

# AUTO CON TROL

Asociación para la Autorregulación  
de la Comunicación Comercial

Association for Self-regulation of Commercial Communication



We work for a responsible advertising

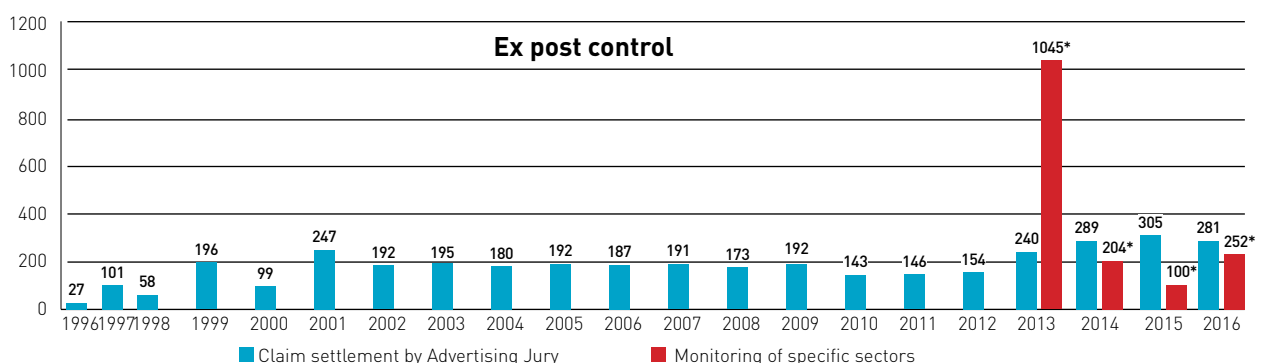
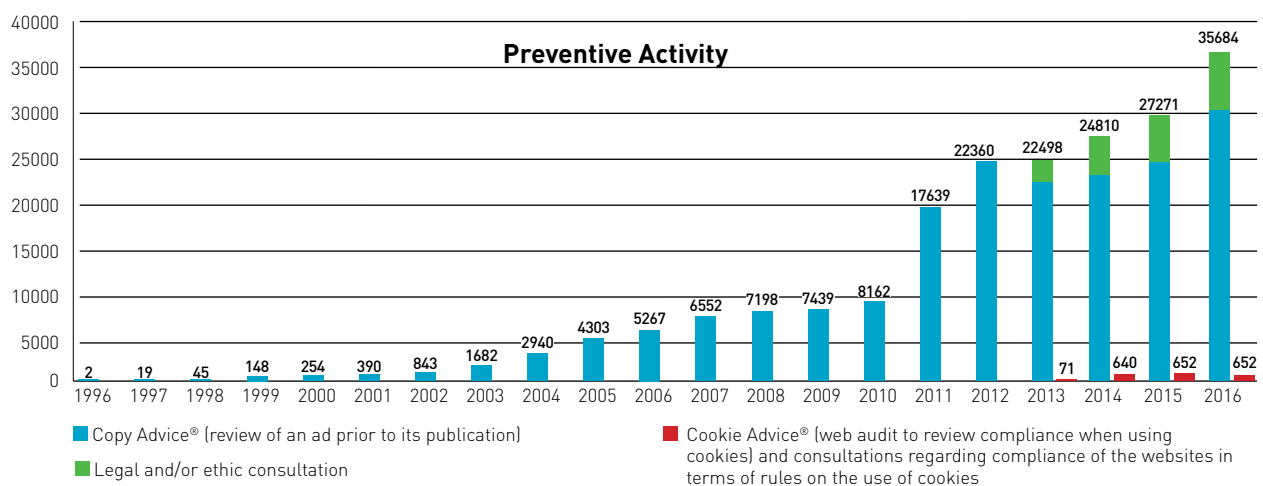
# AUTOCONTROL works for a responsible advertising

AUTOCONTROL was created in 1995 in order to manage the advertising self-regulation system in Spain. It is a non-profit self-regulatory organization (SRO) composed of advertisers, advertising media agencies, media and professional associations related with the advertising industry in Spain. At this time, our more than **500 direct members and 2,000 indirect members** represent approximately **70% of the advertising investment in our country**.

AUTOCONTROL manages the advertising self-regulation system relying on three key instruments: the Code of Conduct, an independent organism (AUTOCONTROL's Advertising Jury) that resolves controversies and complaints, and a Legal & Technical Team, composed of experts on law and advertising ethics, in charge of attending legal requests, answering prior consultations or issuing Copy Advice® reports on advertisements or advertising projects and creating reports on legal and ethical issues related to commercial communication; and also by experts on digital advertising, technology and data protection who are in charge of attending technical and legal queries on the use of cookies and of issuing technical and legal consulting reports on such use (Cookie Advice® service).

The self-regulation system created by AUTOCONTROL has become the preferred mechanism to solve advertising disputes in our country, over the Courts of Justice. **Since its creation**, until January 1st 2016, **AUTOCONTROL has handled over 3,700 cases**.

AUTOCONTROL has demonstrated compliance with the requirements of the Unfair Competition Act (Ley de Competencia Desleal) for the self-regulation systems and, in accordance with the provisions of the Act, in 2000 it was notified by the Spanish Government to the Directorate General for Health and Protection Consumers of the European Commission. Since then, AUTOCONTROL belongs to the European network of bodies of court settlement of consumer disputes, currently managed by the Directorate General for Justice and Consumers of the European Commission. It is a free service for consumers, consumer associations and Public Authorities. On the other hand, the Copy Advice® Service, created back in 2001, has become a key instrument for contributing to reduce the risks of non-compliance of advertising regulations. **Since its launch, AUTOCONTROL has received more than 195,400 requests, from which 156,900 were Copy Advice® requests**, as a result of the ethical commitment accomplished by the industry in order to work on responsible commercial communications.



\*In 2015, there were 70 ads and websites related to the food industry and 30 ads and websites related to the EU Pledge included in the monitoring activity.  
 \*In 2016 there were 94 ads and websites related to the food and beverages industry, and 158 campaigns and websites on medicines.

## Agreements Signed by AUTOCONTROL

Over its 20 years of existence, AUTOCONTROL has achieved a high degree of understanding and has maintained a continuous collaboration with Public Authorities.

Currently, AUTOCONTROL maintains several agreements signed with different Public Administration bodies, including the following:

### A. Signed with the Administration (and, in some cases, with sectorial organizations)

1. Agreement with the **Spanish National Institute of Consumer Affairs (INC), now the Spanish Agency of Consumer Affairs, Food Security and Nutrition (AECOSAN)**: 25% of the Advertising Jury's members are appointed in common agreement with the Agency, the Spanish consumer affairs authority (January 1999).
2. Agreement with the **former Audiovisual Authority in Spain (Telecommunications and Information Society State Department)** according to Law 25/1994, to foster TV self-regulation (December 2003).
3. Addendum to the previous agreement, so that AUTOCONTROL takes care of resolving complaints related to the "Agreement to foster self-regulation of TV contents and childhood" and related to commercial communications broadcasted by **adhered TV operators** (July 2006).
4. Framework Collaboration Agreement with the **Spanish National Institute of Consumer Affairs (INC), now the Spanish Agency of Consumer Affairs, Food Security and Nutrition (AECOSAN)**, for Internet self-regulation: Confianza Online (March 2004).
5. Agreement with **Madrid Anti-Drug Agency** to foster self-regulation in alcoholic beverages advertising (April 2005). Modified in 2013.
6. Agreement with the **Health, Social Affairs and Equality Ministry (former Health and Consumer Affairs Ministry)** and the **Spanish Federation of Food and Beverage Industries (FIAB)** for the application of the PAOS self-regulation Code for food advertising aimed at children (June 2005). Modified in 2012 and in 2013.
7. Agreement with **Red.es**, public entity in charge of consolidating the development of the Information Society in Spain, appointing AUTOCONTROL as an "out-of-court body for the resolution of controversies" in the designation of ".es" domains (February 2006).
8. Agreement with the **Andalusian Audiovisual Council** (November 2006).
9. Agreement with the **Catalonian Audiovisual Council** (December 2006). Replaced by an Agreement in July 2011.
10. Agreement between AUTOCONTROL and the **Spanish National Institute of Consumer Affairs (INC), now the Spanish Agency of Consumer Affairs, Food Security and Nutrition (AECOSAN)**, to foster advertising self-regulation (January 2007).
11. Collaboration Agreement with **Madrid Health and Consumer's Council** to foster advertising self-regulation (February 2007).
12. Agreement with the **General Secretariat of Equality Policies, at the moment belonging to the Employment and Social Services Ministry, currently to the Health, Social Affairs and Equality Ministry**, to foster advertising self-regulation (October 2007).
13. Collaboration Agreement with the former **Spanish Agency for Food Safety and Nutrition (AESAN), current Agency of Consumer Affairs, Food Security and Nutrition (AECOSAN)**, to foster advertising self-regulation (January 2008).
14. Agreement with the **Rural and Marine Affairs and Environment Ministry, current Agriculture, Food and Environment Ministry**, and with **energy and automotive companies** on self-regulation of best practices in the use of environmental claims in commercial communications (July 2009).
15. Agreement with the **Health and Consumer Affairs Ministry, current Health, Social Affairs and Equality Ministry, the Spanish Federation of Food and Beverage Industries (FIAB) and televisions** for the application of the PAOS self-regulation Code for food advertising aimed at children by televisions (September 2009).
16. Agreement with the **Spanish Toy Manufacturers Association and the Spanish National Institute of Consumer Affairs (INC)** on self-regulation of toys advertising. (December 2010). Substituted by an Agreement on Self-regulation of Toys Advertising, with the **Spanish Toy Manufacturers Association and the Spanish Agency of Consumer Affairs, Food Security and Nutrition (AECOSAN)** (December 2015).
17. Agreement with the **Spanish Spirits Federation and Castilla-La Mancha Regional Government** on self-regulation of alcohol advertising (January 2011).
18. Agreement with the **Directorate-General of Gambling Regulation (DGOJ) from the Economy and Finance Ministry** to co-regulate the advertising, sponsorship and promotion of gambling activities (November 2011).
19. Agreement to establish a Code of Conduct on Commercial Communications of Gambling Activities, signed with the **Directorate-General of Gambling Regulation (DGOJ) from the Economy and Finance Ministry, the former Audiovisual Authority in Spain (Telecommunications and Information Society State Department)** – currently such authority is the **National Commission of Markets and Competition (CNMC)** – and **Gambling Operators** (June 2012).
20. Agreement with **Red.es**, public entity in charge

## Agreements Signed by AUTOCONTROL (continuation)

of consolidating the development of the Information Society in Spain, to foster responsible digital advertising (August 2012).

