

Horizon Scanner - Advertising Regulation

HFSS FOOD PROMOTIONS (UK)

Rules are being introduced that restrict price and location promotions of products high in fat, sugar and salt



**20
23**

ONLINE SAFETY BILL (UK)

Tackling illegal and harmful content and protecting online users, including from other users. It includes provisions to tackle paid-for fraudulent advertising in user to user and search services



**20
24**

ONLINE ADVERTISING PROGRAMME (UK)

The Online Advertising Programme is reviewing the regulatory framework of paid-for online advertising



HFSS ADVERTISING (UK)

The Health and Care Act amends the Communications Act 2003 to introduce new statutory controls on the advertising of products high in fat, sugar and salt from 2025



**20
25**

TELECOMS ADVERTISING (UK)

CAP and BCAP are consulting on guidance that would require information about mid-contract prices to be more prominently stated in telecoms ads across media, to avoid misleading consumers



ALCOHOL ADVERTISING (SCO)

Scottish Government seeks views on restricting the marketing of alcohol



DIGITAL SERVICES ACT (EU)

A new framework of obligations applied to all digital services that connect consumers to goods, services or content. Updating rules on illegal content, transparent advertising and disinformation