

**Appendices to the Codes of standards, practice and prohibition in
advertising, sponsorship and other forms of commercial promotion in
broadcasting services**

(Applies to all independent broadcasters licensed by the BCI)

Contents	Page
Appendix 1, Advertising guidelines for particular types of advertisements.....	2
Appendix 2, Prohibited advertisements.....	6
Appendix 3, Regulations concerning the advertising of medicines & treatments.....	7
Appendix 4, Advertisements prohibited for treatments for particular illnesses and conditions.....	12
Appendix 5, Financial advertising.....	14
Appendix 6, Restrictions imposed by statute.....	16

APPENDIX 1 Advertising

Guidelines for the following type of advertisements:

- (a) Homework Schemes
- (b) Instructional Courses
- (c) Mail Order Advertising
- (d) Direct Sale Advertising
- (e) Hire Purchase
- (f) Books, Magazines, etc.
- (g) Medicines and Medical Treatments
- (h) Financial Advertising
- (i) Testimonials
- (j) Comparative Advertising
- (k) Guarantees
- (l) Use of the word 'free'.

s

(a) Homework Schemes

Fullest particulars of any schemes must be supplied. Where it is proposed to make a charge for the raw materials or components and where the advertiser offers to buy back the goods made by the homemaker, the advertisement is not acceptable.

(b) Instructional Courses

Advertisements offering courses of instruction in trades or subjects leading up to professional or technical examinations must not imply the promise of employment or exaggerate the opportunity of employment or remuneration alleged to be open to those taking such courses; neither should they offer unrecognised "degrees" or qualifications. Advertisements by correspondence schools and colleges will normally be accepted from those granted accreditation by the appropriate authority.

(c) Mail Order Advertising

(1) Advertisements for goods offered by mail order will not be accepted unless:-

- (i) the name of the advertiser is prominently displayed at the address given in the advertisement;
- (ii) adequate arrangements exist at that address for enquiries to be handled by a responsible person available on the premises during normal business hours;

(iii) samples of the goods advertised are made available there for public inspection;

(iv) an undertaking has been received from the advertiser that money will be refunded in full to buyers who can show justifiable cause for dissatisfaction with their purchases or with a delay in delivery;

(v) if required, arrangements are made for an approved independent organisation to receive and hold monies forwarded by television or radio respondents until it has been certified that the goods have been despatched.

(2) Advertisers who offer goods or services by mail order must be prepared to meet any reasonable demand created by their advertising, and should be prepared to demonstrate, or where practicable to supply samples of, the goods advertised to the broadcaster.

(d) Direct Sale Advertising

(1) Direct sale advertising is that placed by the advertiser with the intention that the articles or services advertised, or some other articles or services shall be sold or provided at the home of the person responding to the advertisement, such fact must be apparent from the advertisement or from the particulars subsequently supplied and the respondent must be given an adequate opportunity of refusing any call.

(2) Direct sale advertisements are not acceptable without adequate assurances from the advertiser and his advertising agency:-

(i) that the articles advertised will be supplied within a reasonable time at the price stated in the advertisement from stocks sufficient to meet potential demand; and

(ii) that sales representatives when calling upon persons responding to the advertisements will demonstrate and make available for sale the articles advertised.

(3) It will be taken as prima facie evidence of misleading and unacceptable "bait" advertising for the purpose of "switchselling" if an advertiser's salesman seriously disparages or belittles the cheaper article advertised or report unreasonable delays in obtaining delivery or otherwise put difficulties in the way of its purchase.

(e) Hire Purchase

Advertisements relating to the sale of goods on hire purchase or credit sale must comply with the provisions of the Hire Purchase (Amendment) Act, 1960, and with any Orders made under that Act and also with the provisions of the Consumer Information (Consumer Credit) Order, 1987.

(f) Books, Magazines, Periodicals, etc.

All advertisements for books, magazines, periodicals and other printed material must comply with the Censorship of Publications Act, 1929, as amended by the Acts of 1946 and 1967.