21. Collaboration Agreement with the **Spanish Data Protection Agency (AEPD)** (October 2013).
  22. Collaboration Agreement with the **Catalonian Consumer Affairs Agency (ACC)** (October 2014).
  23. Collaboration Agreement with the **Health, Social Affairs and Equality Ministry and the National Health Self-Care Association (ANEFP)** on advertising of medicinal products for human use (December 2014).
  24. Agreement with the **National Commission of Markets and Competence (CNMC)** to foster co-regulation on TV commercial communications (July 2015).
  25. Collaboration Agreement with the **Economy and Finance Council of Madrid Regional Government** for advertising activities (September 2015).
  26. Collaboration Agreement with the **DG Consumer Affairs of the Health Council of Castilla-La Mancha Regional Government** for advertising activities (January 2016).
  27. Collaboration Agreement with the **Presidency of the Autonomous Community of Valencia** on control of the advertising activity (November 2016).
  28. Addendum to the agreement with the **Health Council of Castilla-La Mancha Regional Government**, signed with the **DG Consumer Affairs** for advertising activities (food, alcohol, tobacco and other products which are competence of this DG) (February 2017).
- B. Signed with sectoral organizations**
1. **Interactive Advertising and e-Commerce:** Agreement with adigital to manage Confianza Online (2002).
  2. **Promotion of medicines:** Agreement with FARMAINDUSTRIA (2002).
  3. **TV Advertising:** Agreement with the Spanish Advertising Association (AEA) and TV Operators (2002).
  4. **Beer Advertising:** Agreement with the Spanish Beer Association (Cerveceros de España) (2003).
  5. **Spirit Drinks Advertising:** Agreement with the Spanish Federation of Spirits (FEBE) (2003).
  6. **Trademark Defense:** Agreement with Spanish National Association for the Defense of Trademarks (ANDEMA) (2004).
  7. **Videogames Advertising:** Agreement with the former Spanish Association of Entertainment Software Distributors and Editors (ADESE), current Spanish Videogames Association (AEVI) (2005).
  8. **Health Technology Advertising:** Agreement with the Spanish Federation of Health Technology Companies (FENIN) (2006).
  9. **Enteral Feeding Products Advertising:** Agreement with the Spanish Association of Manufacturers and Distributors of Enteral Feeding Products (AENE) (2006).
  10. **Advertising on special and dietetic food and medicinal plants:** Agreement with the Spanish Association of Dietetic products and Food Supplements Companies (AFEPADI) (2007).
  11. **Wine Advertising:** Agreement with the Spanish Wine Federation (FEV) (2009).
  12. **Advertising on dietetic products for children:** Agreement with the Spanish National Association of Manufacturers of Dietetic Products for Children (ANDI) (2012).
  13. Agreement with the National Health Self-Care Association (ANEFP) regarding co-regulation of **advertising of medicinal products for human use** (2014).
  14. **Perfumes and Cosmetics Advertising:** Agreement with the National Association of Perfumes and Cosmetics (STANPA) (2015).
  15. **Advertising of Bottled Drinking Water:** Agreement with the National Association of Bottled Drinking Water (ANEABE) (2016).

## The legal promotion of self-regulation

During the last decades, many European and national laws related to advertising, consumer protection, mass media and personal data protection have developed thanks to the recognition of advertising self-regulation and, most importantly, they have urged its promotion. This support to self-regulation in the field of advertising law has strengthened with the approval of the amendment to the Unfair Competition Law (1991), at the end of 2009. Its new 37<sup>th</sup> article recognizes and promotes, specifically: Codes of Conduct, previous control systems (such as AUTOCONTROL's Copy Advice<sup>®</sup> service), and the out-of-court dispute settlement systems (like the Advertising Jury, AUTOCONTROL's complaints resolution committee). In addition to this, AUTOCONTROL fulfils the requirements established

in the Unfair Competition Law for its legal recognition. Furthermore, this Law states the obligation of using self-regulation systems prior to initiating a legal action in some cases, providing that the self-regulation system complies with the Law in case of actions against the companies adhered to the Codes of Conduct.

In accordance with the provisions of the Act, in 2000, AUTOCONTROL was notified by the Spanish Government to the Directorate General for Health and Consumers of the European Commission. Since then, AUTOCONTROL belongs to the European network of bodies of court settlement of consumer disputes, currently managed by the Directorate General for Justice and Consumers of the European Commission.

## Settlement of disputes related to the allocation of “.es” domains

AUTOCONTROL is one of the entities authorized by Red.es (Organism designated by the Spanish Government for the management of online “.es” domains) for the extrajudicial resolution of disputes in the designation of the “.es” domains.

In order to do so, AUTOCONTROL has a list (shared with Red.es) of well-reputed and prestigious experts in Spanish law and out-of-court dispute

resolution matters, which shall resolve the specific disputes concerning the designation of “.es” domain names, between their owner and a third party. This is done in a reasoned manner and always respecting the rules of procedure established by Red.es.

In 2016, three controversies had to be resolved by AUTOCONTROL's Panel of Experts.

## AUTOCONTROL and Corporate Social Responsibility

Advertising self-regulation is another element of the Corporate Social Responsibility programs. It encourages ethical and loyal advertising in order to benefit all consumers, and, thus, fosters social responsibility. Nowadays, the Social Responsibility indicators take into account those activities in which companies assume ethical compromises with regards to their commercial, communication and advertising activities. Various reports and documents do credit this Social Responsibility, among them, the Sustainability Reporting Guidelines of the Global Reporting Initiative (GRI), which includes specific provisions regarding the partici-

pation in self-regulatory advertising systems and the commitment to adhere to Codes of Conduct in this area. In particular, the latest version of these GRI Guidelines, released in November 2013, fosters the incorporation of information on company codes of conduct and advisory mechanisms in order to ensure compliance.

Following these Guidelines, some of the most important Spanish Companies have included information that reflects their activity with AUTOCONTROL's advertising self-regulation system in their Annual Corporate Social Responsibility Reports.

## Out-of-court dispute settlement system: Advertising Jury

AUTOCONTROL's extrajudicial controversy resolution body relies on three key instruments: an Advertising Code of Conduct; the **Advertising Jury**, in charge of applying the aforementioned Code; and a set of regulations governing the operations of the Jury.

The Jury is fully composed of independent prestigious professionals in the areas of Law, Commercial Communication and Economy, who develop their activity guided by the principles of independence and transparency. In order to ensure their impartiality, the Jury and its members are independent from the Association and from the entities adhered to it. **The National Institute of Consumer Affairs (INC - Instituto Nacional de Consumo), now integrated in the Spanish Agency for Consumer Affairs, Food Safety and Nutrition (AECOSAN), is involved in the selection of 25% of its members.**

Applying the Code of Conduct and the rules governing its activity, the Jury resolves all the complaints and

controversies submitted against specific promotional material. Such complaints can be submitted by anyone with a legitimate interest in filling a complaint against a particular advert, whether they are members of the association or not. **The system is free for consumers, consumer associations, and Public Authorities.** All the Jury's decisions are publicly available.

The Jury's decisions are compulsory for AUTOCONTROL members and voluntary for the rest. In spite of the voluntary nature of the system, the moral strength which accompanies the Jury's decisions is undeniable. The technical knowledge and impartiality demonstrated by the Jury's decisions have generated a high level of credibility and confidence amongst the advertising industry, the Government and society in general. A good example is that, to date, in less than 5% of the disputes resolved by the Jury, the claimed company has not carried out the decision of the Jury. In cases in which the parties started a new proceeding in the Courts of Justice after AUTOCONTROL's Jury

made a decision, the judicial pronouncements have mostly agreed with the content of the settlement previously passed by the Jury.

Since its creation, AUTOCONTROL's Advertising Jury has solved over **3,700 cases**, in an average of **14 days**; around **35%** of these cases were solved through mediation or acceptance of the dispute in 5 days on average. Precisely in **2016, 281 cases were presented**. Most of the disputes directed to AUTOCONTROL came

from consumers and other citizen organizations (about 60.5%) and approximately 23.8% came from companies or company associations. Moreover, about 2.1% of the cases were cross-border.

The number of annual disputes received by AUTOCONTROL has stabilized throughout the years. This is due to the preventive activities conducted by the Association and the increase in the use of AUTOCONTROL's services by its members.

## AUTOCONTROL and digital advertising

AUTOCONTROL's activity also comprises **digital commercial communications**, to which AUTOCONTROL's Code of Advertising Conduct also applies. AUTOCONTROL's Legal and Technical Team has also been issuing **Copy Advice® reports on advertising on the Internet**, and the Advertising Jury has been solving **complaints related to eventual advertising breaches in this medium**.

In the **digital advertising self-regulation realm**, AUTOCONTROL is participating in several regulation projects and is coordinating its actions with IAB Spain, the Spanish Advertisers Association (aea- Asociación Española de Anunciantes), adigital and the rest of the sector. To this respect, AUTOCONTROL has proactively participated, together with the Spanish Data Protection Agency (AEPD- Agencia Española de Protección de Datos), adigital and IAB Spain, in the development of the first European Guide on the

use of cookies. The **Guide on the use of cookies** is a set of guidelines to help companies comply with the regulations in force.

With regards to the European regulation projects referred to **digital advertising, privacy and data protection** (behavioural advertising, social networks and the like), AUTOCONTROL has been participating since 2010 in the European platform created by the European Advertising Standards Alliance (EASA) and the industry in order to design a self-regulation system capable of achieving a proper balance between the interests of the industry and those of the consumers. And in this framework, the **EASA Best Practice Recommendation on Online Behavioural Advertising** was published on April 14th, 2011. This document is the answer of the European industry (EASA, IAB, WFA and the main European associations in this sector) to the **challenges posed by behavioural advertising**



### HOW DOES AUTOCONTROL COOKIE ADVICE® SERVICE WORK?

#### 1º TECHNICAL ANALYSIS



AUTOCONTROL's Technical Team:

- Locates cookies
- Reviews cookies one by one
- Identifies their utility
- Detects spy cookies



#### 2º LEGAL ANALYSIS



AUTOCONTROL's Legal Team, based on the "Guide on the use of cookies":

- Classifies cookies in terms of their purpose, the entity managing them and their expiration
- Checks if there's proper information given on their use
- Checks if the informed consent is obtained correctly
- Analyzes the correctness of the cookies policy
- Optional for the applicant: Review of the terms of third-party contracts

#### 3º WRITTEN REPORT

If your website complies with the Spanish Law of Information Society and Electronic Commerce Services (LSSICE) and the "Guide on the use of Cookies", AUTOCONTROL will issue a positive report.

Otherwise, the report will include the amendments needed to comply with regulations and to obtain a positive report. In such cases, it is recommended to request a complementary review in order to ensure the cookies policy is correct.

A positive report issued by AUTOCONTROL could help prove a diligent behavior with possible modulation effects in case of a potential sanction that the Law could provide.

(mainly, the Privacy Directive related to cookies) and is supported by the European Commission.

In 2011 and 2012, the European Commission convened a meeting of the platform, with the presence of AUTOCONTROL, in order to present and evaluate this initiative and to consider it for future regulation plans. The work schedule with the European Commission was maintained in 2015 with the convening of several meetings. AUTOCONTROL is actively participating in this process and, at a national level, it is coordinating its actions with IAB, aea, adigital and the rest of the sector.

### **Technical and legal consulting on the use of cookies**

The review of cookies through the service AUTOCONTROL Cookie Advice® helps companies to implement their cookie policies in order to meet the legal requirements in terms of cookies provided for in article 22.2 of the Spanish Law on Information Society and Electronic Commerce Services.

AUTOCONTROL Cookie Advice® service includes a review of the situation of own and third-party cookies that are installed through a specific website, platform or computing application; as well as the review of the terms of third-party contracts, if any, in terms of the compliance with the information and informed consent collection duties, as long as there is an explicit request from the editor. After this review, the applicant will receive a report with the conclusions of the verification process and, in case it is needed, the recommendation for modifications that should be done by the editor.

As the Spanish Data Protection Agency (AEPD) states in the Guide on the use of cookies, it is advisable to perform a periodical technical and legal review of the cookies, and, in all cases, when there are significant modifications in the website, platform of

computing application with regards to the cookies that are installed from them or to the policy of information or informed consent about such cookies.

In 2016, 211 of the 253 requests received were related to the Cookie Advice® service, while the rest (52) were related to advising, consultations or reports.

