

WFA Global Influencer Marketing Map

An overview of influencer marketing
regulations in key markets

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Rules applicable on influencer marketing in key markets*

- Statutory guidance
- Co-regulatory guidance
- Self-regulatory guidance

DK – Danish Consumer Ombudsman [guidance](#) on disclosure; Danish Veterinary and Food Administration food and feed [company guidance](#) and [influencer guidance](#).

NO – Consumer Authority (CA) [guidance](#) on labelling in social media; Committee for Influencer Marketing (FIM) is [developing](#) ethical guidelines against body and appearance pressures

EU – [Audiovisual Media Services Directive](#) introduces transparency requirements for the first time in EU law. Transposition at national level to be completed by 09/2020 but delays...

UK – Committee of Advertising Practice (CAP), Advertising Standards Authority (ASA), and Competition and Market Authority (CMA) [guide](#); ASA [recommendations](#) on disclosure; CMA [recommendation](#)

SE – Swedish Consumer Agency [guidance](#) on marketing in blogs and other social media

FIN – Finnish Competition and Consumer Authority [guidelines on influencer marketing](#)

CA – Competition Bureau [guidance](#); Ad Standards draft best practice disclosure [guidelines](#)

IE – Advertising Standards Authority for Ireland (ASAI) [guidance](#) note on recognizability of marketing communications

NL – Advertising Code Foundation (SRC) [code](#) on social media and influencer marketing; bvA influencer marketing [whitepaper](#)

DE – Proposal to be presented before the end of legislative term

US – Federal Trade Commission [guidelines](#) on the use of endorsements and testimonials in advertising

BE – Belgian Advertising Council (JEP) [recommendations](#) for influencer marketing

AT – Austrian Advertising Council [ethics code](#)

RO – Romanian Advertising Council (RAC) [Code of Advertising Practice](#)

IN – Advertising Standards Council of India (ASCI) [guidelines](#) for celebrities in advertising introduce transparency requirements; [guidelines](#) for social media influencers to promote products online are under consultation

FR – Bill on the commercial exploitation of the image of children <16 on VSPs; French regulatory body for advertising (ARPP) [recommendations](#) on digital ads

IT – Advertising standards authority (IAP) [recommendations](#) on social network and content sharing

PH – Ad Standards Council (ASC) digital [guidelines](#) for regulated and non-regulated categories

CO – Superintendence of Industry and Commerce (SIC) is developing guidelines

PE – Indecopi advertising [guide](#) for influencers

PT – [Informative guide](#) on rules and good practices in commercial communication in the digital environment

ES – Autocontrol-AEA [Code of Conduct](#) for the use of influencers

UAE – National Media Council (NMC) [content standards](#) for licensed influencers

AU – Australian Association of National Advertisers (AANA) [code of ethics](#); Ad Standards' [guidelines](#); Australian Influencer Marketing Council (AIMCO) [Influencer Marketing Code of Practice](#)

CL – Self-Regulation and Advertising Ethics Council (CONAR) [code](#) of advertising ethics

AR – Draft [law](#) for legal framework for influencers in digital advertising services and electronic telecommunications networks

BR – Brazilian Advertisers Association (ABA) [best practice](#)

ZA – Advertising Regulatory Board (ARB) [code](#) on Social Media Marketing

NZ – Advertising Standards Authority (ASA) [guidance](#) note on identification of advertisements; working on influencer guidance

* Focus only on certain key markets for global advertisers – this is not an exhaustive list of all legislative developments in all countries in the world. Date: January 2021

Overview (1/3)

Where	Who	What
Argentina	Regulation	<ul style="list-style-type: none"> • NEW: Draft law for legal framework for influencers in digital advertising services and electronic telecommunications networks
Australia	WFA member initiative	<ul style="list-style-type: none"> • Australian Association of National Advertisers (AANA) - Clearly Distinguishable Advertising Best Practice Guideline • Australian Influencer Marketing Council (AIMCO) - Influencer Marketing Code of Practice
Belgium	Industry self-regulation	<ul style="list-style-type: none"> • Jury voor Ethische Praktijken inzake reclama (JEP) - Recommendations on Native Advertising
	WFA member initiative	<ul style="list-style-type: none"> • Union Belge des Annonceurs (UBA) is working on an influencer code with different associations and RvdR / JEP.
Brazil	Regulation	<ul style="list-style-type: none"> • Brazilian Advertisers Association (ABA) - 10 Best Practices for Responsible Advertising on Digital Media
Canada	Industry self-regulation	<ul style="list-style-type: none"> • Advertising Standards Canada (ASC) - Interpretation Guideline on Testimonials, Endorsements, Reviews
Denmark	Regulation	<ul style="list-style-type: none"> • Danish Consumer Ombudsman (DCO) - Guidelines on influencers on social media and blogs • Danish Veterinary and Food Administration – Marketing food and feed company guidance and influencer guidance
Finland	Regulation	<ul style="list-style-type: none"> • Finnish Competition and Consumer Authority guidelines on influencer marketing in social media

