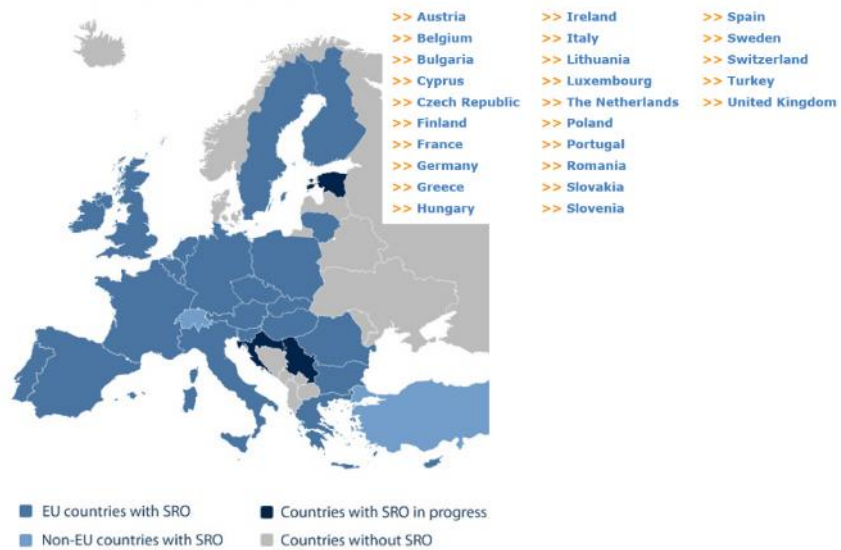


Consumer protection delivered through well-recognised national Self Regulation Organisations (SROs)

Charo Fernando Magarzo. Deputy Director General.

AUTOCONTROL (Spanish Advertising Self-regulation organisation)

EU SROs members of EASA



What does EASA's network of national SROs do?

- The role of the SROs is to make sure all advertising (including digital advertising) meet the high standards established in the advertising codes of conduct.
- We do that by:
 - Handling complaints
 - Giving copy advice (voluntary examination of an ad to check if it complies with the law and the codes)
 - Giving pre-clearance (compulsory examination of an ad)
 - Monitoring ads to check that they comply with the code

How do SROs add to the level of consumer protection on OBA?

- Handling **consumer enquiries** about OBA: referring consumers to www.youronlinechoices.eu and helping them to navigate through it if necessary.
- Handling **consumer complaints**. Through a mediation of the SRO or through a formal investigation. The complaints handling system is:
 - Easily accessible
 - In their own language
 - Transparent & independent
 - Free of charge
 - Quick
 - Effective
 - Coordinated with other SROs

What enforcement can an SRO apply on OBA?

- The sanctions after a formal investigation could include:
 - The publication of the adjudication (“Name and shame”)
 - “Ad-alert”: bringing a company’s continued non-compliance to the attention of a third party’s potential clients and partners
 - Removal of the Trust Seal
 - Removal of the OBA icon
 - Refer the company to the competent national regulatory authority (e.g. Data Protection Authorities)