(g) Advertising of Medicines and Treatments

The advertising of medicines and treatments may be accepted by broadcasters provided it complies fully with the regulations set out in Appendix 3.

(h) Financial Advertising

Subject to the generality of this Code, financial advertising is governed by the rules set out in Appendix 5.

(i) Use of Testimonials

The use of testimonials will be strictly controlled and documentary evidence of testimonials as a condition of the acceptance of advertisements in which they are used should be furnished. Such testimonials should be genuine, not more than two years old, and related to the experience of the person giving it.

(j) Comparative Advertising

(1) Advertisements should not discredit or attack unfairly directly or by implication, other products, services, or advertisements.

(2) Advertisements containing comparisons with other advertisers, or other products, are permissible in the interest of vigorous competition and public information, provided they comply with the terms of this section and the next following section of the Code.

(3) All comparative advertisements should respect the principles of fair competition and should be so designed that there is no likelihood of the consumer being misled as a result of the comparison, either about the product advertised or that with which it is compared.

(4) The subject matter of a comparison should not be chosen in such a way as to confer an artificial advantage on the advertiser.

(5) Points of comparison should be based on facts which can be substantiated and should not be unfairly selected. In particular:-

(i) The basis of comparison should be the same for all the products being compared and should be clearly stated in the advertisement so that it can be seen that like is being compared with like.

(ii) Where items are listed and compared with those of competitors' products, the list should be complete or else the advertisement should make clear that the items are only a selection.

(k) Guarantees

No advertisement may contain the words "guarantee" or "guaranteed", "warranty" or "warranted", or words having the same meaning, unless the full terms of the guarantee are available for inspection by the broadcaster and are clearly set out in the advertisement or are made available to the purchaser in writing at the point of sale or with the goods. In all cases, the terms must include details of the remedial action open to the purchaser. No advertisement

may contain a direct or implied reference to a guarantee which purports to take away or diminish the statutory or common law rights of a purchaser.

(I) Use of the Word "Free"

Advertisements must not describe goods or samples as "free" unless the goods or samples are supplied at no cost or no extra cost (other than actual postage or carriage) to the recipient. A trial may be described as "free" although the customer is expected to pay the cost of returning the goods, provided that the advertisement makes clear the customer's obligation to do so.

APPENDIX 2

Prohibited Advertisements

Advertisements for products or services coming within the recognised character of, or specifically concerned with, the following will be prohibited:-

- (a) Moneylenders;
- (b) Fortune-tellers and the like;
- (c) Organisations/companies/persons seeking to advertise for the purpose of giving betting tips;
- (d) Betting - advertising encouraging people to bet is not acceptable. Firms who wish to advertise their services for those who want to bet is acceptable;
- (e) Unlicensed employment services, registers or bureaux;
- (f) Products or treatments for bust development or - except as permitted by the regulations incorporated in Appendix 3 - slimming, weight reduction or limitation, or figure control;
- (g) Clinics for the treatment of hair and scalp (see Appendix3);
- (h) Smoking cures;
- (i) Products for treatment of alcoholism;
- (j) Contact or corneal lenses;
- (k) Breath testing devices and products which purport to mask the effects of alcohol;
- (l) Unacceptable products or services listed in Appendix 3 of these codes;

APPENDIX 3

Regulations concerning the advertising of medicines and treatments

(1) General

The fact that serious harm may result to the individual from exaggerated, misleading or unwarranted claims necessitates the maintenance of a very strict standard in relation to the advertising of medicines and treatments, particularly on radio and television. The regulations incorporated in this Appendix must be regarded as setting forth the minimum standards which just be observed in the presentation of such advertising.

