

Marketing and the law

As with all areas of business activity the government has taken steps to make sure that marketing is carried out in a way that is fair to businesses and to consumers. Key areas covered by marketing law include:

Freedom of information - market research information is gathered by market researchers from a range of sources. Where this information is collected about individual consumers then this information needs to be made available so that individuals that supply this information can check that records kept about them and their opinions are accurate.

Marketing and children - this is a sensitive area. The government is particularly concerned that businesses comply with marketing codes of behaviour (many of which are voluntary) governing the way they advertise and promote items to children. For example it is illegal to promote cigarettes and alcohol to children. Indeed all smoking related products carry government health warnings.