

Protecting from commercial advertising

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Ban Section 248

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Criteria of intent Section 249 §1

- nature and intended purpose of the goods advertised
- manner of presenting such advertisement
- time and place it is shown

Presumption Section 249 §2

- Advertisement directed toward persons over 13 years of age should also be considered as targeting children

Ads Permitted

- store window
- display
- container
- wrapping
- label or if it appears thereon
- child publication and shows