(2) Unacceptable Products or Services

Advertisement for medicines and medical treatment which are only available on prescription shall be prohibited. Advertisements for other medicines and medical treatment shall be clearly distinguishable as such, honest, truthful and subject to verification and shall comply with the requirement of protection of the individual from harm. Advertisements for products or services coming within the recognised character of, or specifically concerned with, the following are not acceptable:-

- (a) ethical drugs or medicines;
- (b) smoking cures;
- (c) products for the treatment of alcoholism;
- (d) contact or corneal lenses;
- (e) clinics for the treatment of hair and scalp;
- (f) slimming clinics;
- (g) hypnosis, hypnotherapy, psychology, psychoanalysis or psychiatry.

NB An advertisement for an acceptable product or service may be unacceptable should it seem to the broadcaster that its main purpose would be to publicise, indirectly, an unacceptable product or service.

(3) Avoidance of Impression of Professional Advice

In advertisements for medicines, treatments and products which are claimed to promote health or be beneficial in illness, the following are not allowable:-

- (a) presentations of doctors, dentists, pharmaceutical chemists, nurses, midwives, etc., which give the impression of professional advice or recommendation and
- (b) statements giving the impression of professional advice or recommendation made by persons who appear in the advertisements and who are presented either or by implication, as being qualified to give such advice or recommendation.

To avoid misunderstanding about the status of the presenter of a medicine or treatment, it may be necessary to establish positively in the course of an advertisement that the presenter is not a professionally qualified adviser.

(c) References to approval of, or preference for, the product or its ingredients or their use by the medical or veterinary professions.

(4) Hospital Tests

No reference may be made to a hospital test unless the medical board of the hospital concerned is prepared to vouch for its validity.

(5) Doctor, Hospitals, etc.

No advertisement should contain any reference to doctors or hospitals, unless such reference can be used with propriety in the context of the advertisement. No advertisement should contain in the name of the product the term "Doctor" or "Dr" unless the product was so named prior to 1st January, 1944.

(6) College, Clinic, Institute, Laboratory

No advertisement should contain these or similar terms unless a bona fide establishment corresponding to the description used does in fact exist.

(7) Cure

Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning are unacceptable. No advertisement should, either directly or by implication, contain a claim to any ailment or symptoms of ill health in the positive sense of extirpating any ailment, illness or disease.

(8) Illness, Requiring Medical Attention

No advertisement should contain an offer of a medicine or product for, advice relating to the treatment of, serious diseases, complaints, conditions or symptoms which should rightly receive the attention of a registered medical practitioner.

(9) Diagnosis or Treatment by Correspondence

No advertisement should offer to diagnose by correspondence diseases, conditions or any symptoms of ill health, nor should any advertisement offer to treat by correspondence any ailment, illness, disease, or symptoms thereof.

(10) Misleading Claims

No advertisement should contain any matter directly or by implication which misleads or departs from the truth as to the composition, character or action of the medicine or treatment advertised or as to its suitability for the purpose for which it is recommended.

(11) Illustrations

No advertisement should contain any illustration which by itself or in combination with words used in connection therewith is likely to convey a misleading impression.

(12) Appeals to Fear

No advertisement should be calculated to induce fear on the part of the viewer or listener or that he or she is suffering, or may without treatment suffer, or suffer more severely, from an ailment, illness or disease.

(13) Exaggerated Copy

No advertisement shall make exaggerated claims, in particular, through the selection of testimonials or other evidence unrepresentative of a product's effectiveness, or by claiming that it possesses some special property or quality which is incapable of being established e.g. through the use of the words "magic", "magical", "miracle", "miraculous".

(14) Testimonials

No statement or implication should be allowed to appear in a testimonial which would not be permitted in the text of the advertisement. In any case no advertisement should contain a testimonial other than one limited to the actual views of the writer. No advertisement for a medicine or treatment may include a testimonial or be presented by a person well known in public life, sport, entertainment, etc.

(15) Money Back Offers

No advertisement coming within the scope of this Appendix should offer to refund money paid other than on appliances or therapeutic clothing.

(16) Competitions

No advertisement coming within the scope of this Appendix should contain any reference to a prize competition or similar scheme.

