

ASSOCIATION FOR THE SELF-REGULATION  
OF COMMERCIAL COMMUNICATIONS

**AUTO  
CON  
TROL**

WORKING FOR  
**RESPONSIBLE  
ADVERTISING**



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# 1. ABOUT AUTOCONTROL

**AUTOCONTROL** is the independent advertising self-regulatory organisation (SRO) in Spain, established in 1995 as a non-profit association. It is comprised of advertisers, advertising agencies, media and professional associations, and its goal is to work for responsible advertising: truthful, legal, honest and loyal.

Currently it has **600 direct members and 4,000 indirect ones**, which are related with approximately **70% of the advertising investment in Spain**.

From its beginnings, AUTOCONTROL manages the Spanish system of self-regulation of commercial communication, on the basis of three main instruments:



Conduct Codes. The [Code of Advertising Practice – AUTOCONTROL](#) of AUTOCONTROL, **based on the Advertising and Marketing Communication Practice of the International Chamber of Commerce (ICC Code)**, and the [Sectoral Conduct Codes](#) whose application has been entrusted to AUTOCONTROL.



**Jury of Advertising.** Extrajudicial body for the disputes resolution that is responsible for adjudicating on advertising complaints. **Recognized as an Alternative Dispute Resolution (ADR) body, by the Directorate-General for Consumers Affairs, of the Ministry of Health, Consumer and Social Affairs.**



**Legal Counsel Advice.** It is formed by experts in Advertising Law, Privacy and Data Protection, and IT, with exclusive dedication to AUTOCONTROL. Who are in charge of advising companies in the fulfilment of their legal obligations in these areas.

Our activities include:



The [handling of complaints](#) with regard to commercial communications, submitted by consumers, consumer associations, businesses and public offices.



The advice to companies, through tools such as [Copy Advice](#)<sup>®</sup> (advice on the deontological and legal compliance of advertising campaigns before their broadcast); [Cookie Advice](#)<sup>®</sup> (technical and legal advice on the use of cookies); [Data Advice](#)<sup>®</sup> (technical and legal advice on data protection) and [Web Advice](#)<sup>®</sup> (advice on compliance with advertising regulations on websites).



**Training**, providing courses and seminars addressed, not only to law or advertising professionals who wish to deepen their knowledge in the field of advertising regulations or be updated in the same, but also to recent graduates who want to orient their professional career in this field.

Moreover, AUTOCONTROL actively collaborates, within the framework of the **26 agreements it has signed, with several national, regional and local administrations** with competence in the control of the advertising activity.

AUTOCONTROL fulfils the requirements established in the Unfair Competition Law for self-regulation systems.

## 2. ACTIVITY DATA

**Prior advice:** Since its launch, AUTOCONTROL has received more than **518,000 legal and deontological requests**, from which **424,000** were **Copy Advice®** requests.

**A posteriori control:** Since its creation, the AUTOCONTROL's Advertising Jury has solved **5,354 cases**, in an **average period of 14 days** at first instance.



# 3. ADVERTISING SELF-REGULATION



## 3.1. SPAIN

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The advertising self-regulation is the social responsibility commitment assumed by the industry, which is showed in the compliance of specific principles and deontological rules collected in the Advertising Conduct Codes; as in the submission before an independent third party for the resolution of complaints which can be submitted because of the infringement of these

rules: **the Advertising Jury.**

Advertising self-regulation appears as the answer of the industry to society's demand of having confidence and credibility guarantees in advertising. Its goal is that advertising activity is carried out in a true, legal, honest and loyal way, to benefit consumers, competitors and the market, in general.



**Consumers** benefit from self-regulation as it contributes to advertising being responsible, trying to avoid or correcting legal or deontological regulations breaches. Moreover, it offers them a free, agile and effective system of complaints management through a Jury formed of independent experts.



In turn, self-regulation benefits **companies**, through the promotion of responsible advertising which helps to increase consumer trust in advertising and the brands' good reputation. In addition, the advice tools offered by advertising self-regulation – like **Copy Advice®**- help companies comply with the regulation applicable to advertising, helping them to avoid making possible infringements. Finally, the Advertising Jury allows them to solve disputes quickly and efficiently, with a cost significantly lower than those of a judicial proceeding.



Self-regulation is also perceived positively by regulators and **public administrations** as much as: the codes of conduct complement legal regulation; prior advice tools make it easier for companies to fulfil the rules; and extrajudicial systems of advertising complaints management, like the Advertising Jury, establish an alternative mechanism to the the administrative and judicial one to solve advertising complaints. And all of this without any cost for the Administration, because all costs that derive from this activity are assumed by the companies subject to the self-regulation system.

During the last decades, many European and national regulations related to advertising, consumer protection, mass media and personal data protection, among others, have recognised the advertising self-regulation and have urged its promotion. This support for self-regulation in the field of advertising law has been strengthened with the approval of the amendment to the Unfair Competition Law (1991), at the end of 2009. **The new article 37 recognizes and promotes, specifically: Codes of Conduct, previous control systems (such as AUTOCONTROL's Copy Advice® 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. This Law also states the obligation of using self-regulation systems before initiating a legal action in some cases, when self-regulation system complies with the requirements of the Law in case of actions against the companies adhered to the Codes of Conduct. In a world which is more and more global and interconnected, it is more necessary than ever to have an efficient and well coordinated advertising self-regulation. AUTOCONTROL plays a very active role in the two organisations: **EASA and ICAS** which were created to promote advertising self-regulation in and European and at an international level.

# 3. ADVERTISING SELF-REGULATION



## 3.2. EUROPE (EASA)

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AUTOCONTROL, since its creation, has been a member of the [European Advertising Standards Alliance \(EASA\)](#), an organisation created in 1992, which includes the European advertising self-regulation organisations and the main associations that represent the advertising industry. At the moment, AUTOCONTROL holds the Presidency of this organization.

EASA's principal role is to promote good

practices and high standards in advertising self-regulation, always respecting the cultural, legal and commercial differences of the different states. Moreover, EASA handles the **cross-border complaints system - in which AUTOCONTROL participates**. This allows any European Union consumer to submit a complaint to the competent foreign advertising self-regulation body, through the equivalent organism of its own country.



## 3.3. INTERNATIONAL (ICAS)

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AUTOCONTROL is promoter and founder of the [International Council for Ad Self-Regulation \(ICAS\)](#), a platform created in 2016 to promote, globally, an efficient advertising and, in this way, contribute to commercial communications globally being truthful, legal, honest and loyal.

ICAS' members include national advertising self-regulation organisations from Europe, America and Asia, other regional and international organisations, such as EASA, and regional and international associations of the advertising industry.

ICAS contributes to the consolidation of the existing advertising self-regulation organisations and facilitates the creation of new ones in emerging markets. It also constitutes a relevant platform to discuss and work in the development of solutions to face the challenges of advertising globally.



# 3. ADVERTISING SELF-REGULATION



## 3.4. COMPLIANCE

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Compliance activity has gained importance over the past years in our country **and, nowadays, a significant number of companies have a team or a person in charge of regulatory compliance.**

The job of a dedicated person or team for regulatory compliance mainly focuses on assuring the fulfilment of the regulation that affects each sector, having also the goal of creating a company culture of compliance, social responsibility and good governance. Not only does this regulation include the legal one, but also the deontological regulation. That is the Codes of conduct to which each Company has adhered itself.

In this sense it **is essential that the dedicated person or team knows the advertising Codes of conduct to which their organisation is adhered, as well as the tools offered by the advertising self-regulation system**

– AUTOCONTROL – to verify its compliance and that

the compliance policy of the company - if it has one -, considers these particulars.

Without a doubt, an adequate integration of the advertising self-regulation aspects in the company's regulatory compliance will mean a more efficient management of those voluntary commitments.

**AUTOCONTROL's publications** (Digital Magazine, Digital Bulletin AUTOCONTROL @Informa and Newsletter) and its **courses and training seminars** can be useful to the regulatory compliance officers to know advertising self-regulation and keep up to date with the regulatory and self-regulatory news in the advertising field.

AUTOCONTROL collaborates with the **Spanish Compliance Association (ASCOM)**, to promote the knowledge and training about advertising regulation and self-regulation among professionals of the sector.



# 4. OUR SERVICES

## 4.1. PRIOR ADVERTISING ADVICE



### COPY ADVICE®

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**Copy Advice® service**, created in 2001, is a tool widely used in the Spanish advertising industry, which is very useful to ensure regulatory compliance and avoid possible infringements and reputational risks. Since the launch of the service, Legal Counsel of AUTOCONTROL has handled **almost 424,000 Copy Advice® requests**.

It is a **report prepared by the Legal Counsel of AUTOCONTROL, confidential, voluntary and non-binding** (unless provided otherwise in sectoral codes or agreements), on the legal and deontological compliance of advertisements or advertising projects, reviewed before their dissemination. It can be requested by the advertiser, its advertising or media agency or

the media that will disseminate the advertising campaign.

**The speed of this service** (the average period for issuing a **Copy Advice®** during last year was 3 working days), along with the wide experience in advertising self-regulation of the Legal Counsel of AUTOCONTROL, has permitted to manage these advice requests with great efficiency.

Moreover, in 2012 the **Copy Advice® Express** service was created, with an issue average of 1 working day. Nowadays, **Copy Advice®** is the most requested service. Advertisers, agencies and media submitted to AUTOCONTROL, during 2023, **33,620 ads for their revisión, before being issued**.



### DEONTOLOGICAL REQUESTS

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The Legal Counsel AUTOCONTROL also offers an **advice service to solve doubts, related to advertising regulation or self-regulation, or about their interpretation, from advertisers, agencias, media and sectorial associations**. It does not include the assessment of specific advertising campaigns provided through the **Copy Advice®** service.

In **2022**, the Legal Counsel of AUTOCONTROL has processed **5,120 deontological advice requests**. Since it was launched, this service has managed around **95,000 consultations**.



### WEB ADVICE®

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It is a **detailed analysis** of the legal and deontological correction of the **advertising content included in the analysed website**. Cookies policies review is excluded, since it is analysed through the **Cookie Advice®** service.

As a complement of the legal report of advertising contents of a website, we offer a data protection regulation compliance report of a website, consisting on **the review of the data protection clauses of the website**.



# 4. OUR SERVICES

## 4.2. DATA PROTECTION & PRIVACY ADVICE

The growth in digital activity is also reflected in the increasing number of inquiries and requests for reports related to data protection and privacy linked to advertising activity. **Since the launch of the different services in this area, which includes general inquiries and Cookie Advice®, Data Advice® and Web Advice® reports, AUTOCONTROL has dealt with more than 2,000 requests.**

### COOKIE ADVICE®

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**Cookie Advice®** service helps companies with the compliance of the current regulation on privacy and cookies, and, specifically, comply with the obligations about information and consent collection (**article 22.2 of the Spanish Law on Information Society and Electronic Commerce Services**). This 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. 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 carry out 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.

### DATA ADVICE®

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The **Data Advice®** service, launched in 2018, includes the following specialised legal advice tools for the compliance of the data protection regulation, particularly, for the compliance and adaptation to the General Data Protection Regulation (GDPR):

- **Adaptation of information and consent clauses:** Legal counsel service focused on the analysis and adaptation to information and consent clauses, checking if consents previously collected are valid according to the new GDPR and, otherwise, if data processing can be protected under a different legal basis (e.g. legitimate interest).
- **Impact assessment support:** Advice on if it's required to carry out an impact assessment and, in this case, legal advice in the assessment procedure.
- **Rights attention and management:** Advice on data protection rights attention and management, including the review of the company's internal procedures.
- **Mediation** service for complaints on data protection rights exercise.
- **Advice on other data protection issues** (data processing activities register, contracts with data processing managers, security violation notification, etc.), excluding impact assessment, the acceptance of the DPO role and the technical analysis (no legal).
- **Training programmes** about privacy and data protection. Almost 1.100 professionals attended to the training and information activities on data protection organised by AUTOCONTROL in 2023.

