

10 Hungary (HU)

10.1 Introduction

Questions about health related governance and health impacts of different policy measures are often raised in parliamentary debates, and health commissions of parliament assess the impact of most of the legislative acts from a health perspective. However, health considerations do not often explicitly and significantly influence parliamentary decisions and the parliament does not have implementation mechanisms by nature.

Government policy in Hungary is significantly influenced by EU membership. Government documents reflect the philosophy and considerations of the EU Public Health Action Plan and the principle of horizontality. Thus government policy documents in this field are, at least at the verbal level, inspired and influenced by the Health for All policy of the WHO and other WHO policy documents (e.g. nutrition policy, environment policy).

Some important legislative steps were taken in 1997 (Act on Health, incl. public health) and in 1999 and 2000 (Act on Protection of Non-smokers and amendment on Commercial Advertising regulating tobacco and alcohol ads) but these did not fit into a larger framework.

There is a long-term strategy of public health in Hungary, adopted by the parliament in 2003 with 4 main strategic directions (1. *Creating a health-promoting social environment*; 2. *Programmes of Healthy Lifestyle – reducing the risk factors*; 3. *Prevention of avoidable death, illness and handicap*; 4. *Improvement of the health care and public health system*). One of the subprograms of the main strategic directions, the “Programs of Healthy Lifestyle, Reducing the risk factors” focuses on alcohol and drug prevention.

The programs of healthy lifestyle are aimed at changing the lifestyle of Hungarian citizens to be healthier, since there is a lot to do in this field. Hungarian drinking and smoking habits are direct causes and reasons of bad morbidity and mortality rates. The habits of alcohol consumption and drinking are culturally deeply embedded, so it is difficult to influence them. Besides, most of this behavior occurs in the private sphere, hidden from the public, within families.

Later on the Ministry of Health asked experts to elaborate a background paper for future alcohol policy and so the first draft of a National Alcohol Policy has been prepared without any further action budget. Nevertheless, according to the new priorities of the National Public Health Program – one of them is mental health – there is a clear need to draft and adopt a new alcohol policy.

However there are regulations, statutory and non-statutory as well, regulating the sale, promotion and marketing of alcoholic beverages.

One important factor is the EU membership, which also had a great influence on Hungarian regulations. Due to the process of harmonisation of laws, there was a need to create new updated codes and regulations. Accordingly the implementation of the Council Recommendations in Hungary are reflected by national regulations, aimed at preventing alcoholic beverages being produced, advertised and marketed aiming at young people. As in many other countries it was necessary to introduce rules to protect the physical, mental and moral development of minors as well, though there are some uncovered areas, especially as far as sport and music events and sponsorship are concerned.

Regarding for all the above mentioned factors, the sale, marketing and promotion of alcoholic beverages in Hungary is regulated as follows.

Regulation		Statutory / Non-statutory
1	Law on Economic Advertising Activity (Act No. LVIII/1997. on economic-commercial advertising activities)	Statutory
2	Act No. I./1996. on radio and television broadcast, the so called 'Media Law'	Statutory
3	Hungarian Code of Advertising Ethics, 2005	Non-statutory
4	Code of Advertising Ethics of the Association of Hungarian Brewers	Non-statutory

10.2 Law on Economic Advertising Activity

Name of regulation:

- I **Law on Economic Advertising Activity (Act No. LVIII/1997. on economic-commercial advertising activities)**

Is this statutory or non-statutory regulation?

Statutory

Who made the text of this regulation?

Parliament

Which types of marketing are controlled by in this regulation?

Economic/commercial advertising

Which alcoholic beverages are subject to this regulation? (in VOL.)

All type of alcoholic beverages

Whom is this regulation directed at or who has to adhere to it?

The Scope of this law extends to all commercial activities of any natural or legal person or enterprise without a legal entity (referred to henceforth as enterprises) within the territory of the Hungarian Republic as an advertiser, provider/supplier of advertising services or publisher of advertisements.

Publisher of an advertisement: who possesses any means appropriate for the publication of advertisements and makes any advertisement known/recognisable by the use of these means.

Additional comments

Advertising of alcoholic drinks, which was once completely banned, is permitted subject to legislative regulation. It is allowed in all media subject to constraints on content, timing and place.