(17) "Natural" Remedies

No advertisement should falsely claim or suggest that the article advertised is in the form in which it occurs in nature or that its value lies in its being a "natural" product.

(18) Products offered particularly to Women

No advertisement of products, medicines or treatments for disorders or irregularities peculiar to women should contain the following or similar expression which may imply that the product, medicine or treatment advised can be effective in inducing miscarriage: "Female pills", "not to be used in cases of pregnancy".

(19) Sexual Weakness, Premature Ageing, Loss of Virility

No advertisement should claim that the product, medicine or treatment advertised will promote sexual virility or be effective in treating sexual

weakness, or habits associated with sexual excess or indulgence, or any ailment, illness, or disease associated with those habits.

(20) Slimming, Weight Reduction, Limitation or Control

Advertisements should not contain any offer of any product or treatment for slimming (i.e. weight reduction, limitation or control) which:-

- (a) is in itself likely to lead to harmful effects;
- (b) is not directly associated with the following of a properly designed diet;
- (c) all advertising offered for publication on either a weight loss or a figure control platform has to be checked by media before being accepted for publication. To facilitate this pre-publication checking, no new 'slimming' copy should be submitted unless at least seven days are available for checking by media. When a product or new formulation is introduced or when new claims are made for an existing product, advertisements when submitted for publication should be accompanied by full substantiation for all new claims;
- (d) much confusion arises from the fact that wholly different kinds of product and service are sold under the general description of 'slimming'. The primary task of the advertiser is to ensure that his audience is entirely clear which of the possible ways of achieving 'slimness' is provided or helped by his product.

(21) Products offered for Baldness, etc.

No advertisement should claim or imply that the product, medicine, or treatment advertised will do more than arrest the loss of hair, but claims to restore lost hair may be permitted provided that they refer only to cases of temporary baldness.

(22) Backache and Rheumatic Pains

Advertisements should not contain any claims for the relief of backache and rheumatic pains based upon the urinary antiseptic properties of the products advertised.

(23) Vitamins

No advertisement should state or imply that good health is likely to be endangered solely because people do not supplement their diets with vitamins.

(24) Analgesics

It is accepted that the relief of pain, such as headache, may consequently ease tension or tiredness. But no simple or compound analgesic may be advertised for the direct relief of tension or tiredness. In such advertisements, there should be no reference to depression.

(25) Tonic

The use of this expression is not acceptable in advertisements for medicines or treatments or products for which medical or health claims are made.

(26) Encouragement of Excess

No advertisement shall encourage, directly or indirectly indiscriminate, unnecessary or excessive use of products within the scope of this section of the code.

(27) Safety and the Protection of Children

No advertisement shall encourage the adoption of any unsafe practices especially by children.

(28) Statutory Restrictions

See Appendix 4 for statutory restrictions imposed on the advertising of Medicines and Treatments by the Health Act, 1947.

APPENDIX 4

Advertisements prohibited for treatments for particular illnesses or conditions

Advertisements should not refer to any medicine, product, appliance or advice in terms likely to lead to its use of the treatment of any of the following illnesses or conditions:-

Albuminuria (b)	Locomotor Ataxia
Amenorrhoea	Lupus (b)
Anaemia (pernicious)	Mastoiditis (b)
Ankles, diseased	Measles (b)
Appendicitis (b)	Menopausal ailments
Arteria-sclerosis (b)	Mumps (b)
Artery troubles	Nephritis (b)
Arthritis	Obesity
Asthma (a)	Osteoarthritis
Barber's Rash	Otitis media (b)
Bleeding disease	Paralysis (b)
Blood pressure (b)	Paratyphoid (b)
Bone Disease (b)	Pernicious anaemia
Breasts, diseases of the	Phlebitis
Bright's Disease (b)	Pneumonia (b)
Cancer (b)	Poliomyelitis (b)
Carbuncles (b)	Prolapse
Cataract	Prostrate gland disorders (b)
Cholecystitis (b)	Psoriasis - except where the reference is confirmed to relief from the effects of the complaint.
Convulsions	Purpura
Dermatitis	Pyelitis (b)
Diabetes (b)	Pyorrhoea
Diphtheria (b)	Rheumatism, where the reference is to chronic or persistent
Diseased ankles	Rheumatoid arthritis
Disseminated sclerosis	Ringworm
Dropsy (b)	Rodent Ulcer (b)
Ears (any structural or organic defect of the auditory system)	Scabies
Enlarged glands	Scarlet Fever (b)
Epilepsy (b)	Skin diseases, where the reference is to "all or most" skin diseases, or skin ailments in general.
Erysipelas (b)	Sleeplessness, where the reference is to chronic or persistent
Eyes (any structural or organic defect of the optical system)	Smallpox (b)
Fits	Squint