### **Confianza Online Trust Digital Seal**

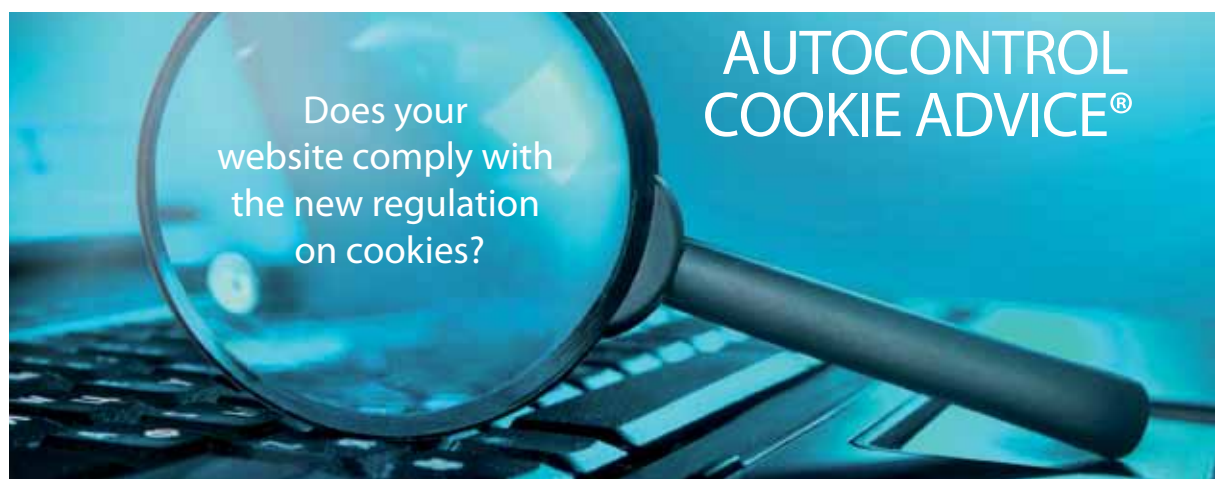
Confianza Online is an Association founded by AUTOCONTROL and adigital in 2003 by means of self-regulation in the e-commerce and interactive advertising industries. Its main objective is to increase users' trust in the Internet; for this purpose, the Confianza Online Trust Seal was created.

This Seal allows users to identify those companies that have decided to voluntarily acquire high levels of ethic compromise and responsibility, so they deserve a higher trust than those companies that don't have the Seal due to the fact that they don't belong to this Association.

The main objectives of the Association Confianza Online are:

- To increase consumers' trust in the use of Internet and new digital media.
- To offer a tool for public and private entities to show their ethic compromise with society and, thus, to earn consumers' trust in the new media.
- Provide consumers and online companies with an extrajudicial controversy resolution instrument that is fast, inexpensive and effective.

Since 2016, the companies adhered to Confianza Online may use the "E-commerce Europe Trustmark".



Specialized technical and legal consulting service to review the cookies on your website, platform or computing application.

## Copy Advice® Service

The Copy Advice® service was launched by the advertising industry through AUTOCONTROL to complement the post-launch control system of an advert, and aiming at reducing the risk of failure in complying with advertising regulation.

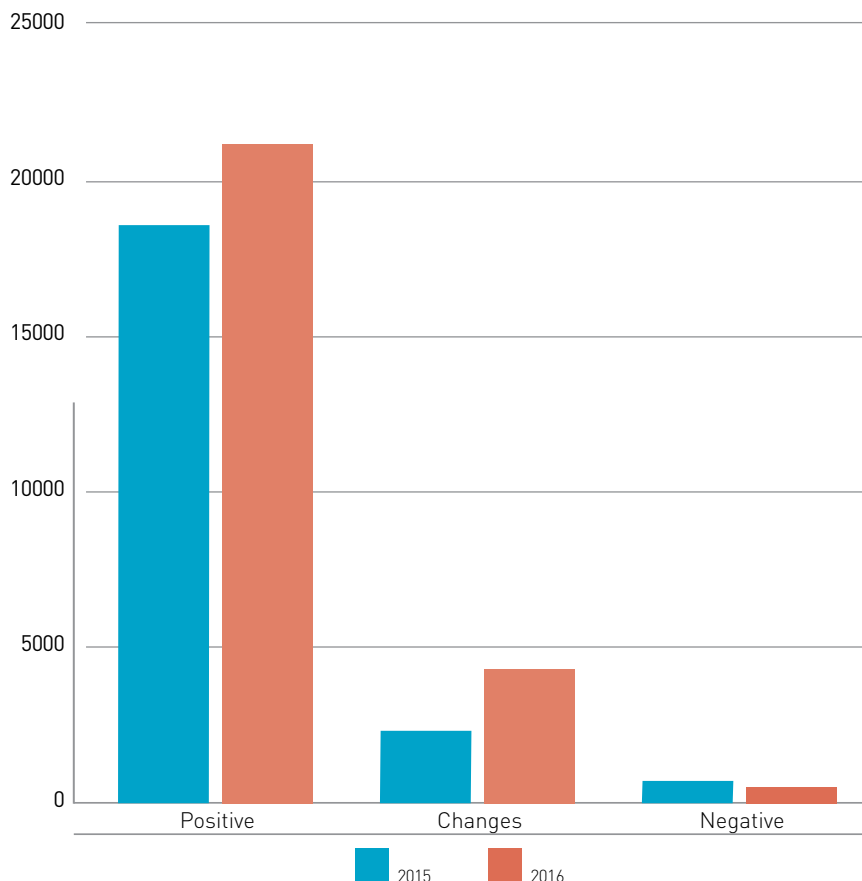
This service offers non-binding advice on legal and ethical correctness of an advert or campaign before it is launched to the public. It can be requested by the advertiser directly, its agency, or the media where the advert will be published or broadcasted. Copy Advice® reports are done by AUTOCONTROL's Copy Advice® Team and are absolutely confidential.

The celerity of service in a Copy Advice® (average time for issuing a Copy Advice® is 24 hours for televisions and three business days for advertisers and agencies, counting from the day after the request is received, unless there's a massive number of requests), together with the wide experience acquired by AUTOCONTROL's Copy Advice® Team in advertising regulation, has

conferred a high degree of efficiency to the Copy Advice® service. Also, in 2012 the Copy Advice® Express service was created with an emission average of 24 hours for advertisers and agencies.

The Copy Advice® service, along with the advertising legal advice carried out by AUTOCONTROL, has become an effective tool to reduce the risk of failure to comply with advertising regulations. Such is the degree of acceptance of this service, that it is currently more requested than an intervention by the Advertising Jury itself. In 2016, advertisers, agencies and media transferred 26,199 advertising projects to be reviewed before being broadcasted. Also, the request for advice and reports grew up to 9,485 in 2016. Altogether, **in total, 35,684 cases were attended in 2016; up to a total of over 200,00 consultations since the creation of AUTOCONTROL.**

Moreover, the progressive use of the Copy Advice® service has improved the knowledge of legal limits on adverts by the advertising industry, obtaining a positive report in a significant number of ads.





## TV Self-regulation

The preventive work carried out by AUTOCONTROL is truly evident in the context of television advertising.

AUTOCONTROL, together with the Telecommunications and Information Society State Department (SETSI), now the National Commission of Markets and Competition (Comisión Nacional de los Mercados y la Competencia - CNMC), the Spanish audiovisual authority, carry out an intense work in order to promote TV advertising self-regulation, under the agreement signed between both entities on December 2003.

Under this agreement, which was originally signed in 2003 with SETSI and re-issued and signed in June 2015 with the CNMC (Collaboration agreement with the CNMC to promote co-regulation on TV commercial communications), the CNMC recognizes the usefulness of the self-regulatory procedure for television advertising as a complementary mechanism for administrative and judicial procedures. The self-regulatory system was created by an Agreement signed in 2002 by the main national and regional TV operators.

By signing this Agreement, the adhered TV operators can request a Copy Advice® on a particular advert when they have doubts about its legal status before it is aired.

These Agreements are complementary. On the one hand, the TV operators decided on the creation of the self-regulatory system for television advertising

relying on AUTOCONTROL and, on the other hand, the Audiovisual Authority recognizes this system and accepts AUTOCONTROL's cooperation through the Copy Advice® service. Both Agreements have their own control Commissions established, which meet up monthly. AUTOCONTROL acts as a link between TV operators and the Audiovisual Authority, and plays a similar role to that of the French and English self-regulatory system, with their respective audiovisual authorities on one side, and their national TV operators on the other.

The positive results of this system are undeniable, and this is reflected by the high number of Copy Advice® requests submitted. To be precise, in 2016, and in the context of the aforementioned Agreements, **AUTOCONTROL's Copy Advice® Team has reviewed 9,640 television advertisements** before being broadcasted; 7,580 of them obtained a positive Copy Advice® result, 1,655 were modified and 395 were negative.

In the field of television advertising, a special effort has been made with regards to the protection of minors. AUTOCONTROL revised in 2016, at the request of advertisers, agencies or media, about 90% of the advertising on television aimed at children. In this field, toys, videogames and food have a special commitment.

Within the Television realm, AUTOCONTROL has expanded its collaboration with the audiovisual authorities by signing agreements with the **Audiovisual Councils of Andalusia and Catalonia.**



## Codes of Conduct applied by AUTOCONTROL

Since its creation, AUTOCONTROL has been actively working in collaboration with other associations and organizations in the development of Sectorial Advertising Codes of Conduct that reinforce advertising self-discipline

in several business sectors.

AUTOCONTROL has also become a reference for the implementation and monitoring of sectorial codes in all advertising fields.

1. **AUTOCONTROL Advertising Code of Conduct:** based on the International Code of Advertising Practice of the International Chamber of Commerce.
2. **Confianza On line Ethical Code:** Interactive Advertising and e-Commerce (adigital and AUTOCONTROL, 2002). Modified in 2015.
3. **Medicines Promotion:** Code of Best Practices for the Pharmaceutical Industry (FARMAINDUSTRIA, the Spanish National Association of the pharmaceutical Industry established in Spain) (2002). Modified in 2016
4. **Beer Advertising:** Code of Advertising Self-regulation from Cerveceros de España (Spanish Brewers Association) (2003). Modified in 2009.
5. **Spirits Advertising:** Code of Advertising Self-regulation from the Spanish Federation of Spirits (FEBE - Federación Española de Bebidas Espirituosas) (2003). Modified in 2013.
6. **Trademark Protection:** Code of Ethics from the National Association for Trademark Protection (ANDEMA – Asociación Nacional para la defensa de la marca) (2004).
7. **Food and Beverages Advertising for children (PAOS Code):** Co-regulation Code for advertising on food and beverages aimed at children, obesity prevention and health with the Spanish Federation of Food and Beverages Industries (FIAB)- Health, Social Affairs and Equality Ministry (2005). Modified in 2012 and in 2013.
8. **Videogames Advertising:** Directives on Best Practices in Advertising on Interactive Software Products from the former Spanish Association of Distributors and Entertainment Software Editors (AEDES), current Spanish Videogames Association (AEVI – Asociación Española de Videojuegos) (2005).
9. **Health Technology Advertising:** Code of Best Practices from the Spanish Federation of Health Technology Companies (FENIN - Federación Española de Empresas de Tecnología Sanitaria) (2006). Implementing Regulation for the Code of Best Practices from FENIN (2011).
10. **Enteral Feeding Products Advertising:** Code of Ethics from the Spanish Association of Manufacturers and Distributors of Enteral Feeding Products (AENE - Asociación Española de Fabricantes y Distribuidores de Productos de Nutrición Enteral) (2006). Modified in 2016.
11. **Avertising on medicines for the general public:** Code of Ethics for the promotion and advertising of drugs authorized without medical prescription not financed by the National Health System and other products for health self-care from the Association for Health Self-care (ANEFP - Asociación para el Autocuidado de la Salud) (2007).
12. **Wine Advertising:** Code of Wine Advertising and Commercial Communications Self-regulation from the Spanish Wine Federation (FEV - Federación Española del Vino) (2009). Modified in 2016.
13. **Environmental arguments in Advertising:** Code of Best Practices for the use of environmental arguments in commercial communications from the Rural and Marine Environment Ministry and companies in the Energy and Automotive industries (2009).
14. **Toys Advertising:** Code of Self-regulation for Toys Advertising aimed at Children from the Spanish Toy Manufacturers Association (AEFJ - Asociación Española de Jugueteros) (June 2003). Modified in 2015. New agreement with the AEFJ and the Spanish Agency of Consumer Affairs, Food Security and Nutrition (2015).
15. **Gambling Activities Advertising:** Code of Ethics on commercial communications of Gambling Activities. Agreement with DG of Gaming Regulation and former Audiovisual Authority in Spain (Telecommunications and Information Society State Department) – currently such Authority is the National Commission of Markets and Competition (CNMC) – (2012). Modified in 2013.
16. **Advertising on Dietetic Products for Children:** Ethic Code for best commercial practices on advertising of dietetic products for children of the Spanish National Association of Manufactures of Dietetic Products for Children (ANDI) (2012). Modified in 2014.
17. **Advertising of Perfumes and Cosmetics:** Self-regulation Code for a responsible communication of Perfumes and Cosmetics (STANPA – Spanish Association of Perfumes and Cosmetics) (2015).
18. **Advertising of Bottled Drinking Water:** Ethics Code of Good Practice of bottled drinking water sector in labeling and advertising (ANEABE) (2016).
19. **Cinema Advertising:** Code of Ethics of advertising in cinema of the major film advertising agencies (Movierecord, Discine and 014) (2016).

