

Section V

CONSUMER PROTECTION

Consumer Protection

- 1.1 **In creating and disseminating advertisements, the need for protection of consumers is important. For the purposes of this Code, “consumer” means any person who can be affected by advertisements, whether as an individual or as a trade customer or user.**

- 1.2 **Appropriate measures should be taken to ensure that consumers understand their rights and are protected from misleading conduct, unsubstantiated representation, false representation and unfair practices.**