The Hungarian Code of Advertising, which does not include specific rules on alcoholic beverages, is applied by the self-regulatory body The Hungarian Advertising Self-regulatory Board. Statutory Authorities

– The Consumer Protection Authority, the so called Directorate of Consumer Protection (Fogyasztóvédelmi Felügyelőség) and its county branches are responsible through the Law on Consumer Protection to protect the life, health and safety of consumers, protect their interests, provide information to consumers and take part in consumer education. It is also responsible for most of the Law on Advertising

– It undertakes fact finding on consumers complaints and takes relevant measures, including monitoring advertising

– The Hungarian Competition Authority (Gazdasági Versenyhivatal) initiates proceedings on unfair manipulation of consumer choice, restrictive agreements, abuse of dominant position and merger control under the Competition and Business Advertising Acts. It also handles misleading and competitive advertising

– The main supervisory body overseeing broadcasting is the National Radio and Television

Board (ORTT). Created by the 1996 Law on Radio and Television Broadcasting its responsibilities include supervising the observation of the media law, including the amount of time taken up by advertising, and has the authority to fine broadcasters or even to suspend broadcasting

10.2.1 Bans

Any bans on alcohol marketing practices in this regulation or code regarding the following marketing or advertising aspects are indicated with 'yes' in the following table. If a ban regarding this aspect is absent it is indicated with 'no'.

BANS						
	Location	Time	Media-channel	Type of product	Target-group*	Advertiser
Yes or No	Yes	Yes	Yes	Yes	No	No

* other than young people

10.2.2 Elements of Council Recommendation

Any elements of the Council Recommendation that are forbidden by this regulation or code (either literally or formulated in other words) are indicated with 'yes' in the following table. If an element is not forbidden at all, it is indicated with 'no'.

ELEMENTS											
	A Production	B Styles	C Children	D Drugs	E Violence	F Success	G Encouragement	H Events	I Media	J Free	K Other
Yes or No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No

Remarks on elements

- It is forbidden to advertise alcoholic drinks
 - a in printed papers whose target groups are children and young people.
- § It is forbidden to advertise tobacco or alcoholic beverages:
 - a aimed at children or young people;
 - b displaying children or young people
- It is forbidden to advertise tobacco or alcoholic beverages:
 - a aimed at children or young people;
 - b displaying children or young people;
 - c calling for immoderate consumption.
- It is forbidden to broadcast/publish advertisements, which are likely to impair the physical, mental or moral development of minors, in particular those, depicting minors in dangerous, violent situations or in situations emphasising sexuality.
- Advertisements, promoting cigarettes or tobacco products
 - a presenting smoking as a healthy activity;
 - b depicting people consuming these products/ smoking cigarettes;
 - c using the images or statements of famous film, pop or show business stars are forbidden.

- It is forbidden to broadcast/publish advertisements, which are likely to impair the physical, mental or moral development of minors, in particular those, depicting minors in dangerous, violent situations or in situations emphasising sexuality.
- It is forbidden to advertise alcoholic drinks
 - a in printed papers whose target groups are children and young people;
 - b on a toy, game or on their packages.

10.2.3 Procedures connected to the regulation

It is indicated whether the following procedures are ('yes' or 'no') connected to the regulation.

PROCEDURES						
	Pre-launch advice	Systematically searching for violations	Possibility to complain and to start a procedure	System of appeal	Sanctions in case of violators	Results published or publically announced
Yes or No	Yes	Yes	Yes	Yes	Yes	Yes

Pre-launch advice is provided by

- *Directorate of Consumer Protection and its county branches;
- *The Hungarian Advertising Association
- *EASA -The European Advertising Standards Alliance (EASA), a non-profit organisation based in Brussels.

The Advertising Association has launched a monitoring service to follow advertisements thematically: last year and this year, reports have been compiled about the pharmaceutical and alcohol commercials.