# 4. OUR SERVICES

## 4.3. COMPLAINTS MANAGEMENT

### ADVERTISING COMPLAINTS

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The Advertising Jury is an **independent out-of-court body** in charge of solving disputes and complaints on advertising. It has become the preferential mechanism for advertising complaints resolutions in our country. On November 19th, **the Jury has obtained public recognition** as an **Alternative Dispute Resolution (ADR) body**. With this recognition, the AUTOCONTROL's Jury became the first private entity accredited in Spain by the Directorate-General for Consumers Affairs, of the Ministry of Health, Consumers Affairs and Social Affairs, and it becomes part of the [unified list of accredited entities of the European Commission](#), and the [online dispute resolution platform established by the European Union](#).

Since its creation till 1st January 2024, it has managed almost **5,300 cases** in an average period of 14 days in first instance.

The Advertising Jury is fully composed of prestigious professionals in the areas of Law, Commercial Communication and Economy, and it develops its 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 Spanish Agency for Food Safety and Nutrition (AESAN), is involved in the selection of 25% of its members.**

**It resolves the complaints against ads issued by any media in Spain** by applying the Code of Advertising Practice. Complaints may be filled by any person with a legitimate interest in claiming against a particular advertisement, regardless of whether or not they are part of the Association. The system is free for consumers, consumer associations and the Public Administration. **All the Advertising Jury's decisions are published.**

The Advertising Jury's decisions are compulsory for AUTOCONTROL's members or other companies subjected to the system according to the application agreements of the sectoral Codes of Conduct, and voluntary for the rest. In this case, in spite of the voluntary nature of the system, the moral strength which accompanies the Jury's decisions is undeniable, even between non member companies. 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.

**AUTOCONTROL's Advertising Jury has adjudicated in 255 cases in 2023. Around 58 of these cases were solved through mediation or acceptance of the dispute, resulting the ceasing or changing of the ad. Regarding the cases managed by the Advertising Jury, 29 were upheld, 6 were partially estimated, and 59 were not upheld.**

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For some years, the number of complaints received annually by AUTOCONTROL has stabilized, thanks to the preventive work developed by the Association, and the responsible use by companies of the prior advice services, both offered by AUTOCONTROL.

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## 4. OUR SERVICES

### 4.3. COMPLAINTS MANAGEMENT

#### CROSS-BORDER COMPLAINTS (EASA)

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The advertising cross-border complaints system managed by the European Advertising Standards Alliance (EASA), and in which AUTOCONTROL participates, **allows any consumer of the European Union to submit a complaint to the competent foreign advertising self-regulation body**, through the equivalent organism of its own country.

AUTOCONTROL handles the complaints of Spanish consumers against the ads originating in media or from advertisers based in other country of the complaint, transferring them to the advertising self-regulation organisation.



#### BEHAVIOURAL ADVERTISING COMPLAINTS (EDAA)

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The [European Interactive Digital Advertising Alliance](#) (EDAA) is an organisation managed by the main European associations of the advertising and digital sector. Its main role is the management of an interactive European identifying icon of Behavioural Advertising (OBA) on websites.

The companies that take part in this initiative show such icon in all of their Internet adverts, and through it, users will be directed to the [“Your Online Choices”](#) site, where they can get more information in their own language about behavioural advertising. This

site also offers an opt-out tool that allows the user to accept the terms or not.

**The national advertising self-regulation organisations (AUTOCONTROL in Spain) are in charge of processing the complaints for non-compliance of the established standards in the IAB Framework about behavioural advertising or in the EASA Best Practice Recommendations about behavioural advertising**, to ensure an efficient implementation of them.

#### SETTLEMENT OF COMPLAINTS RELATED TO THE ALLOCATION OF “.ES” DOMAINS

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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, who 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 **2023, 2 controversies had to be solved** by AUTOCONTROL's Panel of Experts.

## 4. OUR SERVICES

### 4.3. COMPLAINTS MANAGEMENT

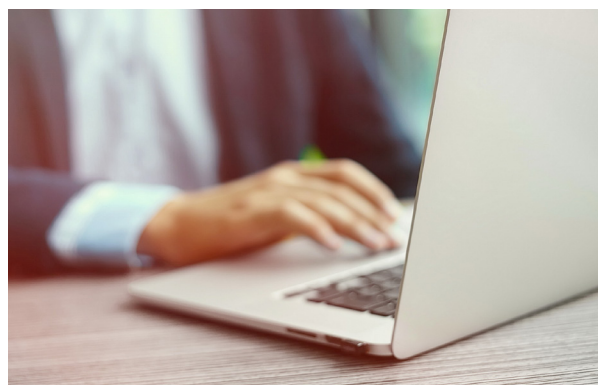


#### TELECOMMUNICATIONS DATA PROTECTION MEDIATION SERVICE

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The **voluntary data protection mediation** is a service launched by AUTOCONTROL on **January 1st 2018**, and developed in collaboration with the **Spanish Data protection Agency (AEPD)** after signing, in September 2017, the **“Protocol for the private resolution of complaints related to the data protection in the field of the contract and advertising of telecommunication services”**. During 2023, more than 71 request have been received, reaching an agreement level of 67,6%. Moreover around 1,100 consultations have been handled.

It is a free service that AUTOCONTROL offers to consumers in order to solve complaints related to personal data protection, and submitted against adhered entities to the Protocol (**MÁSMOVIL Group, Orange, Telefónica and Vodafone**). Some of the reasons of the complaints that can be handled to this service include, among others: unwanted advertising reception, identity theft, data processing for invoice reception after requesting the cancellation of the service, and the products/service contracting or the carrying out of paperworks without the user's authorization.



AUTOCONTROL offers a quick resolution platform to solve those complaints that consumers consider that they have not been managed (or properly managed), and when facts have occurred within the 12 months before the date when the complaint has been submitted. **The resolution expected deadline is one month**. It can be expanded up to three months if parties agree.

This initiative works independently from the complaints that citizens can continue before the AEPD, if they consider that their rights have been violated.

### 4.4. TRAINING



#### COURSES AND SEMINARS

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AUTOCONTROL **has been organising specialised courses and seminars on commercial communications regulation and self-regulation matters in Spain for more than 25 years**, having become a reference entity in this field.

Nowadays, AUTOCONTROL **has a complete educational and training offer intended to law and advertising professionals**, who need to update and deep their knowledge of advertising regulation, and to recent graduates who wish to acquire knowledge that will allow them to orientate their career towards this sector.

Our courses and seminars start from an **eminently practical focus and provided by experts of the academic world and professionals** of the business and Administration field, along with experts from the AUTOCONTROL team.

In 2019 has taken place **the first edition on the Higher Course on Advertising Law** to respond to the increasing demand from the Law and advertising professionals for a specialized training focused on the advertising industry.

## 4. OUR SERVICES

### 4.5. OTHERS

#### CONFIANZA ONLINE SEAL

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Conianza Online is an **Association created under the shelter of the digital advertising and ecommerce self-regulation** in 2003, with AUTOCONTROL and Adigital as founding members. Its main objective is to **increase users' trust in the Internet**; for this purpose, the Conianza 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 aren't members of this Association.

The main objectives of the Association Conianza Online are: to increase consumers' trust in the use of the 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; and provide consumers and online companies with an extrajudicial controversy resolution instrument that is fast, inexpensive and effective.

Since November 2015, the companies who have adhered to Conianza Online may use the "E-commerce Europe Trustmark".

On January 2019, **Conianza Online** obtained public recognition as an **Alternative Dispute Resolution (ADR) Body on the e-commerce field**.





# 4. OUR SERVICES

## 4.5. OTHERS



### CSR CERTIFICATE

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The advertising self-regulation is another **element of the Corporate Social Responsibility (CSR) programs**. According to advertising ethic and loyalty is encouraged to benefit consumers, it is contributing in the promotion of the social responsibility.

Currently, the rates that evaluate the Social Responsibility of companies take into account those activities that assume the **ethic commitments with the commercial activity, and also with communication and advertising**. There are several **reports and documents which confirm this**, such as the Guide for the Creation of

Memories of Sostenibility from the *Global Reporting Initiative*, which includes specific forecasts related to the participation in advertising self-regulation systems and the joining to the Codes of Conduct about this field. Particularly, the last version of this Guide, published in November 2013.

For that purpose, **AUTOCONTROL annually issues its members a CSR certificate, which allows them to highlight, in their annual CSR Report or Sustainability Report, participating in the Spanish system of self-regulation advertising of AUTOCONTROL. Some of the most important companies in our country, have already included it.**



### ADVERTISING JURY DECISIONS DATABASE

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**It is an online documentation service that allows to access to the Advertising Jury decisions since its origin until today, as well as mediations and public deontological opinions.**

Those decisions and deontological opinions collect the doctrine of the Advertising Jury related to the interpretation of the AUTOCONTROL' s Code of Advertising Practice, of other sectoral Codes of Conduct applied by AUTOCONTROL, and the legality

principles of the legal rules that apply to advertising products and services.

The consultation of this database is especially useful for professionals from legal and compliance departments, lawyers, consultants and professors (especially, of Law and Communication). Also for all those professionals that develop tasks related with marketing and advertising in advertisers, agencies and media.



### MONITORING

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Our **monitoring** service consists in the **review of commercial communications from a specific sector, disseminated in a determined period of time, and in specific media, to verify a series of indicators related to the effective compliance of the legal or deontological regulations applicable to that advertisement.**

It is a useful tool to verify the level of compliance with deontological commitments assumed by the industry.

In the last few years, AUTOCONTROL has carried out several European and national monitoring exercises related to the advertising in digital media from sectors like toys, online gaming, alcohol or food advertising aimed at children.

# 4. OUR SERVICES

## 4.5. OTHERS



### PUBLICATIONS

#### DIGITAL MAGAZINE AUTOCONTROL

It is a [digital specialized publication](#) - a reference in the sector -, published on a monthly basis (except the bimonthly issue of July and August) and sent to our members and subscribers.

Through this magazine we **allow the monitoring of the processing and approval of legislative and deontological rules that affect advertising, jurisprudence and recent administrative decisions regarding commercial communications, the Advertising Jury decisions** and, in general, interesting news about advertising regulation and self-regulation, including the most relevant novelties on the activity of the Association in Spain and internationally, and our training offer.

It is relevant for managers and professionals of marketing, legal advice, compliance, etc., lawyers, professors and others.



#### DIGITAL BULLETIN AUTOCONTROL @INFORMA

[Digital publication](#), published on a monthly basis, and exclusively for AUTOCONTROL's members, through which we offer, the 15th of each month (except August) updated information about regulation, jurisprudence and administrative novelties.

It also includes a specific section about relevant industry's news - regulatory novelties in other countries, challenges and threats, etc. -, apart from a dedicated section about AUTOCONTROL's activity, self-regulation novelties, Advertising Jury's decisions, new members, relevant industry's news, etc.

#### NEWSLETTER AUTOCONTROL

[Free digital monthly publication](#) that allows to know and follow up the main novelties about advertising regulation and self-regulation, jurisprudence and administrative decisions, Advertising Jury's decisions, and another news of interest.



## 5. COLLABORATION WITH ADMINISTRATION

Since it was created in 1995, AUTOCONTROL has actively collaborated **with many national and autonomous administrations** with competency in the advertising activity control, **through the agreements signed with them.**

These bodies, according to what is established in many state and community rules, **recognise AUTOCONTROL's role as an advertising self-regulation organism and the utility of its tools of prior assessment and complaints resolutions, whose use is promoted and encouraged as a complement,** without affecting the administrative competencies of these bodies. Most of these agreements have Joint Committees, with parity representation, to facilitate the cooperation and coordination between parties, without affecting the competencies and responsibilities of the corresponding Administration.