Fungus infections (c)	Sycosis
Gallstones (b)	Thrombosis
Glands, enlarged	Tuberculosis (b)
Glaucoma	Tumours (b)
Goitre	Typhoid (b)
Heart troubles	Ulcers - Duodenal, Pyloric, Stomach (b)
Cardiac symptoms (b)	Uraemia
Impetigo	Urinary infections
Indigestion, where the reference is to chronic or persistent	Varicose veins (d)
Kidneys, disorders of diseases of the	Whooping cough (b) (e)
Lazy eye	Leg troubles

(a) This prohibition does not apply provided that:-

(i) it is made clear in the advertisement that the medicine, treatment, product or appliance advertised is only for the alleviation of an attack of asthma.

(ii) the advertisement contains a recommendation that sufferers should seek medical advice.

(b) The Health Act, 1947 (see Appendix 3).

(c) This prohibition does not apply to the advertisement of products for the treatment of athlete's foot.

(d) Advertisements for elastic hosiery are permissible provided that no claim is made that the product has any beneficial effect on the condition.

(e) This prohibition does not apply where the reference to whooping-cough appears only on labels or in literature issued with the product and is limited to offering the product for alleviating the symptoms of whooping cough.

APPENDIX 5

Financial advertising

PART A - FACILITIES

1. Investment and Savings

In view of the importance of giving full information in connection with any offer to the public of debentures, bonds and shares and in view of the difficulty of ensuring that such information is given in the limited time of the normal broadcast advertisement, invitations to invest are limited to the following:-

- (a) invitations to invest in Irish Government stocks, prize bonds and savings certificates, stocks of public and corporation stocks within the state.
- (b) invitations to place money on deposit or share account with registered building societies.
- (c) invitations to place money on deposit with the Post Office or any Trustee Savings Bank.
- (d) invitations to place money on deposit with the associated banks and other financial institutions holding trustee status or specially approved by the Central Bank of Ireland.
- (e) unit trusts authorised as such by the Minister for Industry and Commerce.

2. Prospectus

Advertisements announcing the publication in established national or provincial newspapers and journals or prospectuses offering shares or debentures to the public may be accepted provided that these are strictly limited to giving the name of the company whose shares or debentures are being offered, the amount of the offer and the names and dates of publication of the newspapers and journals in which a prospectus may be found. No person may be shown on the screen during the course of the advertisements. No advertisement will be allowed which contains any review of or advice on investments. The service of recognised stock exchanges may be advertised.

3. Insurance

Life and endowment facilities, annuities, retirement and sickness assurance etc., and all general insurance may normally be advertised only by companies licensed to transact such business in Ireland.

4. Hire Purchase

Advertisements relating to the sales of goods on hire purchase or credit sale must comply with the provisions of the Hire-Purchase (Amendment) Act, 1960, and with any Orders made under that Act.

5. Lending and Credit

The advertisement of mortgage or lending facilities and credit services is acceptable from:-

- (a) government and local government agencies;
- (b) banks and companies holding certificates under the Central Bank Act, 1971;
- (c) registered building societies;
- (d) insurance companies;
- (e) registered friendly societies;
- (f) credit card organisations;
- (g) companies offering goods and services on hire purchase or credit terms. (See paragraph (e) of Appendix 1).
- (h) companies which have obtained Orders of Exemption from the Moneylenders Acts, 1900 and 1933.

