

How does Consumer Protection regulations impact influencers?

1. In the European Union, the landscape of influencer marketing and promotion is shaped by a set of consumer protection regulations that prioritize transparency and fairness in advertising practices, considering that influencers may be regarded as traders, from the perspective of consumer protection regulations. These regulations are designed to safeguard consumers from misleading information and to ensure that promotional content is clearly distinguishable from organic posts.
2. At the core of these regulations is the EU's Unfair Commercial Practices Directive, which strictly prohibits misleading advertising tactics. This directive requires influencers to explicitly disclose any paid partnerships or sponsorships they engage in. Clear and conspicuous disclosures are essential; they inform the audience when content is promotional, thereby preventing any potential deception and maintaining trust between influencers and their followers.
3. In addition, influencers must disclose any advertising activity, including brand partnerships on social media or affiliate marketing.
4. The European Commission has also been proactive in issuing specific guidelines for influencers, encouraging responsible behavior in their marketing strategies. These guidelines provide detailed instructions on how to properly disclose collaborations and sponsorships, establishing a framework that promotes accountability in the digital space.
5. Overall, the interplay between influencer marketing and consumer protection regulations in the EU is aimed at fostering a more transparent and trustworthy digital marketplace. As influencers navigate these regulations, they contribute to a landscape that prioritizes consumer rights, enhancing credibility and trustworthiness within the online community.



Interested in more details on
how to create a compliant
online presence?

Let's talk!

50 Turturelelor Street, floor 4, room 2,
District 3, Bucharest
+40(745) 07 00 51
+40(723) 86 22 44
office@arq-legal.com
www.arq-legal.com

This information contained herein is general and is not intended to address the circumstances or specificities of any specific individual, entity, or case. Moreover, the information is strictly designed as an overview of our legal services and expertise and should be treated as such. Although we endeavor to update the information in a timely and accurate manner, there is no guarantee that such information is accurate as of the date it is received by you or that it will continue to be accurate in the future. In this sense, it is advisable to contact us to double-check our offerings. In addition, we stress that given the general nature of the information contained, we do not advise nor recommend acting in any way without appropriate professional advice after a thorough examination of the specific situation/matter.

Transactional law

Technology & IT law

Intellectual Property

Blockchain & AI

Corporate

Dispute & resolution

Contracts

Employment law

Stock Option Plans

Consumer protection

Media & Telecom

Online marketplaces

Data Privacy

Public procurement & authorities