**At national level,** AUTOCONTROL has signed collaboration agreements with the Ministry of Health; Ministry of Consumer; the Spanish Agency of Food Security and Nutrition (AESAN); General Secretariat for Consumption and Gaming; the National Commission of Markets and Competition (CNMC); the Secretary of State for Telecommunications and Digital Infrastructures (SETELECO), the Secretary of State for Digitalization and Artificial Intelligence (SEDIA); the Spanish Data Protection Agency (AEPD); the Directorate-General of Gambling Regulation; and Red.es.



AUTOCONTROL has also signed collaboration agreements with, among others, the following autonomous community bodies: Presidency of the Autonomous Community of Valencia, Madrid Health Council, the Economy and Finance Council of Madrid Regional Government, the Health Council of Castilla-La Mancha Regional Government. Finally, AUTOCONTROL has also signed an agreement with Madrid City Council.

Moreover AUTOCONTROL has been recognized by the Bank of Spain as an advertising self-regulation system according to its Circular 4/2020 on financial products and services advertising and the Circular 2/2020, of October 28, of the National Securities Market Commission, on advertising investment products and services.

Actually, AUTOCONTROL has 26 agreements, including:

1. Agreement with the **Ministry of Health, Consumer and Social Affairs** 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.
2. 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).
3. Agreement with the **Andalusian Audiovisual Council** (November 2006). Replaced by the agreement of July 2020 and renewed July 2023.
4. Agreement with the **Catalonian Audiovisual Council** (December 2006). Subsequently replaced by the Agreement of July 2011 and by the Agreement of April 18, 2023.
5. Collaboration Agreement with the **Spanish Agency of Food Safety and Nutrition (AESAN)** to foster advertising self-regulation (January 2008). Renewed March 2020 and extended May 2024.
6. Agreement with the **Ministry of Health, the Spanish Federation of Food and Beverage Industries (FIAB) and TV Broadcasters** for the application of the PAOS self-regulation Code for food advertising aimed at children by televisions (September 2009).
7. Agreement with the **General Direction for Regulation of Gambling (DGOJ)** belonging to the **Ministry of Finance, now to the Ministry of Consumer**, to co-regulate the advertising, sponsorship and promotion of gambling activities (November 2011). Renewed October 2020.
8. Agreement to establish a Code of Conduct on Commercial Communications of Gambling Activities, signed with the **General Direction for Regulation of Gambling (DGOJ)** belonging to the **Ministry of Finance** 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).

# 5. COLLABORATION WITH ADMINISTRATION

9. Agreement with **Red.es**, public entity in charge of consolidating the development of the Information Society in Spain, to foster responsible digital advertising (August 2012).
10. Collaboration Agreement with the **Catalonian Agency of Consumer Affairs (ACC)** (October 2014). Extended May 2021.
11. Collaboration Agreement with the **Ministry of Health, Social Affairs and Equality, now Ministry of Health**, and the **National Health Self-Care Association (ANEFP)** on advertising of medicinal products for human use (December 2014). Extended March 2021.
12. Collaboration Agreement with the **DG of Consumer Affairs** of the Health Council of Castilla-La Mancha Regional Government for advertising activities (January 2016). Successively replaced by the Convention of November 2020 and by the Convention of 29 December 2023.
13. General Actuation Protocol signed with the **Spanish Data Protection Agency (AEPD)**, driving the "Protocol for the private resolution of claims related to the data protection in the field of the contact and advertising of telecommunication services" signed by AUTOCONTROL and the main telecommunication operators (September 2017).
14. Collaboration Agreement with the **Health, Security and Emergency Department of Madrid** Regional Government (September 2017). Extended October 2021.
15. Collaboration Agreement with the **Health Council (GD Consume) of the Regional Government of Andalusia**, on advertising activity control (October 2017). Expanded to health centers, establishments and services, in December 2018. Extended December 2022.
16. Agreement with **Kontsumobide** (Basque Institute of Consumption), on advertising activity control (February 2018). Extended June 2020.
17. Collaboration Agreement with the **Economy Employment and Competitiveness of Madrid Regional Government (GD of Consumer Affairs)** for advertising activities (April 2020). Extended September 2022.
18. General Protocol signed with the **Secretary of State for Telecommunications and Digital Infrastructures (SETELEC0)**, the **Secretary of State for Digitalization and Artificial Intelligence (SEDIA)**, the **Ministry of Consumer Affairs, AUTOCONTROL** and the **Spanish Association of Advertisers (aea)**, for the promotion of self-regulation on commercial communications in digital media (October 2020).
19. Collaboration Agreement with the **Ministry of Health of the Castilla la Mancha Community Board** on advertising activity (December 2020).
20. General Protocol signed with the **Ministry of Consumer Affairs**, the **Spanish Association of Toy Manufacturers** and **AUTOCONTROL**, for the self-regulation of children's toy advertising (April 2022).
21. General Collaboration Protocol to Fight Financial Fraud, signed within the framework of the Action Plan against Financial Fraud (PAFF) between the **Ministry of Economy and Digital Transformation (Treasury, DGS, SEDI)**, the **National Securities Market Commission**, the **Bank of Spain**, the **Secretary of State for Security**, the **State Attorney General's Office**, and the **entities** that can be consulted [here](#), including **AUTOCONTROL** (April 2022).
22. Agreement with the **Audiovisual Council of the Valencian Community**, on audiovisual advertising activity control (July 2022).
23. Agreement with the **Ministry of Health of the Community of Madrid**, regarding the control of advertising activity (pharmaceutical products, health products, health centers, services and establishments, cosmetics, food and alcoholic beverages) (November 2022).
24. Agreement with the **Department of Health of the Generalitat of Catalonia**, regarding advertising activity (medicines, health products, cosmetics and products with an alleged health purpose) (December 2022).
25. Agreement with the **National Commission of Markets and Competition (CNMC)**, for the promotion of co-regulation on commercial communications in audiovisual communication services (new Agreement adapted to Law 13/2022, of 7 July, General Audiovisual Communication, and which replaces the various Agreements that have been signed with the audiovisual authority since 2003) (June 2023).
26. Agreement with the **General Directorate for Consumer Affairs, Ministry of Social Rights, Consumer Affairs and Agenda 2030** (new agreement replacing the successive agreements signed with the General Directorate for Consumer Affairs since 1999) (May 2024).

## DIGITAL PACT:

In addition, AUTOCONTROL has been a member since its launch in January 2021 to the Digital Pact for the protection of people promoted by the Spanish Agency for Data Protection.



**AUTOCONTROL is one of the 19 signatories of the Action Plan against Financial Fraud.**

Follow these recommendations from the @CNMV and protect yourself. #StopFinancialFraud

List of warned entities »

# 6. CODES OF CONDUCT AND SECTORAL SELF-REGULATION

## 6.1. SECTORAL CODES OF CONDUCT



Since its creation, AUTOCONTROL has been actively working with other associations and organizations in the development of Sectoral Advertising Codes of Conduct that strengthen advertising self-discipline in several business sectors.

AUTOCONTROL has also become a reference for the implementation and monitoring of that sectoral codes.

Currently, apart from its [Code of Advertising Practice](#), AUTOCONTROL applies 20 sectorial codes as a result of the self-regulation agreements it has signed with different sectoral institutions:



### Confianza Online

[Confianza Online Ethical Code](#) (Adigital and AUTOCONTROL). (2002). Modified in 2023.



### Promotion of Prescription Medicines

[Code of Best Practices for the Pharmaceutical Industry](#) (Farmaindustria). (2002). Modified in 2021.



### Advertising of Beer

[Self-regulation Advertising Code of Spanish Brewers](#) (Cerveceros de España). (2003). Modified in 2009.



### Advertising of Spirits

[Self-regulation Advertising Code of Spirits Spain](#) (Espirituosos de España) (2003). Modified in 2023.



### Advertising of Toys

[Self-regulation Advertising Code for Toys Advertising aimed at Children of the Spanish Toy Manufacturers Association \(AEFJ\)](#) (2003). Modified in 2012.



### Food and Beverages Advertising for Children (PAOS Code)

[Co-regulation Code on advertising in food and beverages aimed at children, obesity prevention and health with the Spanish Federation of Food and Beverages Industries \(FIAB\)](#)- Ministry of Health, Social Affairs and Equality (2005). Modified in 2012.



### Advertising of Videogames

[Guidelines on Best Practices in the Advertising in Interactive Software Products](#) of the former Spanish Association of Distributors and Entertainment Software Editors (AEDES), current Spanish Videogames Association (AEVI – Asociación Española de Videojuegos) (2005). Modified in 2018.



### Advertising of Health Technology

[Code Ethics of the Health Technology Sector](#) of the Spanish Federation of Health Technology Companies (Fenin). (2006). Modified in 2022.



# 6. CODES OF CONDUCT AND SECTORAL SELF-REGULATION

## 6.1. SECTORIAL CODES OF CONDUCT (cont.)



### Advertising of Enteral Nutrition Products

[Code of Ethics of 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 2020.



### Advertising 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](#) of the Association for Health Self-care (Anefp - Asociación para el Autocuidado de la Salud). (2007). Modified in 2020.



### Advertising of Gambling Activities

[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 2019.



### 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.



### Perfumes and Cosmetics Advertising

[Selfregulation Code for a responsible communication of Perfumes and Cosmetics](#) (STANPA – Spanish Association of Perfumes and Cosmetics) (2015).



### Cinema Advertising

[Code of Ethics of advertising in cinema by the major film advertising agencies](#) (Movierecord, Discine and 014 IN) (2016).



### Advertising of Bottled Drinking Water

[Ethics Code of Good Practice of bottled drinking water sector in labelling and advertising](#) (ANEABE) (2016).



### Code of Conduct for the interactions with the Health Community with the Spanish Association of Generic Medications

[Code of Conduct on Interactions with Health Community](#) (AESEG) (2018). Modified in 2022.



### Wine Advertising

[Code of Wine Commercial Communications](#) (OIVE) (2018). Modified in 2021.



### Advertising of Disposable wipes

[Code of Best practices for labelling of disposable wipes and wet toilette paper](#) (STANPA). (2019).



### Influencers Advertising

[Code of Conduct on the use of influencers](#) in advertising of the Spanish Association of Advertisers (aea) and AUTOCONTROL (2020). Within the framework of the Protocol signed with the Ministry of Economic Affairs and Digital Transformation and the Ministry of Consumer Affairs (2020).



### Data Processing in Advertising Activity

[Code of Conduct for Data Processing in Advertising Activity](#) (2020). Modified in 2023.

# 6. CODES OF CONDUCT AND SECTORAL SELF-REGULATION

## 6.2. DIGITAL ADVERTISING SELF-REGULATION

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Our Association carries out a strong activity on digital media advertising, which is also applied to both the Code of Advertising Practice of AUTOCONTROL and other sectorial Codes we applied.

The increase of the advertising investment in digital media in the last years has brought an important increase of the use of the prior advice services AUTOCONTROL offers to the companies of the industry. **In 2023, 19,771 voluntary requests for Copy Advice® were received regarding electronic commercial communications.** These requests are mainly related to advertising content which will be included in websites, displays, mailings or social media. Moreover, digital media has become the most claimed media before the Advertising Jury.

Aware of the features and specific needs of the digital media, AUTOCONTROL has progressively turned on specific services focused on the advertising in this type of media. **Since 2013 the Data Protection and Digital Regulation has offered the Cookie Advice® service, related to the compliance of the regulation on privacy in websites.**

Digital advertising monitoring reports, complaints resolution on behavioural advertising within the framework of the *“Your online Choices”* platform, developed by the *European Interactive Digital Advertising Association (EDAA)*, or the settlement of claims related to the allocation of “.es” domains, are other activities which AUTOCONTROL has carried out related to digital advertising.