PART B - ADVERTISING CONTENT

Within the generality of the Codes, the following rules set out the minimum requirement to be observed in all advertisements offering services and facilities of a financial nature:-

- 1.** advertisements must comply with all relevant legal requirements.
- 2.** no advertisement is acceptable which directly or indirectly invites the remittance of money direct to the advertiser or any other person without further formality.
- 3.** advertisements must present the financial offer or service in terms which do not mislead, whether by exaggeration, omission or in any other way. In particular:-

(a) Tax Benefits

References to income tax and other tax benefits must be properly qualified to show what they mean in practice and to make it clear, where appropriate, that the full advantage may only be received by those paying income tax at a particular rate.

(b) Interest on Savings and Investment

Reference to interest payable on savings and investments must be stated clearly and be factually correct at the time of the transmission of the advertisement. Calculations of interest must not be based on unstated factors (e.g. minimum sum deposited, minimum deposit period, or minimum period of notice for withdrawal) which might affect the sum received by the individuals or be capable of misunderstanding in any other way. It should be clear

whether the interest is gross or net of tax. Interest rates related to variables must be so described.

(c) Interest on Loans or Mortgages

There may be no reference to specific rates or sums charged against borrowers unless the quoted rate or sum is fixed and applies universally to all borrowers; or is accompanied by a clear statement of the factors which might affect the position of individual borrowers; or is the highest currently charged; or is clearly and justifiably presented as an example only.

(d) Rates of Growth or Return on Unit Trusts

No advertisement referring directly or indirectly to benefits to be derived from a purchase of units may state or imply that they are other than a medium to long-term investment. There may be no projection of specific rates of growth or returns and no implication that past performance will inevitably be repeated. All references to past achievements or future possibilities must be qualified by a clear and unambiguous reference to the fact that the price of units and the income from them may go down as well as up.

(e) Insurance Premiums and Cover

Reference to rates and conditions in connection with the insurance must not be inaccurate or misleading and in specifying rates of premium or cover, there must be no misleading omission of conditions. In life insurance advertising, references to specific sums assured or guaranteed bonuses must be accompanied by all relevant qualifying conditions, e.g. age and sex of the assured at the outset of the policy, period of policy and amount and number of premiums payable. In references to "with profit" policies and bonuses, there must be no implication that past performance will inevitably be repeated. In advertisements for life assurance linked with unit trust investment, any reference to a specific maturity value, unless guaranteed, must be qualified by reference to the variables which might affect the quoted figure.

4. Actors may not purport to be chairmen, directors, officers or other employees of an advertiser. No one may appear to give independent professional advice on any investment offer. Celebrated entertainers, writers or sportsmen may not present, endorse or recommend any investment offer.

NB Full and detailed information will be required in connection with any financial offer or service to be advertised.

APPENDIX 6

Restrictions imposed by statute

The following are the principal Statutes which restrict, control or otherwise affect advertising in Ireland. For easy reference, the Statutes are listed under the Government Departments which administer them:-

Department of Enterprise and Employment.

Central Bank 1989, Act;

Companies Act, 1963;

Consumer Information Act, 1978;

Copyright Act, 1963;

Hire Purchase Amendment Act, 1960;

Hire Purchase and Credit Sale (Advertising Order), 1961;

Industrial and Commercial Property (Protection Act), 1961;

Industrial Research and Standard Act, 1961;

Merchandise Marks Acts, 1887 - 1931 and 1970;

Merchandise Marks (Prepackaged Goods) (Marking and Quantities) Order, 1973;

Patents Act, 1964;

Sale of Goods and Supply of Services Act, 1980;

The Registration of Business Names Act, 1963 (Section 18);

The Trade Marks Act, 1963;

The Cement Act, 1933 (Section 9);

European Communities (Names and Labelling of Textile Products) Regulations, 1973;

Packaged Goods (Quantity Control) Act, 1980 (No. 11 of 1980).

