

Marketing Law

This Fact File does not aim to encompass the whole of UK law and its effect on marketers and the marketing profession, nor does it constitute legal advice. It is a tool to assist marketers with where to get answer to specific enquiries and keep up-to-date.

Codes

Bodies that create and update codes of conduct will also have guidance to help you. They may also have copy check services that you can utilise to check your advert prior to broadcast.

[Clearcast](#) have guidance notes and services to help you keep within the rules.

[The Committee of Advertising Practice](#) is the industry body that creates, revises and enforces the British Code of Advertising, Sales Promotion and Direct Marketing – the rules that apply to broadcast and non-broadcast marketing communications in the UK. Their site carries current news, reports and surveys, with advice on how to comply with CAP rules including details of their Bespoke Copy Advice service. Users are able to register free of charge for e-newsletters.

[See our Fact File that covers codes]

Legislation

[UK Legislation](#) is on the gov.uk website and has the current laws and previous versions. This covers laws in the UK, Scotland, Wales and Northern Ireland.

The UK Government website also has useful advice:

- [Food labelling and packaging](#)
- [Marketing and advertising: the law](#)
- [Product labelling: the law](#)
- [Weights and measures: the law](#)

[Information Commissioners Office](#) website has advice on how to comply with government regulations when planning marketing campaigns in respect to Data Protection. They also cover Freedom of Information laws.

European Law is available in multiple languages on the [EU website](#).

Other resources

[European Law Monitor](#) is a non-political, not-for-profit, information service that aims to provide citizens and organisations across Europe with the ability to find and track new EU proposals.

[Inner Temple Library Blog](#) A current awareness weblog covering up-to-date legal news, changes in legislation and new case law (England and Wales). Holds categories of specific interest for marketers.



The Law Society This is the site of the regulatory and representative body for solicitors in England and Wales. The Law Society can help users find a solicitor, make a complaint about a solicitor, and also offers advice on career changes to become a solicitor.

Venables This website provides a portal of organisations selling and marketing legal services online. The site was recommended to us by the Law Society and is maintained by Delia Venables. Included are solicitor and barrister services, examples from outside the UK and websites attempting to attract clients for associated firms.

Which – this link outlines the rules of the new Consumer Rights Act 2015, as well as other useful links on the implementation of the Act.

Independent law firm resources

- **Lewis Silkin** offer legal expertise to agencies, brands, companies and marketing specialists on a national or international basis.
- **Marketing Law** contains the latest writing on marketing and advertising law from the European law firm Osborne Clarke. Users must register (free at present) to access the whole site, which carries currently trending news articles, topical tags and posts
- **Michael Simkins** specialise in media and entertainment law. The site carries current legal news articles. Users can also register free of charge for relevant email bulletins.
- **Elexica** - Simmons & Simmons, the international law firm offer this free online legal resource, which provides commentary on a wide range of legal matters relevant to business and the jurisdictions they operate in. Podcasts, videos, news items and email alerts are also featured, without charge.
- **Pinsent Masons** the international law firm create this linked site Out-Law.com. Updated on a daily basis, news and special industry – related features are free to access. Joining 'My Out-Law' enables users to see only content which is relevant to their needs.

Government and Marketing

The Debating Group This website is a Parliamentary Forum for Marketing Debate. It has been in operation since 1975 and the forum aims to hold debates with an unpredictable outcome on contentious and contemporary political and social issues of marketing. Debates are held up to six times a year at the House of Commons, and can be attended by members of the public for a small fee on a first come, first served basis.



CIM Courses

The Chartered Institute of Marketing runs a specific course on [marketing law](#).

Must Know Law for Marketers is ALL about the practical application of the law as it affects marketers and sales professionals in the delivery of their marketing strategy. Designed as a 'marketing course', not a 'legal course', we bring the subject to life building your knowledge and technical skills of the laws and regulations that shape marketing in the 21st century.

CIM members also have access to a legal helpline, for further details visit [MyCIM](#).

This document is for guidance only and should not be used as a substitute for specific legal advice.

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