## FIAB's PAOS Code: A good example of cooperation between the Industry and Public Authorities

A magnificent example of the proper functioning of self-regulation in "cooperation with Public Authorities" can be found in the Self-Regulation Code of food and beverages advertising aimed at minors, the prevention of obesity and health (FIAB's PAOS Code), signed by the **Ministry of Health, Social Policy and Equality**, the Food and Drinks Industry Federation (FIAB) and AUTOCONTROL. In this Agreement, AUTOCONTROL becomes responsible for monitoring the Code compliance .

FIAB's PAOS Code, which came into effect on September 2005, is one of the main points of the NAOS strategy (strategy for Nutrition, Physical Activity and Prevention of Obesity) headed by the Spanish Agency for Food Security and Nutrition (AESAN) within the food advertising policies. This Code, pioneer in Europe, has the goal of establishing a set of rules that serve as a guide for adhered companies in the development, execution and broadcast of ads aimed at minors. In October 2013, a total of 45 companies in the food & beverage, distribution and foodservice industries, including the main investors in food advertising for children, adhered to the Code.

Within the Agreement's framework and since it came into effect, AUTOCONTROL's Copy Advice® Team has issued 5,400 Copy Advice® related to food and drink advertising projects aimed at minors prior to their broadcast, requested by companies adhered to PAOS. 724 of these requests were managed in 2016, and only two cases were presented before the Advertising Jury. As the Spanish Agency for Food Security and Nutrition

pointed out, this figure reflects the low conflict level surrounding the Code. The PAOS Code establishes the creation of the Monitoring Commission chaired by the AESAN and made up of representatives from FIAB, AEA and the Board of Consumers and Users. AUTOCONTROL acts as Secretary of this Commission.

The Code was modified in December 2012 in order to adapt it to the Law on Food Security and Nutrition 17/2011. In addition to the Spanish Agency for Food Security and Nutrition (AESAN), the Food and Drinks Industry Federation (FIAB) and AUTOCONTROL, that subscribed the first agreement, the new Code was also subscribed by the Large Distribution Companies Association (ANGED), the Spanish Association of Distributors, Self-Service Department Stores and Supermarkets (ASEDAS), the Spanish Supermarket Chains Association (ACES), the Spanish Hospitality Federation (FEHR) and the Spanish Association of Modern Restaurant Chains (FEHRCAREM).

Moreover, on October 21st 2013, and in the presence of the Spanish Health, Social Services and Equality Minister and the President of the Spanish Agency for Food Security and Nutrition, a new agreement was signed in order to implement the PAOS Code through four key commitments: the compliance with ethic rules and with the rules to apply the Code; the acceptance of the resolutions from AUTOCONTROL Advertising Jury with regards to eventual complaints and, in accordance with the Code and the decisions made by its Monitoring Committee, the use of and compliance with other tools for its application; the cooperation with AUTOCONTROL in order to monitor digital advertising on the Internet aimed at children up to 15 years old; and funding for costs related to management and application of the Code.

Nowadays, approximately 50 enterprises of the food, distribution and restaurant industries have adhered to the new PAOS Code.

In 2016 94 ads and websites on food and drinks were object of monitoring.



## Other areas are added to self-regulation: Financial, Gambling and Medicine Advertising

In June 2010, the Order EHA/1718/2010 of June 11th, on the regulation and control of the advertising of banking products and services, was published. This Order introduces important developments in the regulation of advertising for those services, because through it the previous administrative control system of advertising and banking operations referring to cost or profitability for the customer is eliminated.

The new Order includes two paragraphs in the foreword in which one can find the large and increasing recognition of self-regulatory systems by the EU authorities and the national legislator. In addition, it indicates the desirability of encouraging voluntary adherence by the entities to the advertising self-regulatory bodies that comply with the requirements of the Commission Recommendation 98/257/EC of March 30<sup>th</sup> on the principles applicable to bodies responsible for the out-of-court dispute settlement about consumer affairs, to the extent that it will improve advertising quality of the banking services industry.

That Order was subject to development through Circular 6/2010 of September 28<sup>th</sup>, from the Bank of Spain to credit and payment institutions, about advertising services and banking products. In this new Circular, in addition to detailing the requirements that this kind of advertising has to comply with, the role of SROs in the control of bank advertising is specified and developed.

On December 22<sup>nd</sup>, 2010, the Bank of Spain (BDE) acknowledged that AUTOCONTROL attested compliance with all the aforementioned requirements.

So then, credit institutions, through their adhesion to AUTOCONTROL and their systematic Copy Advice<sup>®</sup> requests to the Copy Advice<sup>®</sup> Team on the legality and ethical correctness of their draft campaigns before their release, would fulfill the obligation of internal control required by that Order, apart from special advantages over the internal control system of advertising by the same institution.

Thus, in the first place, when a request for the cessation or rectification of advertising refers to an advertisement that has a positive Copy Advice<sup>®</sup> issued by AUTOCONTROL, and whereby that fact has been communicated to the Bank of Spain, the Bank of Spain will have to refer to the corresponding self-regulation system body (AUTOCONTROL) within a minimum of three working days, before applying the aforementioned requirement. And secondly, in case of administrative action carried out under a disciplinary process, it will be understood that the entity acted in good faith if it had followed the above mentioned positive Copy Advice<sup>®</sup>.

Since it came into effect, the Technical Office of AUTOCONTROL has successfully processed more than 67,400 requests of Copy Advice<sup>®</sup> related to drafts of advertising campaigns from more than a hundred credit institutions who are members of AUTOCONTROL.

### **Gambling Advertising**

On November 17<sup>th</sup>, 2011, the Directorate-General of Gambling from the Economy and Finance Ministry signed an agreement of co-regulation on gambling



activities advertising with AUTOCONTROL.

This co-regulation Agreement is part of the provisions of the seventh additional provision of Royal Decree 1614/2011, of November 14<sup>th</sup>, which implements Law 13/2011 of May 27<sup>th</sup>, on gaming regulation, regarding licenses, authorizations and gambling registrations. This commandment, in turn, develops the provisions of Article 24.5 of Law 13/2011, of May 27<sup>th</sup>, regulating gambling.

As provided for in the regulations, a mechanism for advertising co-regulation has been established in the agreement reached with AUTOCONTROL -that is complementary to the administrative and judicial channel - to carry out an effective control and monitoring of gambling industry advertising.

In the Agreement it is found that, without prejudice of its competences, the Directorate-General of Gambling Regulation will be able to request information from AUTOCONTROL whether a particular advertising has been the object of positive Copy Advice® in the framework of the procedure of Previous Consultation, as well as if it has been object of a claim. Likewise, it is foreseen that before initiating a sanctioning procedure, the mentioned authority will be able to request the action of AUTOCONTROL in relation to a specific advert, in order for the case to be resolved by the Advertising Jury of AUTOCONTROL.

Of particular importance has been the prediction that, in accordance with the provisions of Article 7.4 of the Gambling Regulation Law, in cases of administrative action carried out under a disciplinary process, it will be understood that the entity acted in good faith if it had subjected itself to the positive Copy Advice® issued by AUTOCONTROL.

In June 2012, AUTOCONTROL, the Telecommunications and Information Society State Department (SETSI - Secretaría de Estado de Telecomunicaciones y para la Sociedad de la Información), - now this function goes to the National Markets and Competition Commission (CNMC) as the State's Audiovisual Authority - and the Directorate-General of Gambling Regu-

lation from the Economy and Finance Ministry, together with over 60 operators, agencies and media agreed to sign the Code of Ethics on commercial communications of gambling activities.

## **Medicine Advertising**

In December 2014 the Ministry of Health, Equality and Social Policy (MSSSI in Spanish), the Health Self-Care Association (ANEFP) and AUTOCONTROL signed an agreement on advertising of medicinal products for human use aimed at the general public. The agreement is aimed at an improvement of the development of this kind of advertising, in order to benefit consumers, the industry and the market in general. Specifically, the agreement aims at establishing the most appropriate mechanisms in order to evaluate the advertising messages for the general public referred to medicines for human use. Thus, the objective is to ensure that such messages are produced with the needed accuracy, clarity and objectivity and that they comply with all the conditions imposed by the law in this matter.

With the aim of accomplishing this objective, it is expected that ANEFP reviews all the advertising messages submitted, specially from pharmaceutical entities, through its Technical Committee. On the other hand, AUTOCONTROL will examine any advertising campaign on medicinal products for human use aimed at the general public submitted by advertisers, agencies and media through its Copy Advice® service to ensure the compliance of ethical and legal regulations that apply. Also, the Directorate-General of the Basic Services Portfolio of the National Health and Pharmacy System recognizes the usefulness of these procedures consisting of previous review and claim resolution established by ANEFP and AUTOCONTROL for this kind of advertising. It also supports those mechanisms that complement legal and administrative procedures in this field. AUTOCONTROL is entrusted to solve all claims submitted related to this kind of advertisement through its Advertising Jury and according with its Regulations.

## Advertising Self-Regulation in Europe

AUTOCONTROL is member of the European Advertising Standards Alliance. EASA is a non-profit organization based in Brussels, which brings together national advertising self-regulation organizations (SROs) and organizations representing the advertising industry in Europe. It is composed of 41 SRO's of the European Union, and other International Organisms from Switzerland, Turkey, Canada, South Africa, Brazil... and 14 associations from the European Advertising Industry.

As a member, AUTOCONTROL participates in the EASA system and handles cross-border complaints. This allows any European Union consumer to submit an issue to the competent foreign advertising self-regulation body, through the equivalent organism of its own country (further information on its procedures: [www.easa-alliance.org](http://www.easa-alliance.org)).

In addition to the coordination of the cross-border complaint system, EASA has other important roles such as: the promotion of self-regulation in Europe, spreading a wider knowledge of self-regulation, facilitating the creation of self-regulatory systems, and supporting and strengthening new systems.

The advantages of advertising self-regulation have been specifically recognized by the European Commission, after a study performed by the Directorate-General for Health and Consumer Affairs (DG SANCO), within the "Advertising Roundtable".

The "Advertising Roundtable" organized in 2006 by the DG SANCO, had the main objective of analyzing and evaluating advertising self-regulation in order to examine its usefulness and the requirements that it must fulfil in order to be recognized as effective. The different meetings held in Brussels between EASA, DG SANCO and European consumer associations, analyzed the functioning of the different self-regulatory systems across Europe.

