

ICPEN



International Consumer Protection and Enforcement Network

Bogotá, 30 June 2020

ICPEN PRESS NOTICE

The Colombian ICPEN presidency is happy to announce that the [Best Practice Principles for Marketing Practices](#) directed towards Children Online have been formally adopted by ICPEN members.

In recent years children's lives have become increasingly digitized. Activities they once did offline, children can now do online such as watching videos, playing games and searching for information. At the same time, many countries have seen an increase in the amount companies and brands spend on online marketing compared to traditional means of marketing. Taking these factors into consideration, children are increasingly likely to be targeted by online marketing, an area generally less regulated than TV broadcasting or other traditional marketing channels.

The Principles have been developed and agreed by ICPEN members who are united in their view that adherence to the Principles will help traders to address the negative consequences of harmful marketing practices that children encounter online.

The principles are:

- *Traders should make clear what is and what is not marketing;*
- *Traders should not use marketing techniques that exploit children's naivety, credulity, or lack of commercial knowledge;*
- *Traders should not engage in the deceptive or harmful collection and use of children's data;*
- *Traders should not market inappropriate products or services online to children*

The International Consumer Protection and Enforcement Network (ICPEN), is a network of consumer protection authorities from over 65 countries who work together to tackle problems faced by consumers across the globe by sharing information and common actions.

A handwritten signature in black ink, appearing to read 'Andrés Barreto'.

Mr. Andrés Barreto

ICPEN President 2019-2020