•Regulation = statutory restrictions, drafted and enforced by public bodies
 •Industry self-regulation = drafted and enforced by advertising standards bodies
 •WFA member initiatives = voluntary industry initiatives going beyond rules or standards

Overview (2/3)

Where	Who	What
France	Regulation	<ul style="list-style-type: none"> • Bill on the commercial exploitation of the image of children under 16 on video sharing platforms (VSPs)
	Industry self-regulation	<ul style="list-style-type: none"> • The Advertising Professional Regulatory Authority (ARPP) - recommendation on digital advertising (with section on influencer marketing)
Germany	Regulation	<ul style="list-style-type: none"> • State Media Authorities Guidelines for Advertising in Social Media • German Federal Ministry of Justice and Consumer Protection (BMJV) has proposed to specify how influencers should disclose their posts. The proposal states that disclosure is not required in cases where the post primarily serves to inform people and for which the influencer has not received any monetary compensation or other benefits.
	Industry self-regulation	<ul style="list-style-type: none"> • Wettbewerbszentrale - Guide to the labelling of advertising on Instagram
India	Regulation	<ul style="list-style-type: none"> • NEW: Draft - Central Consumer Protection Authority (Prevention of Misleading Advertisements and Necessary Due Diligence for Endorsement of Advertisements) Guidelines.
Ireland	Industry self-regulation	<ul style="list-style-type: none"> • Advertising Standards Authority for Ireland (ASAI) - Guidance note on recognisability of marketing communications
		<ul style="list-style-type: none"> • Public Relations Institute of Ireland (PRII) - Guidelines on Engagement with Social Media Influencers
Italy	Industry self-regulation	<ul style="list-style-type: none"> • Istituto dell'Autodisciplina Pubblicitaria (IAP) - Digital Chart
Netherlands	WFA member initiative	<ul style="list-style-type: none"> • bvA white paper on influencer marketing
New Zealand	Industry self-regulation	<ul style="list-style-type: none"> • Advertising Standards Authority (ASA) - Guidance Note on Identification of Advertisements • The Advertising Standards Authority in New Zealand has recently developed AdHelp guidance to support responsible advertising and the requirement for Influencers to clearly identify advertising content to their audiences. As part of this process they are calling for submissions on the Influencer Guidelines consultation document. Deadline for submissions was 5 August.

Overview (3/3)

Where	Who	What
Singapore	Industry self-regulation	<ul style="list-style-type: none"> Advertising Standards Authority of Singapore (ASAS) - Guidelines for Digital and Social Media Marketing
Spain	Industry self-regulation	<ul style="list-style-type: none"> IAB Spain – Legal guide on Influencer Marketing
	WFA member initiative	<ul style="list-style-type: none"> NEW: AUTOCONTROL and AEA code of conduct on influencer marketing
Sweden	Industry self-regulation	<ul style="list-style-type: none"> Sveriges Annonsörer - Recommendations for bloggers and IAB Influencer Handbook
	WFA member initiative	<ul style="list-style-type: none"> The Swedish Consumer Agency (Konsumentverket, KO) - Guidance on marketing in blogs and other social media
UK	Industry self-regulation	<ul style="list-style-type: none"> Committee of Advertising Practice (CAP) - Guidelines on Online Affiliate Marketing and Influencer’s Guide to making clear that ads are ads
	WFA member initiative	<ul style="list-style-type: none"> ISBA - Influencer Contract Template
USA	Regulation	<ul style="list-style-type: none"> FTC Advertising Disclosures Guidance for Online Influencers FTC Guides Concerning the Use of Endorsements and Testimonials in Advertising
	WFA member initiative	<ul style="list-style-type: none"> Word of Mouth Marketing Association - Guide to Influencer Marketing Association of National Advertisers (ANA) - Survey Report: ”How ANA members are using influencer marketing”