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**In 2023, 58,80% of the voluntary requests for Copy Advice® were related to electronic commercial communications.**

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More recently it was launched the **Web Advice®** service to advice about the deontological and legal adaptation of the advertising contents included in a website.

Finally, to complement this service offer, **in January 2018** AUTOCONTROL launched a new service named **Data Advice®**, which includes **different legal tools addressed to advice companies in the implementation and compliance on the new data protection regulations.** Also in January 2018, AUTOCONTROL, in collaboration with the **Spanish Data Protection Agency (AEPD)**, and with the participation of **MÁSMÓVIL Group, Orange, Telefónica and Vodafone, launched a new mediation service** to make the resolution of possible claims related to data protection easier, such as unwanted advertising, identity theft or the data processing for invoices reception after having requested the cancellation of the service. This mediation, managed by AUTOCONTROL as an independent third-party, provides an agile and free solution for the user, without needing to turn to a judicial or administrative procedure.

AUTOCONTROL continues actively participating in different activities related to digital advertising self-regulation in Spain and in European and international level.

# 6. CODES OF CONDUCT AND SECTORAL SELF-REGULATION

## 6.2. DIGITAL ADVERTISING SELF-REGULATION (cont.)

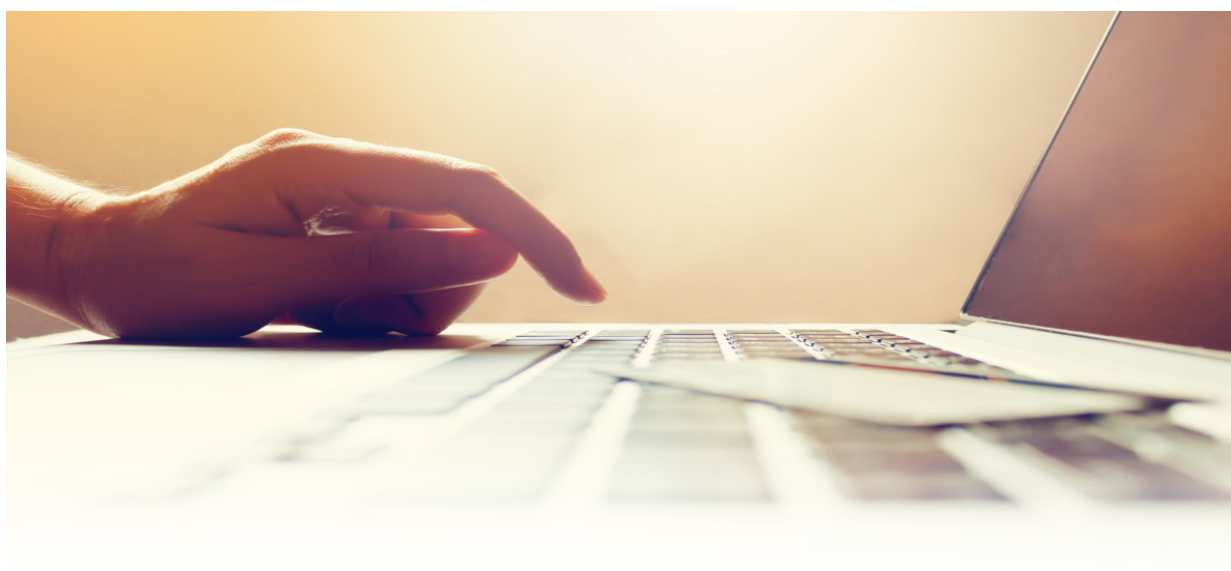
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In Spain, apart from the agreement action Protocol signed in September 2017, which supports the development of the voluntary mediation system mentioned above, AUTOCONTROL has another **collaboration Agreement with the AEPD, and an agreement with Red.es**. It also keeps in regular contact with the **Information Society State Department and Digital Agenda (SESIAD)**. And when it's necessary, it coordinates its activity with the representative association of the industry. As a result of this collaboration, **in 2013 AUTOCONTROL actively participated in the creation of the first Guide in Europe about the cookies use, together with the Spanish Data Protection Agency (AEPD) and Adigital, IAB Spain and the AEA.**

At a communitary level, playing the role of Vicepresident of **EASA**, AUTOCONTROL actively participates in all the projects related to digital

advertising self-regulation carried about by this organization. It also partipates in the Board of Directors of **EDAA**, representing all the European advertising self-regulation organism.

Finally, AUTOCONTROL is President of **Confianza Online**, the Association it created in 2003 together with Adigital to increase the user's trust on digital media. **Through its Seal, companies which use it can show high levels of ethic commitment to users, moreover, a quick, affordable and efficient out-of-court complaints resolution system is provided.**



# 6. CODES OF CONDUCT AND SECTORAL SELF-REGULATION

## 6.3. TV ADVERTISING SELF-REGULATION

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TV advertising self-regulation is one of the key areas for AUTOCONTROL. The self-regulation system in this field was launched in 2002 with the sign of an **agreement between the main national and regional TV operators**. According to it, a self-regulation system, managed by AUTOCONTROL, is established, by virtue of which adhered operators are able to request a report on the lawfulness and deontological correction of the advertising campaigns they are going to broadcast, when they have doubts about them.

This agreement where complemented with the signing, in 2003, of the collaboration agreement with what was the former audiovisual authority: the Telecommunications and Information Society State Department (SETSI). This last agreement has been replaced by the **Collaboration agreement for the development of the co-regulation about commercial communications on TV** signed in 2015 between AUTOCONTROL and the **National Commission of Markets and Competition (CNMC)**.

According to this, the CNMC recognises the usefulness of the self-regulatory procedure as a complementary mechanism for administrative and judicial procedures, and establishes a cooperation frame with AUTOCONTROL.

Both agreements set up their corresponding **Joint Committees** with AUTOCONTROL, which meet on a monthly basis. AUTOCONTROL plays the same role as the French and English self-regulation systems do with their corresponding audiovisual authorities, on one hand, and with the national TV operators, on the other.

**In 2023, and in the context of the aforementioned Agreements, the Legal Counsel of AUTOCONTROL reviewed 8,196 TV ads before being broadcasted, and at the request of advertisers, agencies or media; 77,05% of them obtained a positive Copy Advice® result, in 26,67% changes were recommended, and 0,28% were negative.**

In the field of television advertising, a special effort has been made with regards to the protection of minors. In particular, AUTOCONTROL revised in 2023, 1,408 advertising aimed at children, **about 90% of this type of advertising**. This activity is carried out in collaboration with the TV operators and the advertisers from the toy, videogame and food sectors, which has assumed, at the same time, self-regulation commitments on the advertising aimed at this public.

TV advertising self-regulation is complemented with the collaboration agreements signed in 2006 with the **Audiovisual Councils of Andalusia and Catalonia**, and, in 2016, with the **Presidency of the Autonomous Community of Valencia** in 2016, as autonomous audiovisual authorities.

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**In 2023, and in the context of the aforementioned Agreements, the Legal Counsel of AUTOCONTROL reviewed 8,196 TV ads before being broadcasted.**

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# 6. CODES OF CONDUCT AND SECTORAL SELF-REGULATION

## 6.4. FINANCIAL ADVERTISING SELF-REGULATION

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 introduced 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, was eliminated. The Bank of Spain keeps its a posteriori control competence.

The 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 30th 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 has been subject to development through Circular 6/2010 of September 28th, from the Bank of Spain to credit and payment institutions, about advertising services and banking products. In this 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 22nd, 2010, the Bank of Spain acknowledged that AUTOCONTROL attested compliance with all the aforementioned requirements.



So, credit institutions, through their adhesion to AUTOCONTROL and their systematic Copy Advice® requests to the Copy Advice® Team on the legality and ethical correctness of their draft campaigns before their release, would fulfil the obligation of internal control required by that Order.

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**On December 22nd, 2010, the Bank of Spain acknowledged that AUTOCONTROL attested compliance with all the aforementioned requirements.**

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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® issued by AUTOCONTROL, and whereby that fact has been communicated to the Bank of Spain, the institution 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®.

Since it came into effect, the Legal Counsel of AUTOCONTROL has successfully processed more than 197,000 requests of Copy Advice® related to drafts of advertising campaigns from more than a hundred credit institutions who are members of AUTOCONTROL.

In addition, AUTOCONTROL has been recognized by the Bank of Spain as an advertising self-regulation system, for the purposes of the provisions of Circular 4/2020, of June 26, of the Bank of Spain, on advertising of banking products and services and in Circular 2/2020, of October 28, of the National Securities Market Commission, on advertising investment products and services.



# 6. CODES OF CONDUCT AND SECTORAL SELF-REGULATION

## 6.5. MEDICINES ADVERTISING SELF-REGULATION

In October 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**, for the benefit of consumers, the own sector and the general market.

The agreement had the aim of improving 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.

As part of this agreement, ANEFP offers a prior medical advice service ("ANEFP Seal"). **On its behalf, AUTOCONTROL provides its Copy Advice® service** for the verification of the advertising regulation compliance **related to advertising of over-the-counter medicines**. Without affecting its competences, **the Directorate-General of the Basic Services Portfolio of the National Health and Pharmacy System will consider that the company acted in good faith if, having getting a positive Copy Advice® report, it would have adapted to it.**

AUTOCONTROL is also in charge of **solving**, through its Advertising Jury, and according to its



rules, of all the complaints related to this kind of advertising.

Moreover, since 2002 **AUTOCONTROL has applied the Code of Best Practices for the Pharmaceutical Industry**, as a result of its agreement with FARMAINDUSTRIA. This Code changed in 2016. And since 2007 we apply **the Code of Deontological Rules for the promotion and advertising of medicines addressed to the public and other products for the health self-care** from the Health Self-Care Association (ANEFP).

Finally in 2018, was signed the **Code of Conduct for the interactions with the Health Community** with the **Spanish Association of Generic Medications (AESEG)**.

# 6. CODES OF CONDUCT AND SECTORAL SELF-REGULATION

## 6.6. ADVERTISING AIMED AT CHILDREN SELF-REGULATION

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A good example of the proper work of self-regulation in “cooperation with Public Authorities” can be found in the field of **food and beverages advertising aimed at childrens**.

In 2005 the **Ministry of Health** signed with the **Food and Drinks Industry Federation (FIAB)** and AUTOCONTROL and agreement on the **self-regulation of food and beverages advertising aimed at childrens**. The main objective of this agreement was the launch of the **Co-regulation Code of the Food Advertising Aimed at Childrens, Obesity Prevention and Health (FIAB’s PAOS Code)**, whose control was entrusted to AUTOCONTROL.

FIAB’s PAOS Code is one of the main points of the NAOS strategy headed by the **Spanish Agency of 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 children.

In 2011, NAOS strategy was consolidated and drive by the Law 17/2011 on Food Security and Nutrition. To secure the compliance of what was expected in this Law, in 2012 the **new (PAOS Code)** through the co-regulation agreement signed by what was the Spanish Agency of Food Security and Nutrition (AESAN), FIAB, AUTOCONTROL, **ANGED**,



**ASEDAS, ACES, FEHR y FEHCAREM (now Dining Brands).**

The PAOS Code approved in 2012 expand the commitment of the sector, adding a rules set to guide the adhered companies in the development, execution and dissemination of their ads aimed to Internet users who are under the age of 15. This new PAOS Code also established a monitoring system for Internet advertising. AUTOCONTROL was appointed as the responsible of managing this monitoring, which has been carrying out since then (monitoring activities has been completed since 2013 until 2022).

Within the Agreement’s framework and since it came into effect, the Legal Counsel of AUTOCONTROL issued **more than 9,000 Copy Advice®** related to food and drink advertising projects aimed at minors prior to their broadcast, requested by companies adhered to PAOS. **547** of these requests were managed in **2023**. Regarding complaints, 34 cases have been presented before the Advertising Jury, in 2023 there was no case.

