

Consumer Protection Act (38/1978)

Marketing legislation and control place limits and restrictions on marketing means and these must not be infringed. Basic principles in legislation are: advertising should not be in conflict with generally accepted social values or good practice; violence, degrading behavior and racism, for example, cannot be condoned in society or advertising.

Weblinks

[Website](#)



Metadata

PUBLISHER: The Finnish Parliament/legislation

LANGUAGE: Finnish, Swedish

COVERAGE: Finland

KEYWORDS: advertising, gender portrayal, gender stereotypes