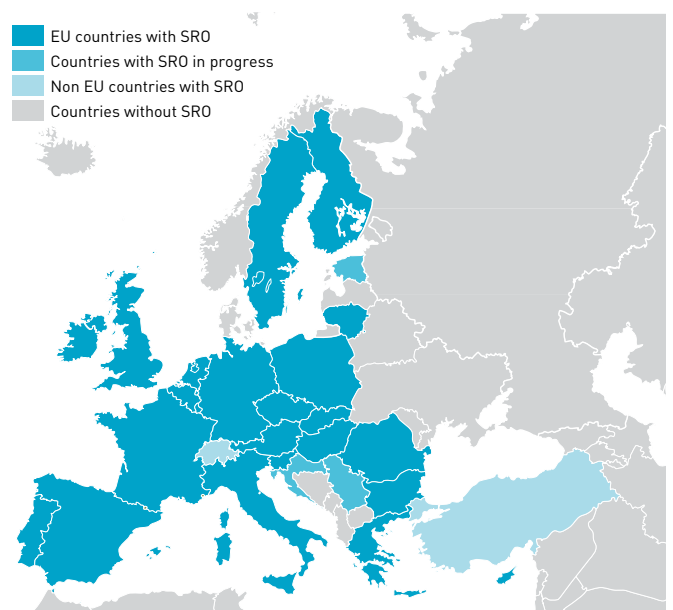
As a conclusion to the study on self-regulatory systems, the European Commission presented a report in which Robert Madelin (then, Director

General of DG SANCO, currently Director General of DG CONNECT) concluded that self-regulation is an option that must always be considered when searching for "the less costly, most effective, and most proportionate and legitimate self-sufficient answer to public and political interventions at a European level".

Within the "Advertising Roundtable", EASA committed to encouraging the compliance of standards set out in EASA Best Practice Model through SRO's. Periodically, DG SANCO and EASA verify the improvements executed by the SRO's with regards to the adopted standards.

AUTOCONTROL meets all the requirements defined within the "Advertising Roundtable" after the completion of the first advertising campaign in 2007 to raise public awareness on its activity. This campaign has been maintained to time, with new advertising campaigns during the following years, including 2013.

According to the former Director General of DG SANCO "amongst the self-regulation systems in Europe, AUTOCONTROL can be regarded as one of the best, well known for its credibility derived from the transparency, quality, authority and independence of its Jury."



## International advertising self-regulation

In the context of the second biannual meeting of the European Advertising Standards Alliance (EASA) - held in Lisbon between October 24th and 26th -, the new international advertising self-regulation platform was established. It is the new **International Council on Advertising Self-Regulation (ICAS)**, result of refounding and relaunching the previous ICAS from EASA, and whose aim is to promote an effective advertising self-regulation worldwide.

This new platform gathers the European advertising self-regulation systems and from the rest of the world (US, Canada, Australia, Mexico, Brazil, Colombia, India, the Philippines etc.), as well as the World Federation of Advertisers (WFA) and other international organizations of the advertising industry.

ICAS gathers the advertising self-regulation organizations (SROs) and the international associations of the industry in order to create a powerful system to make easier the establishment of new SROs in emerging markets and to help their development. The objective is also to create a debate forum which allows addressing the global challenges the advertising industry is facing.

José Domingo Gómez Castallo, General Manager of AUTOCONTROL, was appointed as first Chairman of ICAS during the constitutional ICAS meeting on October 26th, as a sign of the Spanish advertising self-regulation becoming a benchmark on European and international levels. The four Vice Presidents of ICAS are: Lee Peler, CEO of the Advertising Self-Regulatory Council (ASRC) in USA, Fiona Jolly, CEO of the Australian Advertising Standards Bureau (ASB), Karla Ávila Jiménez, General Manager of CONAR Mexico and, as Industry Vice President, Stephan Loerke, CEO of the World Federation of Advertisers (WFA). Additionally, Gilberto Leifert, President of CONAR Brazil, Jani Yates, President and CEO of the Advertising Standards Canada, Stéphane Martin, Chairman of EASA, and Guy Parker, CEO of the Advertising Standards Authority (ASA) in UK, are members of the Executive Committee.



# AUTOCONTROL Board of Directors \*

## **PRESIDENT:**

**Ms. Almudena Román Domínguez**  
General Director  
ING BANK

## **VICEPRESIDENTS:**

**Mr. Dante Cacciatore**  
Communication and Client Experience Director  
TELEFÓNICA DE ESPAÑA, S.A.U.

**Mr. Fructuoso Moreno Escobar**  
President and CEO  
TBWA ESPAÑA

**Mr. Juan Pablo Álvarez Nespereira**  
Marketing Director  
GRUPO PRISA

**Ms. Lidia Sanz Montes**  
General Director  
ASOCIACIÓN ESPAÑOLA DE ANUNCIANTES (AEA)

## **TREASURER:**

**Mr. Eduardo Ballesteros Marra-López**  
General Director  
CLEAR CHANNEL ESPAÑA, S.L.

## **MEMBERS:**

**Mr. Javier Coromina Gimferrer**  
Marketing and Communication Services Director  
ADAM FOODS/IDILIA FOODS

**Ms. Silvia Bajo Gálvez**  
Corporate Brand Director  
BANKIA

**Ms. Ana María Morales**  
Country Manager  
CAIXABANK, S.A.

**Mr. Javier Mas Sapena**  
Marketing Director  
CAIXABANK, S.A.

**Ms. Beatriz Osuna**  
Brand Senior PR Manager  
COCA-COLA ESPAÑA

**Mr. Carlos Bosch Sansa**  
Media Director  
DANONE, S.A.

**Mr. Javier López Zafra**  
Legal Consulting and External Relations Director & Secretary of the Board  
L'OREAL ESPAÑA, S.A.

**Mr. Alberto Velasco Alonso**  
Institutional Relations Director  
MAHOU-SAN MIGUEL

**Mr. Gonzalo Díe Socías**  
Public Sector Director  
MICROSOFT IBÉRICA, S.R.L.

**Mr. Juan Viñas**  
Corporate Marketing Director  
PESCANOVA ESPAÑA, S.L.U.

**Ms. Alejandra Cobb**  
Communication Director  
PROCTER & GAMBLE ESPAÑA, S.A.

**Ms. Ariadna Grañena Aracil**  
Legal & Tax Director Iberia  
RECKITT BENCKISER ESPAÑA, S.L.

**Ms. Teresa de Istúriz Simonet**  
Corporate Marketing Director  
REPSOL, S.A.

**Mr. José Vila Villar**  
Vice-president, Chief Marketing Officer  
THE WALT DISNEY COMPANY

**Mr. Francisco Prat**  
Food Marketing Director  
UNILEVER ESPAÑA, S.A.

**Ms. Cristina Barbosa Trueba**  
Image and Brand Director  
VODAFONE ESPAÑA, S.A.U.

**Mr. David Coral Morral**  
President and CEO  
GRUPO BBDO & PROXIMITY

**Mr. Gerardo Mariñas**  
CEO  
GROUPM PUBLICIDAD

**Mr. Rafael Urbano Lama**  
General Director  
INTELIGENCIA Y MEDIA, S.A

**Mr. Gonzalo Sánchez-Taíz Revenga**  
Executive General Director  
McCANN ERICKSON ESPAÑA, S.A.

**Mr. Jesús Valderrábano**  
CEO  
OGILVY & MATHER PUBLICIDAD

**Mr. Manuel Areán Lalín**  
General Secretary  
CORPORACIÓN VOZ DE GALICIA, S.L.U.

**Mr. Francisco Ruiz Antón**  
Institutional Relations Director  
GOOGLE SPAIN, S.L.

**Mr. Alfonso Oriol Fabra**  
General Director  
MOVIERECORD CINE, S.A.U.

**Ms. M<sup>a</sup> Dolores Álvarez García**  
Head of Commercial Department  
RADIOTELEVISIÓN DE ANDALUCÍA

**Mr. Carlos Rubio de Miguel**  
General Director  
ASOCIACIÓN ESPAÑOLA DE AGENCIAS DE COMUNICACIÓN PUBLICITARIA (AEACP)

**Mr. Reinaldo Argüelles Fernández**  
General Director  
ASOCIACIÓN DE MEDIOS PUBLICITARIOS DE ESPAÑA (AMPE)

**Mr. David Torrejón Lechón**  
General Director  
ASOCIACIÓN DE EMPRESAS DE LA COMUNICACIÓN

**Mr. Honorio Ruiz Cebrián**  
General Secretary  
ASOCIACIÓN NACIONAL DE ESTABLECIMIENTOS FINANCIEROS DE CRÉDITO (ASNEF)

**Mr. Jacobo Olalla Marañón**  
General Director  
CERVECEROS DE ESPAÑA

**Ms. Lourdes Fraguas Gadea**  
General Secretary  
FARMAINDUSTRIA

**Ms. Beatriz Medina Layuno**  
President  
IAB INTERACTIVE ADVERTISING BUREAU

## **SECRETARY:**

**Mr. José Domingo Gómez Castallo**  
General Director  
AUTOCONTROL



# AUTOCONTROL'S Advertising Jury 2017<sup>#</sup>

## **PRESIDENT:**

**Mr. José Antonio Gómez Segade**

Professor of Commercial Law at the University of Santiago de Compostela.

## **SECTION ONE**

**President:** **Ms. María Teresa Gispert Pastor**

Professor of Commercial Law at the University of Barcelona.

**Members:** **Mr. Juan José Gómez Lagares**

Former President of the Spanish Advertisers Association (Asociación Española de Anunciantes [AEA]). Former Advertising Manager of El Corte Inglés.

**Mr. Enrique Sanz Jiménez**

Former Communication and Image Manager of ONCE.

**Ms. Yolanda Aguilar Olivares\***

General Secretary of Madrid Health Service.

**Alternates:** **Mr. Oliver Gray**

**Mr. César Vacchiano López**

**Mr. Alfonso Jiménez Prado**

## **SECTION TWO**

**President:** **Ms. María José Morillas Jarillo**

Professor of Commercial Law at University Carlos III of Madrid.

**Members:** **Mr. Justo Villafañe**

Professor of Audiovisual Communication and Advertising at Complutense University of Madrid.

**Ms. Encarnación Cruz Martos\***

Pharmacy Acquisitions General Deputy Director of the Directorate General of Health and Pharmaceutical Products Economic and Acquisitions Management of the Health Council of Madrid.

**Ms. Esther Martínez Pastor**

Associate Professor PhD of the Degree in Advertising and Public Relations at the Rey Juan Carlos University.

**Alternates:** **Ms. Yolanda Aguilar Olivares**

**Ms. Carmen Martínez de Sola**

**Ms. Patricia Daporta Padín**

## **SECTION THREE**

**President:** **Mr. Luis Antonio Velasco San Pedro**

Full Professor of Commercial Law at University of Valladolid.

**Members:** **Mr. César Vacchiano López**

Advising Member of the Foreign Affairs Ministry for the "Spain Brand" Project (Marca España). Former President of the Spanish Advertisers Association (Asociación Española de Anunciantes [AEA]).

**Ms. Patricia Daporta Padín\***

General Managing Deputy Director of the Directorate General of Innovation and Public Health Management of the Galician Health Council.

**Mr. Manuel López Cachero**

Professor of Actuarial Statistics. Former Dean of University Alfonso X el Sabio. Former Dean of the Economic and Business Sciences College (ICADE and Complutense University). Former President of AENOR.

**Alternates:** **Mr. Rafael García Gutiérrez**

**Mr. Justo Villafañe**

**Mr. Borja Adsuara Varela**

<sup>#</sup> Approved at General Assembly on May, 23th, 2016 and modified at the Board of Directors February 23rd, 2017.