Otherwise, the PAOS Code has a **Joint Committee**, lead by **AESAN**. Apart from all the signers of the agreement, the Spanish audiovisual authority (now the CNMC), the Ministry of Agriculture and Environment, the Consumer and Users Counsel and the Spanish Advertisers Association (aea) are part of it. AUTOCONTROL plays the Secretary role of this Committee.

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**This Code, pioneered 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 children.**

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# 7. ANNEX I

## BOARD OF DIRECTORS

Constituted on May 30, 2024, after the General Assembly meeting held on that date.

### PRESIDENT

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**Xavi Pons Pes**  
General Director  
IDILIA FOODS, S.L. (Cola Cao / Nocilla)

### VICEPRESIDENTS

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**Javier López Zafra**  
General Secretary  
LOREAL ESPAÑA S.A.



**José Miguel García-Gasco Martínez**  
General Director  
ATRES ADVERTISING S.L.U.



**Rafael Urbano Lama**  
CEO Carat  
DENTSU SPAIN, S.L.U.



**Reyes Justribó Ferrer**  
General Director  
INTERACTIVE ADVERTISING BUREAU  
(IAB) SPAIN

### TREASURER

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**Mauricio García de Quevedo Ruiz**  
Director General  
FEDERACIÓN ESPAÑOLA DE INDUSTRIAS  
DE ALIMENTACIÓN Y BEBIDAS (FIAB)

### MEMBERS

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**María López Fernández**  
General Manager Iberia  
ANTONIO PUIG, S.A.



**Claudia Ten Hoevel**  
External Affairs Manager  
BACARDI ESPAÑA S.A.U.



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



**Beatriz Osuna María**  
Head of Public Affairs  
COMPAÑÍA DE SERVICIOS DE BEBIDAS  
REFRESCANTES, S.L. (Coca-Cola)



**Elena Cabrero Sánchez**  
Directora de Marketing y Marca  
COMPAÑÍA ESPAÑOLA PETRÓLEOS,  
S.A. (CEPSA)



**Javier Coromina Gimferrer**  
Marketing Services Director  
CUÉTARA S.L.U.



**Francesc Casajuana Cuscó**  
General Counsel Iberia Director  
DANONE, S.A.



**José Antonio Bonache Aparisi**  
Corporate Affairs Director  
DEOLEO, S.A.



**Henar López Senovilla**  
Director of Communication, CSR and  
Public Affairs  
GRUPO LACTALIS IBERIA



**Natalia González-Valdes Contreras**  
Director of Corporate Affairs and  
Sustainability  
MAHOU-SAN MIGUEL



**Alberto Vega Pascual**  
Institutional Relations Director  
NESTLÉ ESPAÑA S.A.



**Ruth Chocarro Melgosa**  
Institutional Relations  
PERNORD RICARD ESPAÑA S.A.

# 7. ANNEX I

## BOARD OF DIRECTORS

Constituted on March 28, 2023, after the General Assembly meeting held on that date.

### MEMBERS

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**Sarah Chemouli**  
Senior Director Brand  
Operation PROCTER & GAMBLE  
ESPAÑA S.A.U.



**Natalia Villoria Martínez**  
Head of Advertising, Sponsorship &  
Events  
REPSOL S.A.



**Antonio Bengoa**  
Institutional Relations Director  
TELEFÓNICA DE ESPAÑA S.A.U.



**Patricia Fresneda Martínez**  
Brand Director  
VODAFONE ESPAÑA S.A.U.



**Joan Jordi Vallverdú Solanas**  
CEO  
OMNICOM MEDIA GROUP S.L.



**Santiago de Mollinedo González**  
CEO  
PERSONALITY MEDIA S.L.



**Claudia Safont Clavell**  
CEO  
TBWA ESPAÑA



**Luis de Val Mínguez**  
CEO  
YOUPLANET, S.L.



**Carlos Valiente Palazón**  
General Director  
014 MEDIA (014 IN, S.L.)



**Antonio Jesús López Velasco**  
Head of Commercial Department  
CANAL SUR



**Gema Nuñez Ventura**  
Advertising Industry Relations Manager  
GOOGLE SPAIN S.L.



**Alfonso Oriol Fabra**  
Joint administrator  
MOVIEDIS MEDIA CINE, S.L.



**Casimiro Romero Barrero**  
Head of Media Sales & Partners  
THE WALT DISNEY COMPANY



**Silvia Bajo Gálvez**  
General Director  
SPANISH AGENCY OF ADVERTISERS  
(aea)



**Maite Francés Barceló**  
Marketing Director  
SPANISH ASSOCIATION OF TOYS  
MANUFACTURERS (AEFJ)



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



**Ana Bosch Jiménez**  
Legal Department Director  
FARMAINDUSTRIA



**Elia Méndez Bravo**  
General Director  
ASOCIACIÓN DE EMPRESAS DE LA  
COMUNICACIÓN (LA FEDE)

### SECRETARY

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**José Domingo Gómez Castallo**  
General Director  
AUTOCONTROL

# 8. ANNEX II

ADVERTISING JURY After the Board of Directors on December 12th 2023



## PRESIDENT

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**José Ramón Ferrándiz Gabriel**  
Former Magistrate Civil Court Supreme Court.

## SECTION ONE

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### PRESIDENT



**Julio Costas Comesaña**  
Professor of Commercial Law at the University of Vigo.  
Exvocal Tribunal for the Defense of Competition.

### MEMBERS



**Charo González Escudero**  
Former Director of Media and Research at Telefónica.  
Volunteer in Cruz Roja.



**Ignacio Cruz Roche**  
Professor of Marketing and Market Research, Autonomous University of Madrid.  
Former Vice-rector of the Autonomous University of Madrid.



**Roberto Sabrido \***  
Doctor.  
Former President of AESAN.

### ALTERNATES

**Milagros Benito Tapia**  
**Eugeni Sedano Monasterio**  
**David Torrejón Lechón**



# 8. ANNEX II

## ADVERTISING JURY After the Board of Directors on December 12th 2023

### SECTION TWO

---

#### PRESIDENT



#### **María Teresa de Gispert Pastor**

Professor of Commercial Law at the University of Barcelona.  
Permanent Member of the General Codification Commission of the Ministry of Justice.

#### MEMBERS



#### **Carmen Marco Álvarez**

Former General Director of RBA.  
Former General Deputy Director of Corporate Marketing and Advertising at Telefónica.  
Former member of the Board of Directors of AUTOCONTROL.  
Novel writer.



#### **Inmaculada Postigo Gómez \***

Dean of the Faculty of Communication Sciences of the University of Malaga.



#### **Esther Martínez Pastor**

Professor of Advertising and Public Relations at the University of Rey Juan Carlos.

#### ALTERNATES

#### **Nelson Castro Gil \***

#### **Roberto Sabrido \***

#### **Mercedes del Hoyo Hurtado \***

### SECTION THREE

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#### PRESIDENT



#### **Pilar Martín Aresti**

Professor of Commercial Law at the University of Salamanca.

#### MEMBERS



#### **Nelson Castro Gil \***

Former Director General of Consumption.  
Chairman of the Monitoring Commission of the Toymakers Code.



#### **Ignacio García Cano**

Former Director of Procter & Gamble, Johnson & Johnson and Calidad Pascual.



#### **David Torrejón Lechón**

Former Director General of the AEA.  
Former Director General of the FEDE.  
Former member of the Board of Directors of AUTOCONTROL.

#### ALTERNATES

#### **Juana Farfán Montero**

#### **Manuel López Cachero**

#### **Carmen Marco Álvarez**

# 8. ANNEX II

## ADVERTISING JURY After the Board of Directors on December 12th 2023

### SECTION FOUR

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#### PRESIDENT



**Manuel Rebollo Puig \***

Professor of Administrative Law at the Law College of Córdoba.

#### MEMBERS



**Eulalia Adelantado**

Professor of Audiovisual Communication and Advertising at the Polytechnic University of Valencia.



**Juana Farfán Montero**

PhD in Communication and lecturer in the area of Advertising and Audiovisual Communication at the University Juan Carlos of Madrid.



**Marta Fontcuberta**

Former Director of Communication and Advertising at Coca Cola (Spain and Mexico).  
Current Coach.

#### ALTERNATES

**Ignacio García Cano**

**Juan Ramón Plana Pujol**

**Inmaculada Postigo Gómez \***

### SECTION FIVE

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#### PRESIDENT



**José Luis Piñar Mañas \***

Professor of Administrative Law at University CEU-San Pablo of Madrid.  
Former Director of the Spanish Data Protection Agency (AEPD).

#### MEMBERS



**Milagros Benito Tapia**

McCann's former Director of Planning.



**Manuel López Cachero**

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



**Juan Ramón Plana Pujol**

Former Director General of the aea.  
Former vice president of the Board of Directors of AUTOCONTROL.  
Former member of the Disciplinary Affairs Committee of AUTOCONTROL.

#### ALTERNATES

**Eulalia Adelantado**

**Marta Fontcuberta Rueda**

**Pedro Vallejo Vallejo**

# 8. ANNEX II

## ADVERTISING JURY After the Board of Directors on December 12th 2023

### SECTION SIX

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#### PRESIDENT



**Luis Antonio Velasco San Pedro**

Professor of Commercial Law at the University of Valladolid.

#### MEMBERS



**Mercedes del Hoyo Hurtado \***

Vice-rector for Journalism at the Rey Juan Carlos University.



**Eugeni Sedano Monasterio**

Former Director of Institutional Relations at Esteve.  
Former Director General of Health Resources of the Generalitat de Catalunya.



**Pedro Vallejo Vallejo**

Former Commercial Director RTVE.  
Former member of the Self-Control Disciplinary Affairs Commission.

#### ALTERNATES

**Charo González Escudero**

**Ignacio Cruz Roche**

**Esther Martínez Pastor**

### SECTION SEVEN

---

The seven section is comprised of one member of the following categories:

#### INDEPENDENT LAWYERS



**Julio Costas Comesaña**

Professor of Commercial Law at the University of Vigo.  
Exvocal Tribunal for the Defense of Competition.



**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).



**Manuel Rebollo Puig \***

Professor of Administrative Law at the Law College of Córdoba.

#### ASOCIACIONES DE CONSUMIDORES:



**Alejandro Perales Albert**

Technical Adviser at Usuarios de la Comunicación (AUC).



**Mª Esperanza Rodríguez Carro**

Responsible of the Law Department at Asociación de Usuarios de la Comunicación (AUC).

# 8. ANNEX II

ADVERTISING JURY After the Board of Directors on **December 12th 2023**



**Gustavo Samayoa Estrada**

President of Federación de Usuarios Consumidores Independientes (FUCI).

## ADVERTISING MARKET EXPERTS:



**Ignacio Cruz Roche**

Professor of Marketing and Market Research, Autonomous University of Madrid.  
Former Vice-rector of the Autonomous University of Madrid.



**Juana Farfán Montero**

PhD in Communication and lecturer in the area of Advertising and Audiovisual Communication at the University Juan Carlos of Madrid.



**Juan Ramón Plana Pujol**

Former Director General of the aea.  
Former vice president of the Board of Directors of AUTOCONTROL.  
Former member of the Disciplinary Affairs Committee of AUTOCONTROL.

## SECRETARIO



**Anxo Tato Plaza**

Professor of Commercial Law at Universidad de Vigo.

\* Appointed according to the Agreement signed by AUTOCONTROL with the General Direction of Consumer (Former National Institute of Consumer) January 13th 1999.