Complaints can be made to

- 1 EASA The European Advertising Standards Alliance (EASA) brings together national advertising self-regulatory organisations (SROs) and organisations representing the advertising industry in Europe. In Hungary it is the Önszabályozó Reklám Testület (ÖRT).
- 2 Directorate of Consumer Protection and its county branches;
- 3 The Hungarian Advertising Association, Ethical Committee
- 4 The court
- 5 Competition Council /Gazdasági Versenyhivatal/.

Marketing practices can be continued as long as legal proceedings are ongoing. The possibility of complaining is regulated by the law itself. Information can be found on the internet.

Sanctions, where appropriate, are imposed by the court and the Directorate of Consumer Protection and the sanction can be a fine depending on all the conditions under which the violation occurred, with special regard for the violation of the customer's rights or the sanction can be a ban or suspension, when the marketing practice or advertisement in question can be banned or suspended.

The results of procedures are publicly announced. Corrections needed to be made; the decision has to be published in the same media where the violation happened (e.g. the tv channel must suspend its activity for some minutes displaying the information that according to the decision of .. in accordance with .. law, the broadcasting activity must be suspended because of violating the law with.. the activity).

The minimum and maximum amount of time the procedure officially takes is unknown.

10.3 Media Law - Act on radio and tv broadcast

Name of regulation:

2 Act No. I./1996. on radio and television broadcast

Is this statutory or non-statutory regulation?

Statutory

Who made the text of this regulation?

Parliament /Accepted by the Parliament on 21 dec. 1995.

Which types of marketing are controlled by in this regulation?

Classical advertisement;

Indirect advertisement;

All kind of broadcasts;

Which alcoholic beverages are subject to this regulation? (in VOL.)

All types of alcoholic beverages

Whom is this regulation directed at or who has to adhere to it?

(1) The Scope of this law extends to all Hungarian radio and television broadcasts and to all related broadcasting activities.

(2) If laid down by provisions of an international contract, the scope of this law extends to non-Hungarian broadcasters as well.

10.3.1 Bans

Any bans on alcohol marketing practices in this regulation or code regarding the following marketing or advertising aspects are indicated with 'yes' in the following table. If a ban regarding this aspect is absent it is indicated with 'no'.

BANS						
	Location	Time	Media-channel	Type of product	Target-group*	Advertiser
Yes or No	Yes	Yes	Yes	Yes	No	No

* other than young people

10.3.2 Elements of Council Recommendation

Any elements of the Council Recommendation that are forbidden by this regulation or code (either literally or formulated in other words) are indicated with 'yes' in the following table. If an element is not forbidden at all, it is indicated with 'no'.

ELEMENTS											
	A Production	B Styles	C Children	D Drugs	E Violence	F Succes	G Encouragement	H Events	I Media	J Free	K Other
Yes or No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No

Remarks on elements

- B Advertisements in general
(4) Shall not exploit the special trust minors place in parents, teachers or other persons, nor their inexperience or credulity.
- D Television advertising for alcoholic beverages shall comply with the following criteria:
a) it may not be aimed specifically at minors or, in particular, depict minors consuming these beverages;
- E (3) It shall not unreasonably show minors in dangerous situations or shall not exhort violence.
- F 12 § (2). Television advertising for alcoholic beverages shall comply with the following criteria:
b) it shall not encourage immoderate consumption of alcohol or present abstinence or moderation in a negative light;
c) it shall not create the impression that excessive drinking can be avoided by the consumption of alcoholic beverages with low alcohol content or it shall not place emphasis on high alcoholic content as being a positive quality of beverages;
d) it shall not claim that alcohol has therapeutic qualities or that it is a stimulant, a sedative or a means of resolving personal conflicts;
e) in main time only beverages with low alcoholic content can be advertised
f) no ads can be shown immediately preceding or following children's programs
g) it shall not link the consumption of alcohol to enhanced physical performance or to driving
e) it shall not create the impression that the consumption of alcohol contributes towards social or sexual success;
- G Television advertising for alcoholic beverages shall comply with the following criteria:
a) it may not be aimed specifically at minors or, in particular, depict minors consuming these beverages;
Television advertising shall not cause moral or physical detriment to minors, and shall therefore comply with the following criteria for their protection:
14 § (1) It shall not directly encourage minors to persuade their parents or others to purchase toys or other goods or services being advertised.
(2) It shall not be misleading as for the real nature and hazards of the toy being advertised.
(3) It shall not unreasonably show minors in dangerous situations or shall not exhort violence.
(4) It shall not exploit the special trust minors place in parents, teachers or other persons, nor their inexperience or credulity.
(5) It shall not directly exhort minors to purchase (buy, rent) a product or a service.

