



## Inventory Alcohol Marketing Regulations

With this form STAP, the Dutch Institute for Alcohol Policy, would like to ask you to fill out information regarding alcohol marketing regulations in your country.

First, we will ask you to give an overview of the different alcohol marketing regulations that exist in your country. Next, some general questions about time bans and the monitoring system in your country will follow. Finally, we will ask you to fill out more specific questions per regulation. We have included separate Regulation Forms for this part of the questionnaire.

Thank you very much for participating and providing the data!

<b>Name:</b>	Una Martinsone
<b>Organization:</b>	State Agency "Public Health agency"
<b>Phone number:</b>	+371 67081574
<b>Country:</b>	Latvia
<b>Email address:</b>	una.martinsone@sva.gov.lv
<b>Date:</b>	03.08.2009

### 1. Overview Alcohol Marketing Regulations

Below, please fill out all regulations on alcohol advertisement and alcohol sponsorship and promotion that exist in your country.

*We provided room for a maximum of 6 regulations. In case more than 6 alcohol marketing regulations exist in your country, please contact Esthervan den Wildenberg at [evandenwildenberg@stap.nl](mailto:evandenwildenberg@stap.nl).*

*\*With Coverage we would like to know which types of alcohol marketing are being covered by the regulation (e.g. cinema, digital media, event sponsoring, outdoor, print, promotional items, radio, tv, sport sponsoring, etc.)*

Alcohol Marketing Regulations Questionnaire

No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
1.	Alkoholisko dzērienu aprites likums.	Law on Alcoholic beverage circulation.	2004.10.06.	<a href="http://www.likumi.lv/doc.php?id=88009">http://www.likumi.lv/doc.php?id=88009</a>	<input checked="" type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:
2.	Radio un televīzijas likums.	Radio and Television law.	2008.12.12.	<a href="http://www.likumi.lv/doc.php?id=36673">http://www.likumi.lv/doc.php?id=36673</a>	<input checked="" type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:
3.	Reklāmas likums.	Advertisement law	2008.14.11.	<a href="http://www.likumi.lv/doc.php?id=163">http://www.likumi.lv/doc.php?id=163</a>	<input checked="" type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:
4.					<input type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input type="checkbox"/> Tv <input type="checkbox"/> Radio <input type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:

Alcohol Marketing Regulations Questionnaire

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No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
5.					<input type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input type="checkbox"/> Tv <input type="checkbox"/> Radio <input type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:
6.					<input type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input type="checkbox"/> Tv <input type="checkbox"/> Radio <input type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:

## 2. Watersheds / Time bans

We would like to know more about time bans or watersheds in your country on alcohol marketing on TV, radio and in the cinema. Also if no alcohol advertising is allowed at all for this type of medium, please indicate.

Time ban on TV?		
1	Is there a watershed (time ban) for alcohol advertising on <b>TV</b> in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to question 6
2	In which regulation is the TV time ban embedded?	
3	Is sponsorship of TV <i>programmes</i> during this watershed still permitted? (e.g. a movie or soap series sponsored by an alcohol producer)	<input type="checkbox"/> Yes <input type="checkbox"/> No
4	Is sponsorship of <i>events</i> that are televised during this watershed still permitted? (e.g. a football match sponsored by an alcohol producer).	<input type="checkbox"/> Yes <input type="checkbox"/> No
5	Are Corporate Social Responsibility messages of an alcohol producer still permitted on TV during the watershed? (e.g. 'Drink Responsibly' campaigns).	<input type="checkbox"/> Yes <input type="checkbox"/> No
Time ban on radio?		
6	Is there a watershed (time ban) for alcohol advertising on the <b>radio</b> in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to question 11
7	In which regulation is the radio time ban embedded?	
8	Is sponsorship of radio <i>programmes</i> during this watershed still permitted? (e.g. a radio program sponsored by an alcohol producer)	<input type="checkbox"/> Yes <input type="checkbox"/> No
9	Is sponsorship of <i>events</i> that are broadcast on the radio during this watershed still permitted? (e.g. a football match sponsored by an alcohol producer).	<input type="checkbox"/> Yes <input type="checkbox"/> No
10	Are Corporate Social Responsibility messages of an alcohol producer still permitted on the radio during the watershed? (e.g. 'Drink Responsibly' campaigns).	<input type="checkbox"/> Yes <input type="checkbox"/> No
Time ban in the cinema?		
11	Is there a watershed or ban on alcohol advertising in the <b>cinema</b> in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to next part (3)
12	In which regulation is the cinema time ban embedded?	