## **SECTION FOUR**

- President:** **Mr. Manuel Rebollo Puig\***  
Professor of Administrative Law at the Law College of Córdoba.
- Members:** **Mr. Rafael García Gutiérrez**  
Former President and founder of AUTOCONTROL. Former Treasurer of the Asociación Española de Anunciantes (AEA). Former President of the Asociación para el Autocuidado de la Salud (ANEFP).
- Mr. Ignacio Cruz Roche**  
Long-term Professor of Companies Economy (1980) and long-term Professor of Commerce and Market Research (1984) at the Autónoma University of Madrid.
- Mr. Pedro Vallejo Vallejo**  
Former Commercial Director of Radio Televisión Española.
- Alternates:** **Mr. Pablo San José**  
**Mr. Manuel López Cachero**  
**Ms. Encarnación Cruz Martos**

## **SECTION FIVE**

- President:** **Mr. José Luis Piñar Mañas\***  
Full Professor of Administrative Law at University CEU-San Pablo of Madrid. Former Director of the Spanish Data Protection Agency (AEPD).
- Members:** **Mr. Pablo San José**  
Degree in Economics. PDG from IESE. Former Marketing Manager of Renault. Former Commercial General Director of Grupo Z. Former Treasurer of AUTOCONTROL.
- Mr. Borja Adsuara Varela**  
Professor of Audiovisual Communication Law, Villanueva University Center (University Complutense of Madrid). Former General Manager of RED.es. Former General Director for the Development of the Information Society of the Spanish Ministry of Science and Technology.
- Mr. Alfonso Jiménez Prado**  
General Director of the Fundación Deporte Joven at the Superior Sports Council. Co-Director of the Executive Program in Public Affairs, Communication and Protocol at the Escuela de Organización Industrial (EOI). Former President of the Communication Club. Former Communication Director of the Superior Sports Council.
- Alternates:** **Mr. Ignacio Cruz Roche**  
**Mr. Pedro Vallejo Vallejo**  
**Ms. Teresa Rodríguez de las Heras**

## **SECTION SIX**

- President:** **Mr. Luis Berenguer**  
Bachelor of Arts in Law from the University of Valencia. Former President of the Competition Court.
- Members:** **Ms. Carmen Martínez de Sola**  
Former General Director of Consumer Affairs of the Community of Madrid. Cabinet of the Counselor of Education, Youth and Sports
- Ms. Teresa Rodríguez de las Heras**  
Tenured Professor of Commercial Law (expert on Internet) at Universidad Carlos III of Madrid
- Mr. Oliver Gray**  
PhD in Political Sciences. Former Director General of the European Advertising Standards Alliance (EASA)
- Alternates:** **D. Juan José Gómez Lagares**  
**D. Enrique Sanz Jiménez**  
**D<sup>a</sup>. Esther Martínez Pastor**

### **SECRETARY:**

**Mr. José Domingo Gómez Castallo**  
General Director of AUTOCONTROL.

### **GENERAL TECHNICAL SECRETARY:**

**Mr. Anxo Tato Plaza**  
Full Professor of the Commercial Law Department at University of Vigo and Arbitrator of the World Intellectual Property Organization (OMPI).

\* Appointed under the agreement signed by AUTOCONTROL with the Spanish National Institute of Consumer Affairs (Instituto Nacional de Consumo) - now integrated into the Spanish Agency of Consumer Affairs, Food Security and Nutrition -, January 13th 1999.

# List of AUTOCONTROL members (01.06.2017)

## ADVERTISERS

ABANCA CORPORACION BANCARIA, S.A. (ABANCA)  
ABBOTT LABORATORIES, S.A.  
ABOCA ESPAÑA, S.A.U.  
AB AZUCARERA IBERIA, SLU  
ACOMAR SALUD S.L.  
ACTA FARMA, S.L.  
ACTIVISION SPAIN, S.A.U.  
ADAM FOODS-CUETARA 1951  
ADWELL MEDIA LTD Sp z o.o.  
AFFINITY PETCARE, S.A.  
AGRUPACION DE COOPERATIVAS LACTEAS, S.L. (CLESA)  
AGUAS DANONE, S.A.  
AGUAS DE SOLAN DE CABRAS, S.A.  
ALCON CUSI, S.A.  
ALDI SUPERMERCADOS, S.L.  
ALMIRALL, S.A.  
AMERICAN NIKE, S.A.  
ANDBANK ESPAÑA, SAU  
ANGELINI FARMACÉUTICA, S.A. (ANTES FARMA LEPORI)  
ANTONIO PUIG, S.A.  
ARKOPHARMA, S.A.  
ASAC COMPAÑIA BIOTECNOLOGIA E INVESTITIACION, S.A.  
ARTSANA SPAIN, S.A.U.(CHICCO)  
ASTELLAS PHARMA, S.A.  
ATTIJARIWAFI BANK EUROPE S.E.  
AUTOERGO 2002, S.L. (HAPPYLEGS)  
AZUCARERA EBRO, S.L.U.  
BACARDI ESPAÑA, S.A.  
BAKERY DONUTS IBERIA, SAU  
BANCA FARMAFACTORING, SPA SUCURSAL EN ESPAÑA  
BANCA MARCH  
BANCA PUEYO  
BANCO BILBAO VIZCAYA ARGENTARIA, S.A. (BBVA)  
BANCO CAIXA GERAL, S.A.  
BANCO CAMINOS, S.A.  
BANCO CETELEM, S.A. SOCIEDAD UNIPERSONAL  
BANCO COOPERATIVO ESPAÑOL, S.A.  
BANCO DE CAJA DE ESPAÑA DE INVERSIONES SALAMANCA Y SORIA, S.A.U.  
BANCO DE CASTILLA-LA MANCHA, S.A.  
BANCO DE CREDITO SOCIAL COOPERATIVO, S.A.  
BANCO DE DEPOSITOS, S.A.  
BANCO DE SABADELL, S.A.  
BANCO DO BRASIL AG SUCURSAL EN MADRID  
BANCO FINANTIA SOFINLOC, S.A.  
BANCO MARE NOSTRUM, S.A.  
BANCO MEDIOLANUM S.A.  
BANCO PICHINCHA ESPAÑA, S.A.  
BANCO POPULAR ESPAÑOL, S.A.  
BANCO SANTANDER, S.A.  
BANDAI ESPAÑA, S.A.  
BANKIA S.A.  
BANKINTER CONSUMER FINANCE, E.F.C., S.A.  
BANKINTER, S.A.  
BANKOIA, S.A.  
BANQUE CHAABI DU MAROC SUCURSAL EN ESPAÑA  
BAYER HISPANIA, S.L.  
BEIERSDORF, S.A.(BDF NIVEA)  
BETFAIR INTERNATIONAL, PLC  
BGP PRODUCTS OPERATION, S.L.U.  
BICENTURY, S.L.  
BIGBANK AS CONSUMER FINANCE, S.E.  
BINGOSOFT PLC  
BIO-ENER, S.L.  
BIZAK, S.A.  
BMW BANK GMBH, SUCURSAL EN ESPAÑA  
BNP PARIBAS ESPAÑA, S.A  
BNP PARIBAS S.A. SUCURSAL EN ESPAÑA  
BOEHRINGER INGELHEIM ESPAÑA, S.A.  
BOIRON SIH, S.A.  
BOLTON CILE ESPAÑA, S.A.  
BP OIL ESPAÑA, S.A. (PREMIERCLUB)  
BSH ELECTRODOMESTICOS ESPAÑA, S.A.  
BUENA COMPRA TV, S.L.  
BURGER KING ESPAÑA, S.A.  
BWIN INTERACTIVE MARKETING ESPAÑA, S.L. (ELECTRAWORKS)  
CAIXA DE CREDIT DELS ENGINYERS- CAJA DE CRÉDITO DE LOS INGENIEROS, S.C.C.  
CAIXA RURAL GALEGA, S.C.C.  
CAIXABANK, S.A.  
CAIXABANK CONSUMER FINANCE, E.F.C., S.A.  
CAIXABANK PAYMENTS EFC EP, S.A.  
CAJA ALMENDRALEJO  
CAJA DE AHORROS DE ONTINYEN  
CAJA DE ARQUITECTOS S. COOP. DE CREDITO (ARQUIA)  
CAJA RURAL CENTRAL S.C.C.  
CAJA RURAL D'ALGEMESI, S.C.C.  
CAJA RURAL DE ASTURIAS, S.C.C.  
CAJA RURAL DE CÓRDOBA, S.C.C.  
CAJA RURAL DE EXTREMADURA, S.C.C.  
CAJA RURAL DE GIJÓN, S.C.C.  
CAJA RURAL DE GRANADA, S.C.C.  
CAJA RURAL DE JAEN, BARCELONA Y MADRID, S.C.C.  
CAJA RURAL DE NAVARRA, S.C.C.  
CAJA RURAL DE SALAMANCA, SCC  
CAJA RURAL DE SORIA, S.C.C.  
CAJA RURAL DE TERUEL, S.C.C.  
CAJA RURAL DEL SUR, S.C.C.  
CAJA RURAL REGIONAL SAN AGUSTÍN, C.COOP  
CAJA RURAL SAN JOSE DE ALCORA  
CAJA SIETE, CAJA RURAL, S.C.C.  
CAJASUR BANCO, S.A.U.  
CALIDAD PASCUAL, SAU  
CALVO DISTRIBUCIÓN ALIMENTARIA, S.L.U.  
CALZADOS CUBAEXL, S.L.  
CAMPARI ESPAÑA, S.L.  
CAMPOFRÍO FOOD GROUP, S.A.  
CASA SANTIVERI, S.L.  
CASINO BARCELONA INTERACTIVO,S.A  
CATALUNYA BANC, S.A.  
CENTRO DE ENSEÑANZAS POLICIALES, S.L. (CENPOL)  
CENTRO EUROPEO DE IMPLANTOLOGIA ORAL, SLP  
CENTROS COMERCIALES CARREFOUR, S.A.  
CERVEZAS ALHAMBRA, S.L.  
CHIESI ESPAÑA, S.A.  
CHOCOLATES VALOR, S.A.  
CHUPA CHUPS, S.A.U.(SMINT, MENTOS, HAPPYDENT, GOLIA)  
CIFE SPAIN BUSINESS, S.L.  
CIRSA DIGITAL, S.A.U.  
CLIDOM ENERGY, S.L.  
CLÍNICA BAVIERA, S.A.  
CLUB INTERNACIONAL DEL LIBRO, MARKETING DIRECTO, S.L.  
CODERE ONLINE, SAU  
CODORNIU, S.A.  
COFIDIS, S.A.SUCURSAL EN ESPAÑA  
COLGATE-PALMOLIVE ESPAÑA, S.A.  
COMERCIAL GALLO, S.A.  
COMPAÑIA DE SERVICIOS DE BEBIDAS REFRESCANTES, S.L.  
(COCA-COLA)  
COMPAÑIA ESPAÑOLA PETRÓLEOS, S.A.U (CEPSA)  
CORPORACIÓN ALIMENTARIA PEÑASANTA, S.A.(CAPSA - CENTRAL LECHERA ASTURIANA)  
COTY SPAIN, S.L.  
CHOVI, S.L.

