
STATUTORY INSTRUMENTS

2008 No. 1276

The Business Protection from
Misleading Marketing Regulations 2008

PART 1

DEFINITIONS AND PROHIBITIONS

Promotion of misleading advertising and comparative advertising which is not permitted

5. A code owner shall not promote in a code of conduct—
 - (a) advertising which is misleading under regulation 3; or
 - (b) comparative advertising which is not permitted under regulation 4.