as the first revision draft proposed to the workgroup by the Slovenian Chamber of Advertising. A large segment of expanded content is modeled after the UK and Irish codes, and takes into account provisions of the International Code of Advertising Practice. The subject matter is thus well aligned with global developments in the field and summarizes the history of self-regulation on the national and international scales.

Key information on EU or National policies/legislation on women's' representation in advertisement:

The Code includes an important stipulation that “advertising cannot object to the implicit gender equality, nor can it portray any man, woman or child in an offensive or derogatory manner”.

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