ANNOUNCEMENT No. 12

Mexico City

August 29, 2023

THE FEDERAL CONSUMER PROTECTION AGENCY (PROFECO) PUBLISHES THE "GUIDE TO ADVERTISING FOR INFLUENCERS."

Dear Clients and Friends

On August 21, 2023, the Federal Consumer Protection Agency (PROFECO) published the "Guide to Advertising for Influencers," a document aimed at content creators on digital platforms and social networks.

According to this guide, PROFECO points out that any recommendation or information provided by influencers (whether adults, children, or teenagers) regarding goods or services on any digital platform is considered advertising.

The disseminated information must be truthful, verifiable, clear, and unmistakable, including the use of tags such as #paidadvertising, #advertisement, #personalopinions, or #sponsoredby to indicate commercial relationships with the promoted brands. Notwithstanding the above, PROFECO also included that all non-economic benefits to influencers, such as trips or gifts, which are later shared with the consuming public, are also considered advertising.

Similarly, it is suggested that influencers share their posts with: i) information in a visible place; ii) avoiding hashtags and links that may cause confusion; iii) adding that it is advertising while maintaining the visual arrangement of photos or videos; iv) using advertising cues; v) researching the truthfulness and reliability of the brand before publishing about it; and vi) limiting opinions to personal and real experiences.

We are at your service in case you require additional information regarding the content of this communication, at the email address: entretenimiento@iparkman.com.mx

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