10.3.3 Procedures connected to the regulation

It is indicated whether the following procedures are ('yes' or 'no') connected to the regulation.

PROCEDURES						
	Pre-launch advice	Systematically searching for violations	Possibility to complain and to start a procedure	System of appeal	Sanctions in case of violators	Results published or publically announced
Yes or No	Yes	Yes	Yes	Yes	Yes	Yes

Pre-launch advice is provided by

- Directorate of Consumer Protection and its county branches;
- The Hungarian Advertising Association;
- EASA The European Advertising Standards Alliance (EASA), a non-profit organisation based in Brussels.

The Advertising Association has launched a monitoring service to follow advertisements thematically: last year and this year, reports have been compiled about the pharmaceutical and alcohol commercials. (The monitoring reports are published in the Studies column of the homepage.) "The Commission has not found any alcohol commercial problematic this year. This shows, too, that the business is law-abiding and quick; instead of ethical and business failures committed for the sake of immediate success, the advertisements prepared with care and responsibility are more useful". /Remark: This is a quote from the webpage of the Advertising Association. Some advertisements do violate the law in my opinion/

Complaints can be made to:

- 1 EASA The European Advertising Standards Alliance (EASA) brings together national advertising self-regulatory organisations (SROs) and organisations representing the advertising industry in Europe. In Hungary it is the Önszabályozó Reklám Testület (ÖRT).
The Advertising Law, passed in 1997, recognises the role of self-regulation. More recently introduced framework legislation affecting advertising is inspired by EU Directives. Self-regulation in Hungary dates from 1981 and the system was completely overhauled in 1996, when the present SRO was set up.
- 2 Directorate of Consumer Protection and its county branches;
- 3 The Hungarian Advertising Association, Ethical Committee
- 4 The court
- 5 Competition Council /Gazdasági Versenyhivatal/

When a possible violation has been reported and the legal procedure is in process a marketing practice can still be used.

The possibility of complaining is made known to the public /it is regulated by the

law itself. Besides this information can be found on the internet/.
 Sanctions, where appropriate, are imposed by the court and the Directorate of Consumer Protection and there can be a fine, which depends on all the conditions under which the violation occurred, with special regard for the violation of the customer's rights - what rights were violated, how seriously, for how long and how frequently it was repeated; or the marketing practice or advertisement can be banned or suspended.

The results of procedures are publicly announced. Corrections have to be made; the decision has to be published in the same media where the violation happened (e.g. the tv channel must suspend its activity for some minutes displaying the information that according to the decision of .. in accordance with .. law, the broadcasting activity must be suspended because of violating the law with.. the activity)].

The minimum and maximum amount of time the procedure officially takes is not known.

10.4 Hungarian Code of Advertising Ethics, 2005

Name of regulation:

3 Hungarian Code of Advertising Ethics, 2005

Is this statutory or non-statutory regulation?

Non-statutory

Who made the text of this regulation?

the Hungarian Advertising Association

Which types of marketing are controlled by in this regulation?

Advertisement

Which alcoholic beverages are subject to this regulation? (in VOL.)

All type of alcoholic beverages

Whom is this regulation directed at or who has to adhere to it?

This Code applies to the advertising activity of the members of the signatory organizations and all those who voluntarily submit its regulations.

Additional comments

Self-regulatory codes are binding only for those, who voluntarily commit themselves to their regulations, so legally no obligations are attached. The Ethical Committee of the Association does not have any legal tools to force its members to honor the obligations laid down in the Code.

10.4.1 Bans

Any bans on alcohol marketing practices in this regulation or code regarding the following marketing or advertising aspects are indicated with 'yes' in the following table. If a ban regarding this aspect is absent it is indicated with 'no'.