# 9. ANNEX III

## MEMBERS LIST UPDATED on December 31st 2023



### ADVERTISERS

8PE ESPAÑA PLC  
ABANCA CORPORACION BANCARIA, S.A. [ABANCA]  
ABANCA SERVICIOS FINANCIEROS, EFC, S.A.  
ABBOTT LABORATORIES, S.A.  
ABOCA ESPAÑA, S.A.U.  
AB AZUCARERA IBERIA, SLU  
AC MARCA HOME CARE, S.A.  
ACTA FARMA, S.L.  
ADN COMUNITY, S.L.  
AFFINITY PETCARE, S.A.  
AGRUPACION AMCI DE SEGUROS Y REASEGUROS, S.A.  
AGUAS DANONE, S.A.  
AGUAS DE SOLAN DE CABRAS, S.A.  
ALCON HEALTHCARE, S.A.  
ALDI SUPERMERCADOS, S.L.  
ALMIRALL, S.A.  
ALL HEALTHY GROUP, LDA  
ALLIANZ , COMPAÑIA DE SEGUROS Y REASEGUROS, S.A.  
AMPLIFON IBERICA, S.A.U  
AMY HISPANIA CORREDURÍA DE SEGUROS S.L.U.  
ANETO NATURAL, SLU  
ANGELINI FARMACEUTICA, S.A.  
ANTONIO PUIG, S.A.  
ARCO PRIVATE PROJECTS, S.L.  
ARKOPHARMA LABORATORIOS, S.A.U.  
ARQUIA BANK, S.A.  
ASAC COMPAÑIA BIOTECNOLOGIA E INVESTITACION, S.A.  
ASESORES Y GESTORES FINANCIEROS, S.A.  
ASISA - ASISTENCIA SANITARIA INTERPROVINCIAL  
ASISA CARE SERVICIOS Y DISTRIBUCIÓN, S.L.  
ASISA DENTAL S.A.U.  
ASTELLAS PHARMA, S.A.  
ATTIJARIWAFI BANK EUROPE S.E.  
AXA SEGUROS GENERALES, S.A.  
BACARDI ESPAÑA, S.A.  
BANCA MARCH  
BANCA POPOLARE ETICA SUCURSAL EN ESPAÑA  
BANCA PUEYO  
BANCO BILBAO VIZCAYA ARGENTARIA, S.A. [BBVA]  
CBNK BANCO DE COLECTIVOS, S.A.  
BANCO CETELEM, S.A. SOCIEDAD UNIPERSONAL  
BANCO COOPERATIVO ESPAÑOL, S.A.  
BANCO DE CREDITO SOCIAL COOPERATIVO, S.A.  
BANCO DE DEPOSITOS, S.A.  
BANCO DE INVERSIÓN GLOBAL, S.A., SUCURSAL ESPAÑA  
BANCO DE SABADELL, S.A.  
BANCO FINANTIA, S.A. SUCURSAL EN ESPAÑA  
BANCO MEDIOLANUM S.A.  
BANCO PICHINCHA ESPAÑA, S.A.  
BANCO SANTANDER, S.A.  
BANDAI ESPAÑA, S.A.  
BANKINTER CONSUMER FINANCE, E.F.C., S.A.  
BANKINTER, S.A.  
BANQUE CHAABI DU MAROC SUCURSAL EN ESPAÑA  
BAYER HISPANIA, S.L.  
BEAM SUNTORY ESPAÑA BEVERAGES, S.L.U.  
BEBIDAS DE CALIDAD DE MADRID, S.L.U. [CERVEZAS LA VIRGEN]  
BEIERSDORF, S.A.[BDF NIVEA]  
BETFAIR INTERNATIONAL SPAIN  
BETWAY LIMITED GUERNSEY BRANCH  
BFF BANK SPA, SUCURSAL EN ESPAÑA  
BIMBO DONUTS IBERIA, SAU  
BINGOSOFT PLC  
BIOSOL ENERGIA RENOVABLE ESPAÑA, S.L.  
BIOWAIR TOTAL SYSTEM, S.L. pasan a denominarse  
BIOW EXPOSOMICS S.L.U.  
BIZAK, S.A.  
BLOX B.V.  
BMW BANK GMBH, SUCURSAL EN ESPAÑA  
BNP PARIBAS S.A. SUCURSAL EN ESPAÑA  
BODEGAS FUNDADOR, S.L.U.  
BODEGAS MARQUES DE VIZHOJA  
BOIRON SIH, S.A.  
BOLTON CILE ESPAÑA, S.A.  
BP ENERGÍA ESPAÑA, S.A.U  
BROWN FORMAN SPAIN, S.L.  
BSH ELECTRODOMESTICOS ESPAÑA, S.A.  
BURGER KING ESPAÑA, S.A.  
CA AUTO BANK, SpA Sucursal en España.  
CAIXA DE CREDIT DELS ENGINYERS- CAJA DE

CRÉDITO DE LOS INGENIEROS, S.C.C.  
CAIXA RURAL GALEGA, S.C.C.  
CAIXABANK, S.A.  
CAIXABANK PAYMENTS & CONSUMER, E.F.C., E.P., S.A.U.  
CAJA ALMENDRALEJO  
CAJA DE AHORROS DE ONTINYENT  
CAJA RURAL DE ALBACETE, CIUDAD REAL Y CUENCA, SCC (GLOBALCAJA)  
CAJA RURAL DE BURGOS, FUENTEPELAYO, SEGOVIA Y CASTELLDANS, SCC [CAJAVIVA CAJA RURAL]  
CAJA RURAL CENTRAL S.C.C.  
CAJA RURAL DE ALGEMESI, S.C.C.  
CAJA RURAL DE ARAGON, S.C.C.  
CAJA RURAL DE ASTURIAS, 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 TERUEL, S.C.C.  
CAJA RURAL DE ZAMORA, S.C.C.  
CAJA RURAL DEL SUR, S.C.C.  
CAJA RURAL REGIONAL SAN AGUSTÍN, C.COOP  
CAJA RURAL SAN JOSE DE ALORA  
CAJA DE CREDITO DE PETREL  
CAJAMAR CAJA RURAL  
CAJA RURAL ALTEA  
CAJA RURAL SAN ROQUE DE ALMENARA  
CAIXA RURAL SANT VICENT FERRER DE LA VALL D'UIXO  
CAIXA RURAL DE CALLOSA D'EN SARRIA  
CAJA RURAL CATOLICO AGRARIA  
CAIXA RURAL TORRENT  
CAJA RURAL SAN JOSE DE BURRIANA  
CAJA RURAL SAN JAIME DE ALQUERIAS NIÑO PERDIDO  
CAJA RURAL DE CHESTE  
CAJA RURAL DE ALGINET  
CAJA RURAL SAN ISIDRO DE VILAFAMES  
CAIXA RURAL SANT JOSEP DE VILAVELLA  
CAJA RURAL LA JUNQUERA DE CHILCHES  
CAJA RURAL SAN JOSE DE NULES  
CAJA RUAL DE VILLAR  
CAJA RURAL TURIS  
CAJA SIETE, CAJA RURAL, S.C.C.  
CAJASUR BANCO, S.A.U.  
CALIDAD PASCUAL, SAU  
CALVO DISTRIBUCIÓN ALIMENTARIA, S.L.U.  
CAMPARI ESPAÑA, S.L.  
CAMPOFRÍO FOOD GROUP, S.A.  
CARNES Y VEGETALES, S.L.  
CARTERA VIVANTA, S.L.  
CARWOW SPANISH, S.L.U.  
CASINO BARCELONA INTERACTIVO, S.A  
CASTELAO PICTURES, S.L. (FILMAX)  
CASUAL BEER AND FOOD, S.A.  
CAUDALIE SPAIN S.L.  
CEFATOYS, S.A.  
CENCOSU, S.L.  
CENTRO DE FORMACIÓN PROFESIONAL EN EL DEPORTE Y LA SALUD MALAGA 2015 S.L.  
CENTRO DE IMAGEN DIAGNOSTICA RESONA S.A.U.  
CENTROS COMERCIALES CARREFOUR, S.A.  
CERVEZAS ALHAMBRA, S.L.  
CHIESI ESPAÑA, S.A.  
CHUPA CHUPS, S.A.U.[SMINT, MENTOS, HAPPYDENT, GOLIA]  
CLEARPAY, S.A.  
CLÍNICA BAVIERA, S.A.  
CLINICA SAN ROQUE, S.A.  
CLUB INTERNACIONAL DEL LIBRO, MARKETING DIRECTO, S.L.  
CODERE ONLINE, SAU  
CODORNIU, S.A.  
COFIDIS, S.A.SUCURSAL EN ESPAÑA  
COLEGIO PROFESIONAL DE FISIOTERAPEUTAS DE LA COMUNIDAD DE MADRID  
COLGATE-PALMOLIVE ESPAÑA, S.A.  
COLORFUL TASTE DISTRIBUTORS, S.L.  
COMAR INVERSIONES, S.A.  
COMERCIA GLOBAL PAYMENTS ENTIDAD DE PAGO,

S.L.  
COMERCIAL GALLO, S.A.  
COMPAÑIA CERVECERA DE CANARIAS, S.A.  
COMPAÑIA DE SERVICIOS DE BEBIDAS REFRESCANTES, S.L.(COCA-COLA)  
COMPAÑIA ESPAÑOLA PETRÓLEOS, S.A.U (CEPSA)  
CONSEJO REGULADOR DE LA DENOMINACION DE ORIGEN DE SOMONTANO  
COOPERATIVA DEL VALLE DE LOS PEDROCHES (COVAP)  
CORPORACIÓN ALIMENTARIA PEÑASANTA, S.A.[CAPSA - CENTRAL LECHERA ASTURIANA)  
CREDIT AGRICOLE CONSUMER FINANCE SPAIN, EFC, S.A.U.  
CREDI DINER, S.L.U.  
CRUVERSAN SOLUCIONES, S.L. (IBERCREDIT)  
CUETARA, SLU  
CUENDE INFOMETRICS, S.A.  
4FINANCE SPAIN FINANCIAL SERVICES, SAU (VIVUS)  
DAMM, S.A. [ESTRELLA DAMM, VOLL DAMM, AGUA FUENTE LIVIANA, AGUA VERI]  
DANONE, S.A.  
DANONE NUTRICIA SRL  
DENTAL GOOD DEAL IBERIA, S.L.  
DEOLEO GLOBAL, S.A.U.  
DEUTSCHE BANK, S.A. ESPAÑOLA  
DIAGEO ESPAÑA, S.A.  
DISET, S.A.  
DISTRIBUIDORA INTERNACIONAL DE ALIMENTACIÓN, S.A. (DIA)  
DONTE GROUP, S.L.U.  
DOSKA COSMETICOS, S.L.  
DRASANVI, S.L.  
DRIVEK SOLUTION, S.L.  
DR. SCHÄR ESPAÑA, S.L.U.  
DZBT DEPORTES, S.A.U.  
EBN BANCO DE NEGOCIOS, S.A.  
ECAREYOU INNOVATION, S.L.  
ECKES GRANINI IBÉRICA, S.A.  
EDITORIAL PLANETA DEAGOSTINI, S.A.  
EDITORIAL SALVAT, S.L.  
EDUCA BORRAS, SAU  
EL CORTE INGLÉS, S.A.  
ELABORADOS DIETÉTICOS, S.A.U. (ELADIET)  
ELANCO SPAIN, S.L.U  
ELECTRAWORKS MALTA PLC  
ELECTRONIC ARTS SOFTWARE, S.L.  
ENTIDAD PUBLICA EMPRESARIAL RED.ES  
EPOCH PARA IMAGINAR, S.L.  
ESDOMO TELECOM, S.L.  
ESKARIAM ADVISORS, S.L.  
ESSITY SPAIN, S.L.U.  
ESTEVE PHARMACEUTICALS, S.A.  
EURASIA SOLUTIONS PLC  
EUROBOX, S.A.  
EURO 6000, S.L.  
EUSKATEL S.A.  
EVO BANCO, S.A.  
FÁBRICAS AGRUPADAS DE MUÑECAS DE ONIL (FAMOSA)  
FDJ NINCO, S.L.U.  
FAES FARMA, S.A.  
FARMASIERRA LABORATORIOS, S.L.  
FCE BANK, PLC, SUCURSAL EN ESPAÑA (FORD CREDIT)  
FERRER INTERNACIONAL, S.A.  
FERRERO IBÉRICA, S.A.  
FEU VERT IBERICA, S.A.  
FIAT CHRYSLER AUTOMOBILES SPAIN, S.A.  
FINANCIALPAR, S.L.U.  
FINANCIERA CARRION, S.A. ESTABLECIMIENTO FINANCIERO DE CREDITO, EFC  
FINANCIERA EL CORTE INGLÉS E.F.C., S.A  
FINANCIERA ESPAÑOLA DE CREDITO A DISTANCIA, EFC, S.A.  
FINANCIERE DES PAIEMENTS ELECTRONIQUES SAS, SUCURSAL EN ESPAÑA  
FINELF.COM SP. Z O.O.  
FLAMAGAS, S.A.  
FLATEXDEGIRO BANK DUTCH BRACH  
FOOD DELIVERY BRANDS, S.A.  
FORD ESPAÑA S.L.  
FPO SPAIN, PLC  
FROMAGERIES BEL ESPAÑA, S.L.