4FINANCE SPAIN FINANCIAL SERVICES, SAU (VIVUS)  
DAMM, S.A. (ESTRELLA DAMM, VOLL DAMM, AGUA FUENTE LIVIANA, AGUA VERI)  
DANONE, S.A.  
DEGIRO HONG KONG  
DENTALLIANCE NETWORK, S.L. (UNIDENTAL)  
DENTOESTETIC CENTRO DE SALUD Y ESTETICA DENTAL, S.L.  
DEOLEO, S.A.  
DEUTSCHE BANK, S.A. ESPAÑOLA  
DIAGEO ESPAÑA, S.A.  
DIGITAL DISTRIBUTION MANAGEMENT IBERICA, S.A.  
DISET, S.A.  
DISTRIBUIDORA INTERNACIONAL DE ALIMENTACIÓN, S.A. (DIA)  
DRASANVI, S.L.  
ECKES GRANINI IBÉRICA, S.A.  
EDITORIAL PLANETA DEAGOSTINI, S.A.  
EL CORTE INGLÉS, S.A.  
ELABORADOS DIETÉTICOS, S.A. (ELADIET)  
ELECTRONIC ARTS SOFTWARE, S.L.  
EMPRESA MUNICIPAL DE AGUAS DE MALAGA  
ENERVIT NUTRITION, S.L.  
ENTIDAD PÚBLICA EMPRESARIAL RED.ES  
ESTEBAN CANOVAS, S.A.  
EPOCH PARA IMAGINAR, S.L.  
EUROPEAN HOME SHOPPING, S.L.  
EVO BANCO, S.A.  
EVOFINANCE ESTABLECIMIENTO FINANCIERO, SAU  
FÁBRICAS AGRUPADAS DE MUÑECAS DE ONIL (FAMOSAS)  
FAES FARMA, S.A.  
FCE BANK, PLC, SUCURSAL EN ESPAÑA  
FERRER INTERNACIONAL, S.A.  
FERRERO IBÉRICA, S.A.  
FCA CAPITAL ESPAÑA, E.F.C., S.A.U.  
FIAT CHRYSLER AUTOMOBILES SPAIN, S.A.  
FIMBANK PLC  
FINANCIERA EL CORTE INGLÉS E.F.C., S.A.  
FINANDIA E.F.C., S.A.U.  
FORD ESPAÑA S.L.  
FORTE PHARMA IBÉRICA, S.L.  
FUNDACIÓN ESPAÑOLA DEL CORAZÓN  
FUNDACIÓN HAZI (antes Fundación Kalitatea)  
FUTORVIT, S.L.  
GAES, S.A.  
GALLETAS GULLON S.A.  
GALLINA BLANCA, S.A.U.  
GAMESYS SPAIN (Botemania)  
GAS NATURAL SDG, S.A.  
GCC CONSUMO EFC, S.A. (Cajamar Consumer)  
GEB ADOPTAGUY  
GENERAL MOTORS ESPAÑA, S.L.  
GIOCHI PREZIOSI ESPAÑA, S.L.  
GLAXOSMITHKLINE CONSUMER HEALTHCARE, S.A.  
GLOBALCAJA  
GOLIATH GAMES IBERIA SRLU  
GREFUSA  
GRUPO ALIMENTARIO ARGAL, S.A.  
GRUPO CONSERVAS GARAVILLA, S.L.  
GRUPO LACTALIS IBERIA, S.A.U.(LAUKI, LACTEL, PRESIDENT, SOCIETE, CHUFI, CHOLECK)  
GRUPO OPTICALIA-SUN PLANET, S.L.  
HALFORDS MEDIA (ION) LIMITED (Pokerstars)  
HASBRO IBERIA, S.L.  
HEINEKEN ESPAÑA, S.A.  
HENKEL IBÉRICA, S.A.  
HILLSIDE ESPAÑA LEISURE, S.A. (BET 365)  
HONDA BANK GMBH, S.E.  
HIBU CONNECT, S.A.  
HIGIFAR, S.L.  
HIJOS DE RIVERA, SAU

HYDROXYCUT PRHARMA IBERICA, S.L.  
IBERCAJA BANCO, S.A.  
IBERDROLA, S.A.  
IBERIA LÍNEAS AÉREAS DE ESPAÑA, S.A.  
IBERICA DE DROGUERIA Y PERFUMERIA, SAU (BODYBELL, JUTECO)  
IDCQ HOSPITALES Y SANIDAD, S.L. (QUIRONSALUD)  
IDILIA FOODS, S.L.  
IKEA IBÉRICA, S.A.  
ILUSTRE COLEGIO OFICIAL DE GESTORES ADMINISTRATIVOS DE MADRID  
IMC TOYS, S.A.  
IMPORTACIONES Y EXPORTACIONES VARMA, S.A.  
INDUSTEX, S.L.  
INDUSTRIAS FARMACEUTICAS PUERTO GALIANO, S.A.  
ING BANK N.V. SUCURSAL EN ESPAÑA  
INSTITUTO EUROPEO ESTETICO, S.L. (ANTES ADELGAZA YA DOS, S.L.)  
INTERSELL EUROPE, S.L.  
JOHN DEERE BANK S.A.  
JOHNSON & JOHNSON, S.A.  
JOHNSON'S WAX ESPAÑOLA, S.A.  
KAIKU CORPORACIÓN ALIMENTARIA, S.L.  
KELLOG'S ESPAÑA, S.L.  
KIA MOTORS IBERIA, S.L.  
KREDITECH HOLDING SSL GMBH  
KUMON INSTITUTO DE EDUCACION DE ESPAÑA, S.A.  
KUTXABANK, S.A.  
LABORAL KUTXA, S. COOP DE CREDITO (CAJA LABORAL POPULAR)  
LABORATORIOS ARBORAL, S.L.  
LABORATORIOS DIAFARM  
LABORATORIOS DR. ESTEVE, S.A.  
LABORATORIOS ORDESA, S.L.  
LABORATORIOS PLANES, S.L.  
LABORATORIOS SERRA PAMIES, S.A.  
LABORATORIOS YNSADIET, S.A.  
LACER, S.A.  
LACTALIS PULEVA, S.L.U.  
LA SEPULVEDANA, S.A.  
LEGO, S.A.  
LIBERBANK, S.A.  
LIDL SUPERMERCADOS, S.A.U.  
LO MONACO HOGAR, S.L.  
L'ORÉAL ESPAÑA, S.A.  
LUCKIA GAMING GROUP  
LURASUI, S.L.  
MAGIC BOX INT. TOYS, S.L.U.  
MAHEN EMPRESA ASOCIADA DE DISTRIBUCIONES Y VENTAS, S.L.  
MAHOU, S.A.  
MANTEQUERIAS ARIAS, S.A.U.  
MATTEL ESPAÑA, S.A.  
MAXXIUM ESPAÑA (BEAM GLOBAL)  
MEDIA SATURN ADMON. ESPAÑA, S.A.U.  
MEDIAPRODUCCION, SLU  
MERCEDES-BENZ ESPAÑA, S.A.  
MERCEDES-BENZ FINANCIAL SERVICES ESPAÑA E.F.C., S.A.  
MERCK SHARP & DOHME DE ESPAÑA, S.A.  
MGS, SEGUROS Y REASEGUROS, S.A.  
MICROSOFT IBÉRICA, S.R.L.  
MINI (GRUPO BMW)  
MOLTO Y CIA, S.A.  
MONDELEZ ESPAÑA COMERCIAL, S.L.  
MONDELEZ ESPAÑA SERVICES, S.L.U.  
MONTY GLOBAL PAYMENTS, S.A.  
MYLAN FARMACEUTICALS, S.L.  
NATURALEADER IMPORT EXPORT, S.L. (NATURLIDER)  
NATUR-IMPORT, S.L.  
NBQ TECHNOLOGY, SAU  
NEMAN EUROPE, S.L. (MASALTOS)  
NESTLÉ ESPAÑA, S.A.  
NINTENDO IBERICA, S.A.  
NISSAN IBERIA, S.A.

NOMACO SPAIN, S.L.  
NOVA DIET, S.A.  
NOVARTIS CONSUMER HEALTH, S.A.  
NOVO BANCO, S.A. Sucursal en España  
NUEVA CAJA RURAL DE ARAGÓN, S.C.C.  
NUEVA DIETETICA, S.L.  
NUEVO MICRO BANK, SAU  
NUMIL NUTRICIÓN, S.R.L. (DANONE BABY NUTRICIÓN)  
NUTRITION & SANTÉ IBERIA, S.L.  
OMEGA PHARMA ESPAÑA, S.A. (CHEFARO ESPAÑOLA)  
ONEY SERVICIOS FINANCIEROS EFC, S.A.U.  
OPEN BANK S.A.  
ORANGE ESPAGNE, SAU (ANTES FRANCE TELECOM ESPAÑA, SAU)  
ORANGE ESPAÑA VIRTUAL, S.L. SOCIEDAD UNIPERSONAL  
ORGANIZACIÓN NACIONAL DE CIEGOS (O.N.C.E.)  
OVER THE TOP INTERNET TELEVISION, S.L.  
PANIJU ESPAÑA, SL  
PEPSICO FOODS, AIE  
PERNOD RICARD ESPAÑA, S.A.  
PESCANOVA ESPAÑA, .S.L.U.  
PFIZER, S.A.  
PHARMA NORD ESPAÑA, S.L.  
PHILIPS IBÉRICA, S.A.U  
PHILIP MORRIS SPAIN, S.L.  
PHONEBACK GY TELECOM, S.L.  
PILMA DISSENY, SAU  
PLANTAS MEDICINALES DE CATALUÑA (PLAMECA)  
POPULAR BANCA PRIVADA, S.A.  
POPULAR DE FACTORING, S.A., E.F.C.  
POPULAR SERVICIOS FINANCIEROS, EFC, S.A.  
PORTAFOLIO & BRANDS  
PROCESOS FARMACÉUTICOS INDUSTRIALES, S.L. (PHARMADUS)  
PROTEIN, S.A. (COLNATUR)  
PROCTER & GAMBLE ESPAÑA, S.A.  
PROMOCAIXA, S.A.  
PROMOFARMA ECOM, S.L.  
PSA FINANCIALSERVICES SPAIN EFC, S.A.  
PSA PEUGEOT CITROEN IBERICA  
RANK DIGITAL ESPAÑA, S.A..  
RCI BANQUE, S.A. Sucursal en España  
RECKITT BENCKISER ESPAÑA, S.L.  
RECOVERY LABS, S.A.  
RECREATIVOS FRANCO DIGITAL, SAU  
RED BULL ESPAÑA, S.L.  
RENAULT ESPAÑA COMERCIAL, S.A.  
RENFE OPERADORA  
RENTA 4 BANCA, S.A.  
REPSOL YPF, S.A.  
RESTAURANTES MCDONALD'S, SA.U  
RISI, S.A.  
ROBERT BOSCH ESPAÑA, S.L.U.  
RS7 REGENERATOR & ENERGY, SLL  
RURALNOSTRA, SCC VALENCIANA  
SABADELL CONSUMER FINANCE, EFC, SAU  
S.E. CORREOS Y TELÉGRAFOS, S.A.  
SAN MIGUEL FABRICA DE CERVEZA Y MALTA, S.A.  
SANITAS, S.A. DE SEGUROS  
SANOFI-AVENTIS, S.A.  
SANTA LUCIA COMPAÑÍA DE SEGUROS Y REASEGUROS, S.A.  
SANTANDER CONSUMER FINANCE, S.A.  
SANTANDER CONSUMER, E.F.C., S.A.  
SCANIA FINANCE HISPANIA EFC, S.A.  
SCANIA HISPANIA,S.A  
SCHWEPPES, S.A.  
SELF TRADE BANK, S.A.  
SERVICIOS FINANCIEROS CARREFOUR, E.F.C., S.A.  
SIMBA ESPAÑA, S.A.  
SIXT RENT A CAR, SLU  
SKECHERS USA IBERIA, SLU

SOCIEDAD CONJUNTA PARA LA EMISIÓN Y GESTIÓN DE MEDIOS DE PAGO (IBERIA CARDS)  
SOCIEDAD COOPERATIVA ANDALUZA SANTA MARÍA DE LA RÁBIDA  
SOCIEDAD ESTATAL LOTERÍAS Y APUESTAS DEL ESTADO, S.A.  
SOLVIA SERVICIOS INMOBILIARIOS, S.L.  
SONY INTERACTIVE ENTERTAINMENT ESPAÑA, S.A.  
SONY PICTURES RELEASING DE ESPAÑA, S.A.  
SUERTIA INTERACTIVA, S.A.  
SUPER EFECTIVO, S.L.  
TARGOBANK, S.A.  
TASCARE PARAFARMACIA, S.L. (MUNDONATURAL)  
TELEFONICA CONSUMER FINANCE  
TELEFONICA DE ESPAÑA, SAU (Telefonica, Movistar, Terra)  
TELEPIZZA, S.A.U.  
THE WALT DISNEY COMPANY IBERIA, S.L.  
TOMBOLA INTERNACIONAL  
TOY PARTNER, S.A.  
TOYOTA KREDITBANK GMBH, S.E  
TOYS "R" US IBERIA, S.A.U.  
TRANSOLVER FINANCE, E.F.C., S.A.  
TRIODOS BANK, N.V., S.E.  
UBI BANCA INTERNATIONAL,S.A. SUCURSAL EN ESPAÑA  
UBI SOFT, S.A.  
UNICAJA BANCO, S.A.U.  
UNILEVER ESPAÑA, S.A.  
UNIÓN DE CRÉDITOS INMOBILIARIOS, S.A., E.F.C.  
UNIVERSA DEL LIBRO Y MENAJE, S.L.  
UNO-E BANK, S.A.  
URIACH AQUILEA OTC  
VITAMENTOS, S.L. (VEROFIT)  
VODAFONE ENABLER ESPAÑA, S.L. (LOWI)  
VODAFONE ESPAÑA, S.A.U.  
VODAFONE ONO, SAU  
VOLKSWAGEN BANK GMBH SUCURSAL EN ESPAÑA  
VOLKSWAGEN FINANCE S.A., E.F.C.  
VOLKSWAGEN GROUP ESPAÑA DISTRIBUCION, S.A. (VOLKSWAGEN, AUDI, SKODA)  
WEIGHT WATCHERS OPERATION SPAIN, SLU (En tu línea)  
WHG SPAIN PLC  
WINDIRECT, S.L.  
WIZINK BANK, S.A. (Banco Popular-E)  
WORLD BRANDS, S.L. (Blue Rocket Toys)  
WRIGLEY CO, S.A. (JOYCO)  
XFERA MÓVILES, S.A. (YOIGO)  
ZAMBON, SAU  
ZUMOS PALMA, SLU (ZUMOSOL)