### 3. Monitoring system

We would like to know more about organizations that monitor the adherence to alcohol marketing (regulations) in your country.

Please fill out in the table below as many organizations you know in your country that monitor whether (part of) the alcohol marketing regulations are being adhered to by the parties that the regulations concern (e.g. alcohol producers, broadcasters, etc).

We are interested in the monitoring of statutory as well as non-statutory regulations or co-regulation.

*\* In the final column you can indicate which types of data are used by the monitoring organization. Where do the data come from? You can select multiple options if necessary.*

Name organization	Which regulation is/are monitored?	Independent from commercial interests?	Official part of the regulation system?	Monitoring routinely/systematically ?	Includes marketing other than on TV, radio, print or outdoor?	Source data used:*
Consumer Right protection center	Advertisement law	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Academic organization <input checked="" type="checkbox"/> Advertising sector <input checked="" type="checkbox"/> Alcohol industry <input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:
National Radio and TV council	Advertisement law	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Academic organization <input checked="" type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:

Alcohol Marketing Regulations Questionnaire

Name organization	Which regulation is/are monitored?	Independent from commercial interests?	Official part of the regulation system?	Monitoring routinely/systematically ?	Include marketing other than on TV, radio, print & outdoor?	Source data used:*
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:
		<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:

Next, we would like to ask you to fill out more specific questions about the different alcohol marketing regulations that exist in your country. You already briefly summarized the existing regulations on p. 1 of this questionnaire.

We included separate Regulation Forms for this next part of the questionnaire. For each alcohol marketing regulation that exists, please fill out a separate Regulation Form (please let the number of the form correspond with the number in the table on page 1 of this questionnaire, where you summarized all existing regulations).



## Regulation Form No. 1

<b>Name:</b>	Una Martinsone
<b>Organization:</b>	State Agency "Public Health agency"
<b>Phone number:</b>	+371 67081574
<b>Country:</b>	Latvia
<b>Email address:</b>	una.martinsone@sva.gov.lv
<b>Date:</b>	03.08.2009

Below, please indicate the name of Regulation No. 1 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

<b>Name Regulation No. 1:</b>	Law on Alcoholic beverage circulation
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: None specific definition on this term Alcohol Marketing: None specific definition on this term
How many articles about alcohol advertising/ marketing does Regulation No. 1 contain?	2

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 1. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

*\* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).*

*\*\*The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).*

After filling out the separate articles, please pay attention to the final questions about this regulation at the end

of the Regulation Form.

Article (paragraph)*	Type of restriction**	Text article
Article 10. Information included in alcoholic beverage advertisement	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: amount of health warning necessary	<p>Original text:</p> <p>10.pants.Alkoholisko dzērienu reklāmā ietveramā informācija</p> <p>1) Alkoholisko dzērienu reklāmā ietverama informācija, kas brīdina sabiedrību par alkohola lietošanas negatīvo ietekmi. Šādai informācijai atvēlami vismaz 10 procenti no konkrētās reklāmas apjoma.</p> <p>(2) Šā panta pirmajā daļā minētā prasība neattiecas uz alkoholisko dzērienu preču zīmju, kā arī par alkoholiskajiem dzērieniem sniegtās pamatinformācijas (alkoholiskā dzēriena nosaukums, cena, tilpums, kā arī cita patērētājam svarīga informācija) izvietojumu alkoholisko dzērienu tirdzniecības, ražošanas un uzglabāšanas vietās un uz sadzīves priekšmetiem, ja tie izmantoti par reklāmas nesējiem.</p> <p>(3) Šā panta pirmajā daļā norādīto informāciju sniedz reklāmas apakšējā daļā ar melniem burtiem uz balta fona, turklāt burtu izmēram jābūt tādām, lai uzraksts aizņemtu lielāko tehniski iespējamo daļu no tekstam paredzētā laukuma.</p> <p>English translation:</p> <p>Article Nr10. Information included in alcoholic beverage advertisement</p> <p>1)Information that warns about the negative consequences of alcohol use is included in alcoholic beverage advertisement. This information must cover at least 10% of the specific ad.</p> <p>2)The requirement under point one of this article is not applied on alcoholic beverage trademarks, as well on base information (name of beverage, value, volume and other information for the consumer) that is placed in alcoholic beverage sales, production and storage places and on utilitarian objects if those are used for caring advertisements.</p> <p>3)Information under point one of this article is provided on the bottom half of the ad in black letters on white background, the size of these letters must be such, that the heading covers as much of the surface that is provided for this purpose.</p>
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation:</p>
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation:</p>