# 9. ANNEX III

## MEMBERS LIST UPDATED on December 31st 2023

FUNDACION SIGLO PARA LAS ARTES DE CASTILLA Y LEON	LUIS CABALLERO COMERCIAL Y DISTRIBUCION, S.A.	SANTANDER CONSUMER FINANCE, S.A.
FUNSTAGE SPIELEWEBSEITEN BETRIEBSGES M.B.H. FUTORVIT, S.L.	LUCKIA GAMING GROUP	SANTANDER MAPRFRE HIPOTECA INVERSA, E.F.C., S.A.
GACM SEGUROS GENERALES, COMPAÑÍA DE SEGUROS Y REASEGUROS, S.A.U.	MGA ENTERTAINMENT BELGIUM	SENEAS FINANCE HISPANIA EFC, S.A.
GALLETAS ARTIACH, SAU	MAGIC BOX INT. TOYS, S.L.U.	SCANIA HISPANIA, S.A.
GALLETAS GULLON S.A.	MAHOU, S.A.	SCHWEPPE, S.A.
GALLINA BLANCA, S.A.U.	MANOHAY DENTAL, S.A. (STRAUMANN)	SENEAS FINANCE HISPANIA S.L.U.
GCC CONSUMO EFC, S.A. (Cajamar Consumer)	MANTEQUERIAS ARIAS, S.A.U.	SECTOR ALARM SPAIN, SAU
GLASS CHEMICALS, SLU	MASMOVIL IBERCOM, S.A.	SELECTAVISION, S.L.U.
GLOBAL PAYMENTS MONEYTOPAY EDE S.L.	MATTEL ESPAÑA, S.A.	SERVICIOS FINANCIEROS CARREFOUR, E.F.C., S.A.
GOLIATH GAMES IBERIA SRLU	MEDIA SATURN ADMON. ESPAÑA, S.A.U. cambia a	SINGULAR BANK, S.A.U.
GONZALEZ BYASS, S.A.	MEDIA MARKET SATURN, S.A.U.	SIXT RENT A CAR, SLU
GRANJA CAMPOMAYOR, S.L.	MENARINI CONSUMR HEALTHCARE, SAU	SKECHERS USA IBERIA, SLU
GRANJA SAN FRANCISCO, SLU	MERCEDES-BENZ ESPAÑA, S.A.	SKILL ON NET, S.A.
GREFUSA	MERCEDES-BENZ FINANCIAL SERVICES ESPAÑA E.F.C., S.A.	SKYSHOWTIME IBERIA, SRL
GRUPO ALIMENTARIO ARGAL, S.A.	MERCK SHARP & DOHME DE ESPAÑA, S.A.	SMILE2IMPRESS, S.L.
GRUPO CACAOLAT, S.L.	MGS, SEGUROS Y REASEGUROS, S.A.	SOCIEDAD CONJUNTA PARA LA EMISIÓN Y GESTIÓN DE MEDIOS DE PAGO (IBERIA CARDS)
GRUPO CONSERVAS GARAVILLA, S.L.	MOLTO Y CIA, S.A.	SOCIEDAD COOPERATIVA ANDALUZA SANTA MARIA DE LA RABIDA
GRUPO LACTALIS IBERIA, S.A.U. (LAUKI, LACTEL, PRESIDENT, SOCIETE, CHUFI, CHOLECK)	MONDELEZ ESPAÑA COMERCIAL, S.L.	SOCIEDAD ESTATAL LOTERÍAS Y APUESTAS DEL ESTADO, S.A.
GRUPO OPTICALIA-SUN PLANET, S.L.	MONDELEZ ESPAÑA SERVICES, S.L.U.	SOCIOS DEPORTES SERVICES, S.L.
HRA PHARMA IBERIA, S.L.	MONTY GLOBAL PAYMENTS, S.A.	SOLARIS SE, SUCURSAL EN ESPAÑA.
HALEON SPAIN, S.A.	MORPHEUS AILOS, S.L. (AFERBANKS)	SOLVIA SERVICIOS INMOBILIARIOS, S.L.
HANNUN, S.A.	MURCIAPUESTA ONLINE, S.A.	SONY INTERACTIVE ENTERTAINMENT ESPAÑA, S.A.
HASBRO IBERIA, S.L.	MURPROTEC ESPAÑA, S.L.	SONY PICTURES ENTERTAINMENT IBERIA, S.L.U. (División Cine-5100)
HEINEKEN ESPAÑA, S.A.	MYINVESTOR BANCO, S.A.	SPIN MASTER ESPAÑA S.L.
HENKEL IBÉRICA, S.A.	NATURGY ENERGY GROUP, S.A.	SPORTIUM APUESTAS DIGITAL, S.A.U.
HERO ESPAÑA, S.A.	NATUR-IMPORT, S.L.	STELLANTIS FINANCIAL SERVICES ESPAÑA, E.F.C., S.A.
HILLSIDE ESPAÑA LEISURE, S.A. (BET 365)	NESTLÉ ESPAÑA, S.A.	SUERTIA INTERACTIVA, S.A.
HOLLALUZ-CLIDOM, S.A.	NICE, SRL	TARGOBANK, S.A. U.
HONDA BANK GMBH, S.E.	NINTENDO IBERICA, S.A.U	TARGOPENSIONES, ENTIDAD GESTORA DE FONDOS DE PENSIONES, S.A.U.
HIJOS DE RIVERA, SAU	NISSAN IBERIA, S.A.U.	TASCARE PARAFARMACIA, S.L. (MUNDONATURAL)
HYUNDAI MOTOR ESPAÑA, SLU	NUEVO MICRO BANK, SAU	TAX DOWN S.L.
IBERCAJA BANCO, S.A.	NUTRITION & SANTÉ IBERIA, S.L.	TEKA INDUSTRIAL, S.A.
IBERDROLA, S.A.	N26 BANK AG, Sucursal en España	TELEFONICA CONSUMER FINANCE
IBERIA LÍNEAS AÉREAS DE ESPAÑA, S.A.	888 SPAIN PLC	TELEFONICA DE ESPAÑA, SAU (Telefonica, Movistar, Terra)
IDCQ HOSPITALES Y SANIDAD, S.L. (QUIRONSAUD)	OHZGROUP, S.L.	TERESA CARLES HOLDING, S.L.U.
IDILIA FOODS, S.L.U.	OLISTIC RESEARCH LABS, S.L.	THE LOVE EXPERTS, S.L.
ID FINANCE SPAIN, SLU	ONEY SERVICIOS FINANCIEROS EFC, S.A.U.	THE WALT DISNEY COMPANY IBERIA, S.L.
IKEA IBÉRICA, S.A.	OPEL BANK, S.A., SUCURSAL EN ESPAÑA	TOMBOLA INTERNACIONAL
ILSA, INTERMODALIDAD DE LEVANTE, S.A.	OPELLA HEALTHCARE SPAIN, S.L.	TOTALENERGIES CLIENTES, S.A.U.
ILUSTRE COLEGIO OFICIAL DE GESTORES ADMINISTRATIVOS DE MADRID	OPEN BANK S.A.	TOY PARTNER, S.A.
IMC TOYS, S.A.	ORANGE BANK, S.A.	TOYOTA KREDITBANK GMBH, S.E
IMPORTACIONES Y EXPORTACIONES VARMA, S.A.	ORANGE ESPAÑE, SAU (ANTES FRANCE TELECOM ESPAÑA, SAU)	TQ EURO CREDIT - BCN, S.L.
INCARA LAB	ORANGE ESPAÑA VIRTUAL, S.L. SOCIEDAD UNIPERSONAL	TRANSOLVER FINANCE, E.F.C., S.A.
INDUSTEX, S.L	ORGANIZACIÓN NACIONAL DE CIEGOS (O.N.C.E.)	TRICICLO EDITORES, S.L.
ING BANK N.V. SUCURSAL EN ESPAÑA	OTOAUDIO INTEGRAL, S.L.	TRIGORICO, SLU
INSPARYA HAIR MEDICAL CLINIC, S.L.	OTSU GROUP (DORSIA)	TRIODOS BANK, N.V., S.E.
INTERSELL EUROPE, S.L.	OUBITANDO ÖU	TSG INTERACTIVE SPAIN, S.A.
J.GARCIA CARRION, S.A.	PENSIUM, S.L.	UBI SOFT, S.A.
JOHN DEERE BANK S.A.	PEPEMOBILE, S.L.	UNICAJA BANCO, S.A.U.
JOHNSON 'S WAX ESPAÑOLA, S.A.	PEPSICO FOODS, AIE	UNILEVER ESPAÑA, S.A.
JOYERIA TOUS, S.A.	PERNOD RICARD ESPAÑA, S.A.	UNIÓN DE CRÉDITOS INMOBILIARIOS, S.A., E.F.C.
JUALEX CANARIAS, S.L.	PERRIGO ESPAÑA, S.A.	UNIÓN FINANCIERA ASTURIANA, S.A., EFC
KAIKU CORPORACIÓN ALIMENTARIA, S.L.	PESCANOVA ESPAÑA, S.L.U.	UPFIELD SPAIN, SLU
KELLOGG 'S ESPAÑA, S.L.	PHARMADUS BOTANICALS, S.L.	URBAN TECHNOLOGY GMBH
KH LLOREDA, S.A.	PHARMA NORD ESPAÑA, S.L.	URIACH CONSUMER HEALTHCARE, S.L.
KIA IBERIA, S.L.U.	PHILIPS IBÉRICA, S.A.U	VERSUS ONLINE, S.A.
KLARNA BANK AB	PILMA DISSENY, SAU	VERTICE CINE, S.L.
KUMON INSTITUTO DE EDUCACION DE ESPAÑA, S.A.	PNK DIET S.L.U.	VICKY FOODS PRODUCTS, S.L.U.
KUTXABANK, S.A.	PORTAVENTURA ENTERTAINMENT, SAU	VITHAS SANIDAD, S.L.U.
LA COMPAGNIE DES ANIMAUX	PRG RETAIL GROUP SPAIN, S.L.U.	VINTED UAB
LABORAL KUTXA, S. COOP DE CREDITO (CAJA LABORAL POPULAR)	PROCTER & GAMBLE ESPAÑA, S.A.	VIVOLABS, S.L.
LABORATOIRE NUXE ESPAÑA, S.L.U.	R CABLE Y TELECABLE TELECOMUNICACIONES S.A.U.	VODAFONE ESPAÑA, S.A.U.
LABORATORIO REIG JOFRE, S.A.	RAISIN DS GMBH	VODAFONE ONO, SAU
LABORATORIOS HARTMANN, S.A.	"RAVENSBURGER IBERICA, S.L.U	VOLKSWAGEN GROUP ESPAÑA DISTRIBUCION, S.A. (VOLKSWAGEN, AUDI, SKODA)
LABORATORIOS HEEL ESPAÑA, SAU	RCI BANQUE, S.A. Sucursal en España	VTECH ELECTRONICS EUROPE, S.L.
LABORATORIOS INDAS, SAU	RECKITT BENCKISER	WALLAPOP, S.L.
LABORATORIOS ORDESA, S.L.	RECOVERY LABS, S.A.	WEWI MOBILE S.L.
LABORATORIOS SERRA PAMIES, S.A.	RECREATIVOS FRANCO DIGITAL, SAU	WHG SPAIN PLC
LABORATORIOS YNSADIET, S.A.	RED BULL ESPAÑA, S.L.	WINAMAX
LACER, S.A.	RENAULT ESPAÑA COMERCIAL, S.A.	WIVAI SELECTPLACE, S.A.U.
LACTALIS PULEVA, S.L.U.	RENTA 4 BANCA, S.A.	WIZINK BANK, S.A.U.
LA SIRENA ALIMENTACION CONGELADA, S.A.U.	REPSOL, S.A.	XFERA CONSUMER FINANCE, EFC, S.A.
LEGALITAS ASISTENCIA LEGAL, S.L. (GRUPO LEGALITAS)	RESTAURANTES MCDONALD'S, SAU	XFERA MÓVILES S.A.U.
LEGO, S.A.	REVA HEALTH, S.L.	XTB S.A. SUCURSAL EN ESPAÑA
LG ELECTRONICS ESPAÑA, S.A.U.	RGA RURAL VIDA, S.A.	YOUNITED, S.A.
LIDL SUPERMERCADOS, S.A.U.	RGA SEGUROS GENERALES RURAL, S.A.	ZAMORA COMPANY ESPAÑA, S.L.U.
LIFESCAN SPAIN, S.L.U.	RISI, S.A.	ZAMBON, SAU
LIGA NACIONAL DE FUTBOL PROFESIONAL	ROBERT BOSCH ESPAÑA, S.L.U.	ZAPF CREATION SPAIN, S.L.
LIQUATS VEGETALS, S.A.	RURALNOSTRA, SCC VALENCIANA	ZENTIVA SPAIN, S.L.U.
LLET NOSTRA ALIMENTARIA, S.L.	SABADELL CONSUMER FINANCE, SAU	
L'ORÉAL ESPAÑA, S.A.	S.E. CORREOS Y TELÉGRAFOS, S.A.	
LOS ALCORES DE CARMONA, S.L. (PUERTO DE INDIAS)	SAIC MOTOR ESPAÑA, S.L.	
LOTERIA LAQUETOCA, SLU	SALUS FLORADIX ESPAÑA, S.L.	
LP FOODIES, S.A.U.	SAN MIGUEL FABRICA DE CERVEZA Y MALTA, S.A.	
	SANITAS, S.A. DE SEGUROS	
	SANTA LUCIA COMPAÑÍA DE SEGUROS Y REASEGUROS, S.A.	