BANS						
	Location	Time	Media-channel	Type of product	Target-group*	Advertiser
Yes or No	No	No	Yes	No	Yes	No

* other than young people

10.4.2 Elements of Council Recommendation

Any elements of the Council Recommendation that are forbidden by this regulation or code (either literally or formulated in other words) are indicated with 'yes' in the following table. If an element is not forbidden at all, it is indicated with 'no'.

ELEMENTS											
	A Production	B Styles	C Children	D Drugs	E Violence	F Succes	G Encouragement	H Events	I Media	J Free	K Other
Yes or No	Yes	Yes	Yes	No	Yes	Yes	No	No	No	No	Yes

Remarks on elements

- A Article 12:
Protection of children and youth
- In advertisements for children, special regulations concerning the advertising of certain products for children and juvenile consumers shall be obeyed.
- Advertisements targeted at children and juveniles, or advertisements made with children and juveniles in them shall not contain announcements, visual appearance or sound effects which may be spiritually, mentally or physically harmful to them, or which take advantage of their lack of experience, credulity and ignorance.
- B (6) Producers of foods and drinks shall pay particular attention to the fact that in advertisements targeted at children, no live or animated media personality (appearing in radio, television or press) shall be used to sell products, services or gifts in a way that renders it more difficult to draw a distinction between editorial content and commercial promotion in a programme
- C (8) With regard to their message and their appearance as well, advertisements addressed to children and juveniles shall not show a bad example or negative moral values.
(9) Business advertisements shall not show children in dangerous situations.
- F Article 14
(2) Advertisements of alcoholic beverages shall not represent outstanding physical or intellectual achievement as a result of the consumption of such drinks.
(6) Advertisements of alcoholic beverages shall not convey the impression that consuming alcoholic beverages contributes to social or sexual success.
- E * Remark *: it is not a ban, on the contrary, it is more about how to talk the language of children to reach them in (17). That is why it is worth paying attention to these type of messages of the self-regulatory codes.
(16) In case of advertising a product or service, the advertising of which involves the opportunity of selling and/or using a service (e.g. advertising on the internet or other advertisements which suggest purchase by phone calls), advertisers shall pay particular attention to children getting parental consent before declaring purchase or using a service.
(17) In commercial promotional offers targeted at children, the accurate and detailed conditions of getting the advertised gift, tender or competition, or the availability of the advertised product shall be given. The message shall be appropriate for children to understand the promotional offer properly. **
(1) Special protection shall be provided for certain defenceless consumer groups (e.g. children and youth, handicapped consumers) regarding the exercise of the Code's principles.

10.4.3 Procedures connected to the regulation

It is indicated whether the following procedures are ('yes' or 'no') connected to the regulation.

PROCEDURES						
	Pre-launch advice	Systematically searching for violations	Possibility to complain and to start a procedure	System of appeal	Sanctions in case of violators	Results published or publically announced
Yes or No	Yes	Yes	Yes	Yes	Yes	Yes

Pre-launch advice is provided by

- Directorate of Consumer Protection and its county branches;
- The Hungarian Advertising Association
- EASA The European Advertising Standards Alliance (EASA), a non-profit organisation based in Brussels.

“The Advertising Association has launched a monitoring service to follow advertisements thematically: last year and this year, reports have been compiled about the pharmaceutical and alcohol commercials. (The monitoring reports are published in the Studies column of the homepage.) The Commission has not found any alcohol commercial problematic this year. This shows, too, that the business is law-abiding and quick; instead of ethical and business failures committed for the sake of immediate success, the advertisements prepared with care and responsibility are more useful.”

But the country partner did find and show advertisements and other marketing practices that did violate the statutory regulations.

Complaints can be made to

- 1 The Hungarian Advertising Association, Ethical Committee
- 2 EASA The European Advertising Standards Alliance (EASA) brings together national advertising self-regulatory organisations (SROs) and organisations representing the advertising industry in Europe. In Hungary it is the Önszabályozó Reklám Testület (ÖRT).

The Advertising Law, passed in 1997, recognises the role of self-regulation. More recently introduced framework legislation affecting advertising is inspired by EU Directives. Self-regulation in Hungary dates from 1981 and the system was completely overhauled in 1996, when the present SRO was set up.