## AGENCIES

ANTEVENIO, S.A.  
ARENA MEDIA COMMUNICATIONS ESPAÑA, S.A.  
BBDO ESPAÑA, S.A.  
CATORCE ONLIFE CULTURE HUB, S.A.  
CLOCKWORD LONDON LIMITED  
COMPAÑÍA CREATIVA SANTA IDEA, S.L.  
DDB MADRID, S.A.  
DENTSU AEGIS NETWORK (AEGIS MEDIA IBERIA, S.L.)  
DIMENSIÓN MARKETING DIRECTO, S.A.  
DI7, S.L.  
DOUBLE YOU, S.L.  
EL RUSO DE ROCKY - IVANDRAGO, S.A.  
FENIX CAMALEON, S.L.  
FKM PRODUCCIONES TELEVISIVAS, S.L.  
FOOTE, CONE & BELDING SPAIN, S.L.  
GANESH GLOBAL MEDIA, S.L.  
GLOMECO, S.L.U. (GLOBAL MEDIOS COMUNICACIONES)  
GREY ESPAÑA, S.L.U.  
GROUPM PUBLICIDAD WORLDWIDE, S.A.  
GRUPO GLOBAL (WEB GLOBAL, S.L.U.)

HAVAS MEDIA GROUP SPAIN, SAU  
HOGARTH WORLDWIDE LIMITED  
INTELIGENCIA YMEDIA, S.A.  
JWT DELVICO, S.L  
LA DESPENSA INGREDIENTES CREATIVOS, S.L.  
LEO BURNETT IBERIA, S.L.U.  
LOLA-MULLENLOWE, S.L.U.  
LLORENTE & CUENCA  
MCCANN ESPAÑA, S.A.  
MEDIAEDGEIA MEDITERRÁNEA, S.A.  
OGILVY & MATHER  
OMNICOM MEDIA GROUP  
PIECE OF CAKE ADVERTISING GROUP, S.L  
PINGÜINO TORREBLANCA & PARTNERS  
PUBLICIS COMUNICACIÓN ESPAÑA, S.A.  
PUBLICIS MEDIA SPAIN S.L.U.  
SANTA MARTA + ASTORGA PUBLICIDAD, S.L.  
SCACS, S.A.  
SEPTEMBER WORLDWIDE, S.L  
SHACKLETON BARCELONA, S.L.  
SOON IN MADRID, S.L.U.  
SRA. RUSHMORE, S.A.  
TAPSA-YOUNG & RUBICAM, S.L.U.  
TBWA ESPAÑA, S.A.  
THE SERIOUS AGENCY, S.L.  
UNPU GROUP SOLUTIONS, S.L.  
WIEDEN & KENNEDY  
ZEBRA WORLDWIDE (UK) LIMITED

## **MEDIA**

ATRES ADVERTISING, S.L.U. -(ANTENA 3TV, ONDA CERO, EUROPA FM, MOVIERECORD)  
CBM SERVICIOS AUDIOVISUALES, S.L.U. (7 TELEVISION REGION DE MURCIA)  
CENTRAL BROADCASTER MEDIA, S.L.U. (TEN)  
CLEAR CHANNEL ESPAÑA, S.L.  
CLECE, S.A.  
COMPAÑÍA DE RADIO TELEVISIÓN DE GALICIA (CRTVG)  
CORPORACIÓ CATALANA DE MITJANS AUDIOVISUALS, SOCIETAT ANÓNIMA  
CORPORACIÓN ARAGONESA DE RADIO Y TELEVISIÓN  
CORPORACIÓN RTVE  
CORPORACIÓN VOZ DE GALICIA,S.L.U.  
DIARIO ABC, S.L (GRUPO VOCENTO: ABC, DIARIO EL CORREO, XL SEMANAL,MUJER HOY, HOY  
CORAZÓN, PANTALLA)  
DISCINE, G.C.P.  
DISCOVERY NETWORKS, S.L.  
DTS DISTRIBUIDORA DE TELEVISION DIGITAL, SAU (MOVISTAR +)  
EDICIONES PRIMERA PLANA, S.A. (EL PERIÓDICO DE CATALUNYA, EL PERIÓDICO DE ARAGÓN, EL PERIÓDICO DE LA VOZ DE ASTURIAS, EL PERIÓDICO DE EXTREMADURA, EL PERIÓDICOMEDITERRÁNEO, SPORT)  
EDICIONES REUNIDAS, S.A.  
EMPRESA MUNICIPAL DE TRANSPORTES DE MADRID, S.A.  
ENS PÚBLIC RADIOTELEVISIÓ DE LES ILLES BALEARS  
EUSKAL IRRATI TELEBISTA, S.A. (EITB)  
EXTERION MEDIA SPAIN, S.A.  
GOOGLE SPAIN, S.L.  
GRUPO PRISA  
HISPANETWORK PUBLICIDAD Y SERVICIOS, S.L.  
HOLA, S.A.  
INSTITUT MUNICIPAL DEL PAISATGE URBÁ I LA QUALITAT DE VIDA  
JC DECAUX ESPAÑA, S.L.  
MEDIAPRODUCCION, SLU

MOVIERECORD CINE  
PROMEDIOS EXCLUSIVAS DE PUBLICIDAD  
PUBNET PUBLICIDAD Y MARKETING, S.L.  
PUBLIESPAÑA, S.A. - TELECINCO  
PUBLIPRESS MEDIA, S.L.U.  
PUBLISEIS INICIATIVAS PUBLICITARIAS (LA SEXTA)  
RADIO TELEVISION DE ANDALUCIA  
RADIO TELEVISIÓN DE CASTILLA Y LEÓN S.A.  
RADIO TELEVISION MADRID, SAU  
REAL MADRID CLUB DE FUTBOL- REAL MADRID TV  
SOCIEDAD GENERAL DE TELEVISIÓN CUATRO, S.A.U. (SOGECUATRO)  
SONY PICTURES TELEVISIÓN NETWORKS IBERIA, S.L.  
TELEVISIÓN AUTONÓMICA DE CASTILLA-LA MANCHA  
TELEVISIÓN DEL PRINCIPADO DE ASTURIAS, S.A.  
TELEVISIÓN PÚBLICA DE CANARIAS, S.A.  
THE WALT DISNEY COMPANY IBERIA, S.L. (DISNEY CHANNEL)  
13 TV, S.A.  
TUENTI TECHNOLOGIES, S.L.  
TURNER BROADCASTING SYSTEM ESPAÑA, S.L. (TCM, CARTOON NETWORK)  
UNIDAD EDITORIAL, S.A. (DIARIO EL MUNDO)  
VIACOM INTERNATIONAL MEDIA NETWORKS ESPAÑA, S.L.U.  
014 MEDIA, S.L.

## **ASSOCIATIONS**

ASOCIACIÓN DE AGENCIAS DE MEDIOS (AM)  
ASOCIACIÓN DE EMPRESAS DE VENTA DIRECTA  
ASOCIACION DE EMPRESAS DE LA COMUNICACIÓN  
ASOCIACIÓN DE MEDIOS PUBLICITARIOS DE ESPAÑA (A.M.P.E.)  
ASOCIACIÓN EMPRESARIAL DE LA PUBLICIDAD  
ASOCIACIÓN ESPAÑOLA DE AGENCIAS DE COMUNICACIÓN PUBLICITARIA (AEACP)  
ASOCIACIÓN ESPAÑOLA DE ANUNCIANTES (AEA)  
ASOCIACIÓN ESPAÑOLA DE BIOSIMILARES (BIOSIM)  
ASOCIACIÓN ESPAÑOLA DE FABRICANTES DE JUGUETES (AEFJ)  
ASOCIACIÓN ESPAÑOLA DE FABRICANTES DE PREPARADOS ALIMENTICIOS  
ESPECIALES, DIETÉTICOS Y PLANTAS MEDICINALES(AFEPADI)  
ASOCIACIÓN ESPAÑOLA DE FABRICANTES DISTRIBUIDORES DE PRODUCTOS NUTRICIÓN ENTERAL (AENE)  
ASOCIACIÓN ESPAÑOLA DE LA ECONOMÍA DIGITAL (ADIGITAL)  
ASOCIACION ESPAÑOLA DE VIDEOJUEGOS (AEVI)  
ASOCIACION NACIONAL DE CLINICAS DE RA (ANACER)  
ASOCIACIÓN NACIONAL DE EMPRESAS DE AGUAS DE BEBIDA ENVASADAS (ANEABE)  
ASOCIACION NACIONAL DE ESTABLECIMIENTOS FINANCIEROS DE CRÉDITO (ASNEF)  
ASOCIACION NACIONAL DE PERFUMERIA Y COSMETICA (STANPA)  
ASOCIACIÓN NACIONAL PARA LA DEFENSA DE LA MARCA (ANDEMA)  
ASOCIACIÓN PARA EL AUTOCUIDADO DE LA SALUD (ANEFP)  
ANDI. ASOCIACION NACIONAL FABRICANTES PRODUCTOS DIETETICA INFANTIL  
CERVECEROS DE ESPAÑA  
FARMAINDUSTRIA  
FEDERACIÓN DE ORGANISMOS DE RADIO Y TELEVISIÓN AUTONÓMICAS (FORTA)  
FEDERACIÓN ESPAÑOLA DE BEBIDAS ESPIRITUOSAS (FEBE)  
FEDERACIÓN ESPAÑOLA DE EMPRESAS DE TECNOLOGÍA SANITARIA (FENIN)  
FEDERACIÓN ESPAÑOLA DE INDUSTRIAS DE ALIMENTACIÓN Y BEBIDAS (FIAB)  
FEDERACIÓN ESPAÑOLA DEL VINO (FEV)  
INSTITUTO DE ESTUDIOS DEL AZÚCAR Y DE LA REMOLACHA (IEDAR)  
INTERACTIVE ADVERTISING BUREAU SPAIN (IAB)  
PROMARCA

LA

*publicidad*

FORMA PARTE  
DE NUESTRA  
VIDA.

Publicidad  
Sí!

AT AUTOCONTROL, ADVERTISERS, AGENCIES AND THE MEDIA HAVE BEEN COMMITTED FOR 20 YEARS TO MAKE SURE THE ADVERTISING AROUND YOU IS RESPONSIBLE

Over 2,000 advertisers, agencies and media committed. Many of them related to the following sectors: food, banks, telecommunications and new technologies, toys, television, drinks, video-games, energy, automotive, perfumery and household articles, insurance, medicines...  
Over 24,000 advertising campaigns reviewed in 2014 and over 300 complaints settled.

CONFIANZA  
ONLINE

[www.autocontrol.es](http://www.autocontrol.es)

**AUTO  
CON  
TROL**

Asociación para la Autorregulación  
de la Comunicación Comercial