Article (paragraph)	Type of restriction	Text article
Article 11. Alcoholic beverage advertising restrictions.i	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely:prohibitions of ad placement.	<p>Original text:</p> <p>(1) Alkoholisko dzērienu reklāmā aizliegts:</p> <ol style="list-style-type: none"> <li>1) attēlot personas lietojam alkoholiskos dzērienus;</li> <li>2) izmantot Latvijas valsts simboliku;</li> <li>3) paust uzskatus par alkoholiskajiem dzērieniem kā ārstniecības līdzekli;</li> <li>4) saistīt alkoholisko dzērienu lietošanu ar sporta nodarbībām vai transportlīdzekļa vadīšanu;</li> <li>5) paust uzskatus, ka alkoholiskajiem dzērieniem piemīt stimulējoša vai nomierinoša ietekme vai ka tie palīdz atrisināt personiskas problēmas;</li> <li>6) negatīvi atspoguļot atturību vai mērenību alkohola lietošanā;</li> <li>7) radīt iespaidu, ka alkoholisko dzērienu lietošana nodrošina panākumus sociālajā vai seksuālajā jomā.</li> </ol> <p>(2) Aizliegts sponsorēt bērnu izklaides un sporta pasākumus, ja informācijā par sponsorēšanu ir norāde uz kādu alkoholisko dzērienu (izņemot sponsora nosaukumu), kā arī alkoholisko dzērienu lietošanu.</p> <p>(3) Alkoholisko dzērienu reklāma aizliegta: 1) izglītības un ārstniecības iestādēs un uz šo iestāžu ēkām un būvēm; 2) uz vēstuļu korespondences un pasta paku sūtījumiem;</p> <p>3) uz grāmatu, žurnālu, laikrakstu un to pielikumu ārējām lapām (vāka); 4) uz sabiedriskā transporta līdzekļiem un tajos.</p> <p>(4) Šā panta pirmās daļas 1. un 4.punktā minētie aizliegumi attiecas arī uz citu preču un pakalpojumu reklāmu, ja vien tās mērķis nav negatīvi attēlot alkoholisko dzērienu lietošanu.</p> <p>English translation:</p> <p>Article Nr.11. Alcoholic beverage advertisement prohibitions:</p> <p>(1)Banned in alcoholic beverage ads:1.portry persons using alcoholic beverages;2.use of Latvian country symbolic;</p> <p>3. voice opinion about alcoholic beverages as medicament</p> <p>4.link alcoholic beverage use with sport activities or vehicle driving;</p> <p>5. voice opinions that alcoholic beverages possess stimulating or sedative effect or that they help to solve personal problems.</p> <p>6. portray restraint or moderate alcohol use negatively.</p> <p>7. establish impression that use of alcoholic beverages grants success socially as well sexually.</p> <p>(2) banned to sponsor children entertainment and sport events if the information on sponsoring contains information about an alcoholic beverage (except the name of the sponsor) and alcoholic beverage use.</p> <p>(3)Alcoholic beverage advertising is forbidden:1) in education and health care facilities and on the buildings of these institutions;2)on mail packages;3)on the covers of books, journals, news papers;4)in and on public transportation vehicles.</p> <p>(4) Prohibitions under points 1. and 4. of this article apply to advertisement of other goods if its goal is not to portray alcohol beverage use negatively..</p>
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation:</p>
	<input type="checkbox"/> Volume	Original text:
	<input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Page 4</p> <p>English translation:</p>



Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:



Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Next, we have some general questions about Regulation No. 1.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No <input type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input checked="" type="checkbox"/> Yes, namely: Only direct advertising activities and sponsorship is covered <input type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input checked="" type="checkbox"/> Alcohol producers <input checked="" type="checkbox"/> Retailers <input checked="" type="checkbox"/> Catering & Hospitality service <input checked="" type="checkbox"/> Alcohol distributors/Wholesalers <input checked="" type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