- 3 Directorate of Consumer Protection and its county branches;
- 4 The court
- 5 Competition Council

Marketing practices can be continued as long as legal proceedings are ongoing.

Self-regulatory codes apply to the advertising activity of the members of the signatory organizations and all those who voluntarily submit its regulations. Self-regulation of the advertising profession as the completion of the state regulations is recognized also by the 84/450 and 97/55 EC directive on deceptive and comparative advertising, and by the preamble of the Act LVIII of 1997 on Business Advertising Activity. This Code is a collection of practical and professional ethic norms for advertisers in Hungary. According to the Code “Due to its nature, the Code is more detailed than legal acts are and it is sometimes more strictly formulated. However, professional code of ethics of other trades may contain special regulations which were given grounds not from advertising aspects. These are not included in this Code.” Regarding definitions of certain expressions

otherwise not defined in this Code, the relevant statutory regulations and referred laws shall apply. Advertisers in the first place shall bear overall responsibility for obeying the Code's regulations.

Regarding sanctions, the Advertising Association can ban or suspend the advertisements or marketing practices that violate the code or the relevant law, and if the marketing practise is still being used, then the Association can exclude the advertiser from its members. Otherwise the same sanctions apply as in case of the previously mentioned statutory regulations.

The minimum and maximum amount of time the procedure officially takes is [not know but can even take years. The only time limit mentioned is the appeal against an ad or marketing practice within a year from publication.

10.5 Code of Advertising Ethics of the Association of Hungarian Brewers

Name of regulation:

o. Code of Advertising Ethics of the Association of Hungarian Brewers

Is this statutory or non-statutory regulation?

Non-statutory regulation

Who made the text of this regulation?

the Association of Hungarian Brewers

Which types of marketing are controlled by in this regulation?

All types

Which alcoholic beverages are subject to this regulation? (in VOL.)

Beer

Whom is this regulation directed at or who has to adhere to it?

This Code applies to the advertising activity of the members of the Brewers Association at the territory of the Hungarian Republic for any products produced or distributed in Hungary with the exception of alcohol-free beers. Any other brewer is free to join the Code.

Additional comments

This Code applies to the advertising activity of the members of the Brewers Self-regulatory codes apply to the advertising activity of the members of the signatory organizations and all those who voluntarily submit its regulations, in this case only brewers. This means that such codes do not have the same legally binding nature as statutory regulations, so their effect is also limited.

10.5.1 Bans

Any bans on alcohol marketing practices in this regulation or code regarding the following marketing or advertising aspects are indicated with 'yes' in the following table. If a ban regarding this aspect is absent it is indicated with 'no'.

BANS						
	Location	Time	Media-channel	Type of product	Target-group*	Advertiser
Yes or No	Yes	Yes	Yes	Yes	Yes	Yes

* other than young people

10.5.2 Elements of Council Recommendation

Any elements of the Council Recommendation that are forbidden by this regulation or code (either literally or formulated in other words) are indicated with 'yes' in the following table. If an element is not forbidden at all, it is indicated with 'no'.

ELEMENTS											
	A Production	B Styles	C Children	D Drugs	E Violence	F Success	G Encouragement	H Events	I Media	J Free	K Other
Yes or No	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	No	No

Remarks on elements

- A - It does not regulate production, it is about advertising activities. It is based on the statutory regulations, so all the elements of statutory regulations are legally binding for everybody. It does however regulate ads aimed specifically at minors, stating that ads aimed at minors or depicting minors in the act of consuming beer or even in a situation suggesting the act of consumption, are forbidden. Though minors in a family or similar environment can be portrayed in ads, but it must be made clear that they are not consuming any beer.
- B The advertisement of beer shall not depict any celebrity or symbol, real or invented, in the act of drinking or promoting drinking, who/which is popular among minors especially
- C - In no ways/forms beer can be advertised at schools or other institutions for education or training for minors, nor at social premises where minors meet, nor at publications aimed at minors.
- Beer can not be advertised in health care institutions (hospitals, clinics, etc.)
(2) Ads aimed specifically at minors, or depicting minors in the act of consuming beer or only in a situation suggesting the act of consumption, are forbidden. Though minors in a family or similar environment can be portrayed in ads, it must be made clear that they are not consuming beer.
- D Minors in a family or similar environment can be portrayed in ads, but it must be made clear that they are not consuming beer.
- E - Beer consumption shall not be portrayed in connection with any other activity dangerous to health or that can cause injuries or in any other situations where beer consumption can be dangerous.
- F - Advertisements of beer cannot blame, criticize, or make fun of people not consuming any beer.
- Ads can not present beer, as means of achieving outstanding intellectual, physical or sexual performance, or of increased devotion or popularity.
- Advertisements of beer shall not convey the impression that consuming beer contributes to social success and that refusal of consumption is a sign of weakness.
- Beer consumption shall not be presented as a challenge or as if it was a brave, masculine act.
- Ads can not suggest that beer has any therapeutic qualities.
- G - In no ways/forms beer can be advertised at schools or other institutions for education or training for minors, nor at social premises where minors meet, nor at publications aimed at minors.

