



DEUTSCHER WERBERAT

German Advertising Council (Deutscher Werberat)

Code of Conduct on Personal Denigration and Discrimination

(2004)

Images and text in commercial advertising must not violate human dignity or common decency. In particular, advertising – and especially advertising to minors – must not give the impression that specific persons are inferior or can be subjected to arbitrary treatment in the community, the workplace or the family.

Above all, representations and claims must be avoided if they:

- Discriminate any person by virtue of their gender, descent, race, language, place of origin, creed, political opinions, age or appearance.
- Include or condone violence.
- Give the impression that any person is available for sale.
- Conflict with prevailing general basic convictions (for example with excessive nudity)
- Reduce any person to their purely sexual function and/or suggest their continuous sexual availability.
- Are pornographic in nature.

Whether there is a breach of these principles depends in particular on the following criteria:

- The impression perceived by a reasonable average consumer.
- The character of the medium.
- The type of product or service being advertised.
- Currently prevailing views on customs, decency and morals in society.
- Social reality as represented for example in editorial content shown in the media, films or theatre.