# 9. ANNEX III

## MEMBERS LIST UPDATED on December 31st 2023



### ADVERTISING AGENCIES

ALCANDORA PUBLICIDAD, S.L.  
ANIMAL MEDIA, S.L.U.  
APPLICATIONS AND MORE, S.L.  
BBDO ESPAÑA, S.A.  
BURSON COHN - WOLFE, S.L.  
CARAT ESPAÑA, S.A.U.  
CATORCE ONLIFE CULTURE HUB, S.A.  
CAMBIO DE SENTIDO PRODUCCIONES CREATIVAS, S.L.  
DDB TANDEM, S.A.  
DECISION MEDIA S.L.  
DEKUPLE ESPAÑA, S.L.U.  
DENTSU CREATIVE SPAIN, S.L.U.  
DENTSU MEDIA, S.L.U.  
DENTSU SPAIN, S.L.  
DOUBLE YOU, S.L.  
EL RUSO DE ROCKY - IVANDRAGO, S.A.  
ENRI MUR MANAGEMENT, S.L.  
FENIX CAMALEON, S.L.

FORSMAN & BODENFORS AB  
GENIUS POWER, S.L. (ÉXITO TV)  
GLOMECO, S.L.U. (GLOBAL MEDIOS COMUNICACIONES)  
GROUPM PUBLICIDAD WORLDWIDE, S.A.  
H20 71 PUBLICIDAD, CONSULTORIA & PATROCINIOS  
HASHTAG MEDIA GROUP, SLU  
HAVAS MANAGEMENT ESPAÑA, S.L.U.  
HOGARTH WORLDWIDE LIMITED  
HONEYCOMB.TV  
IKI MEDIA COMMUNICATIONS, S.L.  
IPROSPECT ADVERTISING, S.A.U.  
JUNGLE21, S.A.  
LA DESPENSA INCREIBLES CREATIVOS 2003, S.L.  
LEO BURNETT IBERIA, S.L.U.  
LOLA-MULLENLOWE, S.L.U.  
LUCREA DISEÑO, S.L.

MARKETING ADVERTISING CONCEPTUAL, S.L.  
MEDIA DIAMOND, S.L.  
MEDITERRANEA DE MEDIOS IBERIA, S.A.  
NURUN CRAZY LABS, S.A.U.  
OGILVY & MATHER  
PERSONALITY MEDIA, S.L.  
PINGÜINO TORREBLANCA & PARTNERS  
PUBLICIDAD Y MEDIOS CANARIOS, S.L.  
PUBLICIS ONE SPAIN, S.L.U.  
SABLE, ESPADA Y FLORETE S.L.  
SKEEPERS SAS  
SOMOS CYW, S.L.  
SRA. RUSHMORE, S.A.  
TBWA ESPAÑA, S.A.  
THE SPECIALIST WORKS  
VML YOUNG&RUBICAM, S.L.  
VOZ COMPUTING, S.L.U.  
WE ARE THE BLEND, S.L.  
YOUPLANET, S.L.



### PROFESSIONAL ASSOCIATIONS

ASOCIACIÓN DE AGENCIAS DE MEDIOS  
ASOCIACIÓN DE CREATIVIDAD TRANSFORMADORA (ACT)  
ASOCIACIÓN DE EMPRESAS DE LA COMUNICACIÓN (LA FEDE)  
ASOCIACIÓN ESPAÑOLA DE ANUNCIANTES (AEA)  
ASOCIACIÓN ESPAÑOLA DE FABRICANTES DE JUGUETES (AEFJ)  
ASOCIACIÓN ESPAÑOLA DE FABRICANTES DE LEVADURA  
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)  
ASOCIACIÓN ESPAÑOLA DE MEDICAMENTOS GENERICOS (AESEG)  
ASOCIACIÓN ESPAÑOLA DE RADIODIFUSION COMERCIAL  
ASOCIACIÓN ESPAÑOLA DE VIDEOJUEGOS (AEVI)  
ASOCIACIÓN NACIONAL DE EMPRESAS DE AGUAS DE BEBIDA ENVASADAS (ANEABE)  
ASOCIACIÓN NACIONAL DE ESTABLECIMIENTOS FINANCIEROS DE CRÉDITO (ASNEF)  
ASOCIACIÓN NACIONAL DE PERFUMERIA Y COSMETICA (STANPA)  
ASOCIACIÓN PARA EL AUTOCUIDADO DE LA SALUD (ANEFP)  
ANDI. ASOCIACIÓN NACIONAL FABRICANTES PRODUCTOS DIETETICA INFANTIL  
CERVECEROS DE ESPAÑA

ESPIRITUOSOS ESPAÑA (FEBE)  
FARMAINDUSTRIA  
FEDERACIÓN DE ORGANISMOS DE RADIO Y TELEVISIÓN AUTONÓMICAS (FORTA)  
FEDERACIÓN ESPAÑOLA DE EMPRESAS DE TECNOLOGÍA SANITARIA (FENIN)  
FEDERACIÓN ESPAÑOLA DE INDUSTRIAS DE ALIMENTACIÓN Y BEBIDAS (FIAB)  
FUNDACION ESPAÑOLA DEL CORAZON  
FEDERACION NACIONAL DE INDUSTRIAS LACTEAS (FENIL)  
IAB SPAIN  
ORGANIZACIÓN INTERPROFESIONAL DEL VINO DE ESPAÑA (OIVE)  
PROMARCA



### MEDIA

ATRES ADVERTISING, S.L.U. -(ANTENA 3TV, ONDA CER0, EUROPA FM, MOVIERECORD)  
CBM SERVICIOS AUDIOVISUALES, S.L.U. (7 TELEVISION REGION DE MURCIA)  
CLEAR CHANNEL ESPAÑA, S.L.  
CLECE, S.A.  
COMPAÑÍA DE RADIO TELEVISIÓN DE GALICIA (CRTVG)  
CORPORACIÓ CATALANA DE MITJANS AUDIOVISUALS, SOCIETAT ANÒNIMA  
CORPORACIÓN ARAGONESA DE RADIO Y TELEVISIÓN  
CORPORACIÓN RTVE  
CORPORACIÓN VOZ DE GALICIA,S.L.U.  
DISCOVERY NETWORKS, S.L.  
EDICIONES REUNIDAS, S.A.  
EITB MEDIA, S.A.U.  
EMPRESA MUNICIPAL DE TRANSPORTES DE MADRID, S.A.  
ENS PÚBLIC RADIOTELEVISIÓ DE LES ILLES

BALEARS  
GODO STRATEGIES, S.L. SOCIEDAD UNIPERSONAL  
GLOBAL MEDIA & ENTERTAINMENT, S.A.U.  
GOOGLE SPAIN, S.L.  
GRUP MEDIAPRO, S.L.U.  
GRUPO PRISA  
JC DECAUX ESPAÑA, S.L.U  
MOVIEDIS MEDIA CINE, S.L.  
MULTICANAL IBERIA, S.L.U. (AMC NETWORKS)  
PROMEDIOS EXCLUSIVAS DE PUBLICIDAD  
PUBLIESPAÑA, S.A. - TELECINCO  
PUBLISEIS INICIATIVAS PUBLICITARIAS (LA SEXTA)  
RADIO TELEVISION DE ANDALUCIA  
RADIO TELEVISIÓN DE CYL S.A.  
RADIO TELEVISION MADRID, SAU  
REAL MADRID CLUB DE FUTBOL- REAL MADRID TV  
RICH AUDIENCE TECHNOLOGIES, S.L.  
SOCIEDAD GENERAL DE TELEVISIÓN CUATRO, S.A.U. (SOGECUATRO)  
SOCIETAT ANONIMA DE MITJANS DE LA

COMUNICACIÓ DE LA COMUNITAT VALENCIANA  
SONY PICTURES TELEVISIÓN NETWORKS IBERIA, S.L.  
SPOTIFY SPAIN, S.L.  
TELEFONICA AUDIOVISUAL DIGITAL, S.L.U.  
TELEVISIÓN AUTONÓMICA DE CASTILLA-LA MANCHA  
TELEVISIÓN DEL PRINCIPADO DE ASTURIAS, S.A.  
TELEVISIÓN PÚBLICA DE CANARIAS, S.A.  
TEN MEDIA S.L.  
THE WALT DISNEY COMPANY IBERIA, S.L. (DISNEY CHANNEL)  
13 TV, S.A.U.  
TURNER BROADCASTING SYSTEM ESPAÑA, S.L. (TCM, CARTOON NETWORK)  
UNIDAD EDITORIAL, S.A. (DIARIO EL MUNDO)  
VIACOM INTERNATIONAL MEDIA NETWORKS ESPAÑA, S.L.U.  
VOCENTO, S.A.  
014 IN, SL



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