- Beer shall not be advertised in media, whose target groups are minors.
- Regarding internet - pages mostly visited by minors or aimed specifically at minors shall not be used to advertise beer.
- I - Beer shall not be advertised in media, whose target groups are minors.
- Regarding internet - pages mostly visited by minors or aimed specifically at minors shall not be used to advertise beer.
- J [empty field]
- Other:
 - The advertisement of beer shall not be targeted at pregnant women and people with mental disorders.
 - Beer can not be advertised in health care institutions (hospitals, clinics, etc.)

10.5.3 Procedures connected to the regulation

It is indicated whether the following procedures are ('yes' or 'no') connected to the regulation.

PROCEDURES						
	Pre-launch advice	Systematically searching for violations	Possibility to complain and to start a procedure	System of appeal	Sanctions in case of violators	Results published or publically announced
Yes or No	Yes	Yes	Yes	Yes	Yes	Yes

Pre-launch advice is provided by:

The Brewers Association, Ethical Committee

Besides the other bodies are responsible for pre-launch advice:

- Directorate of Consumer Protection and its county branches;
- The Hungarian Advertising Association
- EASA The European Advertising Standards Alliance (EASA), a non-profit organisation based in Brussels.

“The Advertising Association has launched a monitoring service to follow advertisements thematically: last year and this year, reports have been compiled about the pharmaceutical and alcohol commercials. The monitoring reports are published in the Studies column of the homepage. The Commission has not found any alcohol commercial problematic this year. This shows, too, that the business is law-abiding and quick; instead of ethical and business failures committed for the sake of immediate success, the advertisements prepared with care and responsibility are more useful.”

But the country partner did find and show advertisements and other marketing practices that violated the statutory regulations.

Complaints can be made to:

- 1 The Hungarian Advertising Association, Ethical Committee
- 2 EASA The European Advertising Standards Alliance (EASA) brings together national advertising self-regulatory organisations (SROs) and organisations representing the advertising industry in Europe. In Hungary it is the Önszabályozó Reklám Testület (ÖRT).

The Advertising Law, passed in 1997, recognises the role of self-regulation.

More recently introduced framework legislation affecting advertising is inspired by EU Directives. Self-regulation in Hungary dates from 1981 and the system was completely overhauled in 1996, when the present SRO was set up.

- 3 Directorate of Consumer Protection and its county branches;

4 The court

5 Competition Council

Marketing practices can be continued as long as legal proceedings are ongoing. Self-regulatory codes apply to the advertising activity of the members of the signatory organizations and all those who voluntarily submit its regulations. This Code is a collection of practical and professional ethical norms for Brewer-advertisers in Hungary. Regarding definitions of certain expressions otherwise not defined in this Code, the relevant statutory regulations and referred laws shall apply. Advertisers in the first place shall bear overall responsibility for obeying the Code's regulations.

Regarding sanctions, the Brewers Association can ban or suspend the advertisements or marketing practices that violate the code or the relevant law, and if the marketing practise is still being used, then the Association can exclude the advertiser from its members. Otherwise the same sanctions apply as in case of the previously mentioned statutory regulations.

The minimum and maximum amount of time the procedure officially takes is [not know but can even take years. The only time limit mentioned is the appeal against an ad or marketing practice within a year from publication.