Department of Transport, Energy and Communications

The Customs Free Airport (Amendment) Act, 1958 (Section 7);

Air Navigation (Rules of the Air) Order, 1963;

Landlord and Tenant Act, 1931 Section 59 and Subsection 60(5);

Telegraph Act, 1863 Section 21, 23-29;

Telegraph Act, 1892 Section 3;

Telegraph Act, 1908 Section 2;

Department of Arts, Culture and the Gaeltacht

The Broadcasting Authority Act, 1960, regulates advertising on Radio Telefís Éireann and the Minister for Arts, Culture and the Gaeltacht has certain functions in relation to such advertising;

The Broadcasting Authority (Amendment) Act, 1976;

The Broadcasting Authority (Amendment) Act, 1979;

The Broadcasting Act, 1990;

The Radio and Television Act, 1988;

This Act regulates advertising on the sound broadcasting services and television programme service contracted under it. The Broadcasting Act, 1990, also impacts on advertising on these services.

Department of Tourism and Trade

Tourist Traffic Acts, 1939 and 1957.

Section 33 of the 1939 Act provides that it shall not be lawful for the proprietor of any premises to describe or hold out or permit any person to describe or hold out such premises as a hotel unless such premises are registered in the register of hotels (maintained under the Act by Bórd Fáilte) and such proprietor is registered in that register as the registered proprietor of such premises. Similar provisions are contained in Sections 34, 35, 36 and 37 of the 1939 Act in respect of guest houses, holiday hostels, youth hostels and holiday camps, and in Section 5 of the 1957 Act in respect of motor hotels.

Department of the Environment

Local Government (Planning and Development) Act, 1963;

Exempted Development Regulations, 1967, Part II.

Department of Health

The Venereal Diseases Act, 1917, makes it an offence to advertise in any way any preparation or substance of any kind as a medicine for the prevention, cure or relief of venereal diseases. The Health Act, 1947 – the Regulations made under the Act provide that no person shall take any part in the publication of an advertisement referring to any medical preparation in a manner which might lead to use of such preparation in the diagnosis, prevention or treatment in human beings of a scheduled ailment, infirmity, injury or defect.

Medical preparations (advertisements and sale). Regulations 1958 (S.I. number 135 of 1958).

Tobacco Products (control of advertising, sponsorship and sales promotion) Regulations, 1979.

Department of Defence

Defence Act, 1954 Sections 256(1)(b) and 312; (No. 18 of 1954)

Red Cross Act, 1938 Sections 4 and 5; (No. 32 of 1938)

Red Cross Act, 1954 Sections 8 and 9; (No. 28 of 1954)

Statutory Instrument Section 3(2); (No. 251 of 1965)

Irish Red Cross Society Order 1965 (Directions as to Ambulance Service);

In addition, there are provisions of the Defence Act, 1954, and the Curragh of Kildare Act, 1961, which impose an obligation on the Minister for Defence to advertise, in advance, proposals relating to certain specified matters.

Department of Agriculture

Animal Remedies Act, 1956 Section 5;

Diary Product Act, 1924 Subsection (1) and (2) of Section 43;

Milk and Dairies Act, 1935 Subsection (2) of Section 28;

Milk and Dairies (Special Designations) Regulations 1938 as amended by the Milk and Dairies (Special Designations) (Amendment) Regulations, 1955 Subsections (1), (2), (3) and (4) of Article 16;

Department of Justice

The Betting Act, 1931 Section 32;

Children Act, 1934 Section 13;

The Gaming and Lotteries Act, 1956;

The Adoption Act, 1952;

Censorship of Films (Amendment) Act, 1925 Section 2 and 3;

Censorship of Publications Act, 1929 Sections 16 and 17;

Moneylenders Act, 1933 Section 10.

Department of the Taoiseach

Article 40.6.1(l) of the Constitution;

Arts Act, 1961.