*\* The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*\*\* A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast/published.*

**How publicly available?**

4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
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5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input checked="" type="checkbox"/> Other, namely: Available only informative informatio, the law doesn't appoint to publish it.
6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input checked="" type="checkbox"/> Other, namely: Available only informative information, the law doesn't appoint to publish it.
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input checked="" type="checkbox"/> Other, namely: Available only informative information, the law doesn't appoint to publish it.
<b>Pre-screening procedure</b>		
8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:

<b>Complaint system</b>		
11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to:  <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Patērētāju tiesību aizsardzības centrs English translation: Consumer Right Protection Centre
13	What is the composition of the 'evaluating committee'?	The Centre consists of various departments, where the Advertisement and e-commerce supervision department monitors alcoholic beverage ads, one employee is in charge of it
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: No committee Committee appointed by: The centre is a body under the supervision of the Ministry of Economics. The employee in charge of supervision is hired by the head of the Centre
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input checked="" type="checkbox"/> Restriction broadcasting rights <input checked="" type="checkbox"/> Financial penalty between 711 and 14228 euro <input type="checkbox"/> Other, namely:

**Comments on Regulation No. 1:**







## Regulation Form No. 2

<b>Name:</b>	Una Martinsone
<b>Organization:</b>	State agency "Public Health agency"
<b>Phone number:</b>	+371 67081574
<b>Country:</b>	Latvia
<b>Email address:</b>	una.martinsone@sva.gov.lv
<b>Date:</b>	03.08.2009.

Below, please indicate the name of Regulation No. 2 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

<b>Name Regulation No. 2:</b>	Radio and TV law
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: None specific definition Alcohol Marketing: None specific definition
How many articles about alcohol advertising/ marketing does Regulation No. 2 contain?	1

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 2. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

*\* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).*

*\*\*The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).*

After filling out the separate articles, please pay attention to the final questions about this regulation at the end

of the Regulation Form.

Article (paragraph)*	Type of restriction**	Text article
Article 24. Advertising of separate goods or services and teleshop.	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: ) Ir atļauta alus un vīna reklāma un televeikals, bet pārējo alkoholisko dzērienu reklāma un televeikals ir aizliegti. Alkoholisko dzērienu reklāmai un televeikalam ir jāatbilst šādiem noteikumiem:</p> <ol style="list-style-type: none"> <li>1) tos nedrīkst adresēt nepilngadīgajiem, un tajos nedrīkst piedalīties nepilngadīgie;</li> <li>2) alkoholisko dzērienu lietošanu nedrīkst saistīt ar fizisko spēju attīstību un transportlīdzekļu vadīšanu;</li> <li>3) tajos nedrīkst paust uzskatu, ka alkoholam piemīt ārstnieciskas īpašības un tam ir stimulējoša vai nomierinoša ietekme vai ka tas palīdz atrisināt personiskas problēmas;</li> <li>4) tie nedrīkst mudināt uz pārmērīgu alkohola patēriņu vai negatīvi atspoguļot atturību vai mērenību alkohola lietošanā;</li> <li>5) tie nedrīkst akcentēt alkohola saturu alkoholiskajos dzērienos;</li> <li>6) tie nedrīkst radīt iespaidu, ka alkoholisko dzērienu lietošana nodrošina panākumus sociālajā vai seksuālajā jomā.</li> </ol> <p>(3) Šā panta pirmās un otrās daļas noteikumi neattiecas uz tādu sporta un līdzīgu pasākumu translāciju, kuros reklāma izvietota notikumu fonā (reklāmas paneļi stadionos, firmu zīmes u.c.) un no tās nav iespējams izvairīties.</p> <p>English translation: Wine and beer advertising and Teleshop sare allowed, but other alcoholic beverage advertising and teleshops are prohibited. Provisions of alcoholic beverage advertising and teleshop:</p> <ol style="list-style-type: none"> <li>1)Prohibited to address them towards minors and to feature minors in these ads.</li> <li>2)Prohibited alcoholic beverage association with gain of physical power and driving of vehicles</li> <li>3)Prohibited to voice in them an opinion that alcohol possesses healing qualities and stimulating or sedative effects or helps to solve personal problems.</li> <li>4)They can't urge towards excessive alcohol consumption or negatively portray restraint or moderate alcohol use.</li> <li>5)They can't emphasize alcohol content in alcoholic beverages.</li> <li>6)They can't create impression that use of alcoholic beverages grant success socially as well sexually.</li> </ol> <p>(3)Point one and two under this article are not applied to sport and similar broadcasting events where the ad is placed at the background of the venue (on ad boards in stadiums ect.) and is impossible to avoid.</p>
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation:</p>
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation:</p>



Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:



Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Next, we have some general questions about Regulation No. 2.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No <input type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input checked="" type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

*\* The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*\*\* A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast/published.*

How publicly available?		
4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input checked="" type="checkbox"/> Other, namely: Available only informative information the law doesn't appoint to publish it



6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input checked="" type="checkbox"/> Other, namely: Available only informative information the law doesn't appoint to publish it
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input checked="" type="checkbox"/> Yes, see www.ptac.gov.lv <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input checked="" type="checkbox"/> Other, namely: Informative information available, alcohol advertisements not separately divided

<b>Pre-screening procedure</b>		
8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely: Not prescribed by law, possible on voluntary basis
9	Is the use of the pre-screening procedure voluntary?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely: i
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:

**Complaint system**

11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to:  <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Nacionālā radio un televīzijas padome, Patērētāju tiesību aizsardzības centrs English translation: National radio and television committee and Consumer Right Protection Centre
13	What is the composition of the 'evaluating committee'?	The Centre consists of various departments, where the Advertisement and e-commerce supervision department monitors alcoholic beverage ads, one employee is in charge of it
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: The centre is a body under the supervision of the Ministry of Economics. The employee in charge of supervision is hired by the head of the Centre Committee appointed by:
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely: I
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input checked="" type="checkbox"/> Restriction broadcasting rights <input checked="" type="checkbox"/> Financial penalty between 711 and 14228 euro <input type="checkbox"/> Other, namely:

**Comments on Regulation No. 2:**



## Regulation Form No. 3

<b>Name:</b>	Una Martinsone
<b>Organization:</b>	State agency "Public Health agency"
<b>Phone number:</b>	+371 67081574
<b>Country:</b>	Latvia
<b>Email address:</b>	una.martinsone@sva.gov.lv
<b>Date:</b>	03.08.2009

Below, please indicate the name of Regulation No. 3 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

<b>Name Regulation No. 3:</b>	Advertisement law
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: No specific definition  Alcohol Marketing: No specific definition
How many articles about alcohol advertising/marketing does Regulation No. 3 contain?	1

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 3. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

*\* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).*

*\*\*The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).*

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Article (paragraph)*	Type of restriction**	Text article
Article 5.	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 5) Aizliegts izmantot bērnus alkoholisko dzērienu un tabakas izstrādājumu reklāmā, kā arī adresēt alkoholisko dzērienu un tabakas izstrādājumu reklāmu bērniem.</p> <p>English translation: 5) Prohibited to use children in alcoholic beverage and tobacco product advertising as well to address alcoholic beverage and tobacco product advertising toward children.</p>
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation:</p>
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation:</p>

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:



Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Article (paragraph)	Type of restriction	Text article
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text:  English translation:

Next, we have some general questions about Regulation No. 3.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No <input type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input checked="" type="checkbox"/> Yes, namely: Only direct advertising activities and sponsorship is covered <input type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input checked="" type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

\* The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.

\*\* A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast/published.

How publicly available?		
4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:



6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:

**Pre-screening procedure**

8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:

**Complaint system**

11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to:  <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
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12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Patērētāju tiesību aizsardzības centrs English translation: Consumer Right protection Centre
13	What is the composition of the 'evaluating committee'?	The Centre consists of various departments, where the Advertisement and e-commerce supervision department monitors alcoholic beverage ads, one employee is in charge of it
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: No committee Committee appointed by: The centre is a body under the supervision of the Ministry of Economics. The employee in charge of supervision is hired by the head of the Centre
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:  <input type="checkbox"/> Other, namely:
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input checked="" type="checkbox"/> Restriction broadcasting rights <input checked="" type="checkbox"/> Financial penalty between 711 and 14228 euro <input type="checkbox"/> Other, namely:

**Comments on Regulation No. 3:**