

Legal Extranet



Uruguay

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Self Regulatory Bodies
Specific Legislation

AFITYC Association of manufacturers, importers of tobacco and cigarettes
Address: Asunción 1159, Montevideo E-mail: afityc@afityc.com.uy

ANDEBU (Uruguayan Association of Broadcasters)
Associate members: Television, Cables, Radios AM/FM. Address: Carlos Quijano 1264, Montevideo E-mail: andebu@adinet.com.uy
Web link: www.andebu.com.uy

AUDAP (Uruguayan Association of Advertising Agencies)
Address: Constituyente 1467 office 204 "Torre El Gaucho", Montevideo
Web link: www.audap.com.uy

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Bado, Kuster, Zerbino & Rachetti

Rafael Zerbino

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Subject	Motors	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	Different decrees of the Government, Code of Ethics of AUDAPI and different principles of the Unified Code of Ethics of Mercosur yet not confirmed in Uruguay, establish the terms and conditions of advertising for motors.	
Restrictions to the media	<i>Cinema</i>	Advertisement should be done regarding key general restrictions.
	<i>Direct Mail</i>	Advertisement should be done regarding key general restrictions.
	<i>E-mail</i>	Advertisement should be done regarding key general restrictions.
	<i>Web</i>	Advertisement should be done regarding key general restrictions.
	<i>Outdoor</i>	Advertisement should be done regarding key general restrictions.
	<i>Press</i>	Advertisement should be done regarding key general restrictions.
	<i>Radio</i>	Advertisement should be done regarding key general restrictions.
	<i>SMS</i>	Advertisement should be done regarding key general restrictions.
	<i>TV</i>	Advertisement should be done regarding key general restrictions.
	<i>Others</i>	Advertisement should be done regarding key general restrictions.
Last updated	25 February 2005	

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Subject	Alcohol	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	In different decrees and in Unified Code of Ethics of Mercosur and AUDAP Code (Private Association of Publicity Agencies - Uruguay) in defense of minors establish that the advertising on alcohol is forbidden when a) it is addressed to people under 18 b) when minors participate in the advertising campaign c) when stimulates sexuality or violence d) suggests physical or intellectual success.	
General self-regulatory framework	Alcoholic beverage can't be sold to people under 18 years old. There are very few public regulations about alcohol advertising. In our country there is no obligation to include on the bottle or in the label any advertisement stating: "Drinking alcoholic beverage is harmful for health" "Drink with moderation" etc.	
Restrictions to the media	<i>Cinema</i>	There can be advertisement only when movies are recommended for people of 18 years or more. It must not show under 18 drinking alcohol
	<i>Direct Mail</i>	Only for adults
	<i>E-mail</i>	Only for adults
	<i>Web</i>	Only for adults
	<i>Outdoor</i>	Only for adults. It must not show under 18 drinking
	<i>Press</i>	The Advertising of alcohol in press must not be aimed at children o adolescents. It must not show under 18 drinking.
	<i>Radio</i>	Advertising must be clear and must not be directed at those aged below 18.
	<i>SMS</i>	No additional restrictions. Same regime.
	<i>TV</i>	The Advertising of alcohol in press must not be aimed at children o adolescents. It must not show under 18 drinking or be directed to those minors
Last updated	25 February 2005	

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Subject	Tobacco	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	<p>The basic Law for advertising tobacco is number 15.361, dated December 1982, with only one modification of article 2, made by Law 17.714 of December 2003. Article two of law 15.361, determines that any pack of cigars, cigarettes, tobacco or any other product of similar use must have printed in visible letters the following warning "Advertencia: fumar es perjudicial para la salud M.S.P.- (Advise MSP - Public Health Ministry-Smoking is harmful for health). Law 17.714, modifies the previous one. This last legislation, establishes that the warning must appear in visible letters, after June 10, 2004 with the following advise: "Fumar puede generar cáncer, enfermedades pulmonares y cardiacas - Smoking can promote cancer, pulmonary and heart illnesses". "Fumar durante el embarazo perjudica a su hijo. M.S.P. - Smoking during pregnancy damages your baby". Decree N° 263 of July 22, 1983, in Article 5, establishes specifically how the warnings must appear in the packets and any advertising through national written medias (newspapers, magazines, etc. posters, murals and stickers, etc. as well as TV spots, cinema, etc. In the private sphere we have the Code of Ethics of AUDAP and the Unified Code of Ethics of the Mercosur (no ratified). The Associations of Advertising Agencies of Argentina (AAAP), Brazil (ABAP), Paraguay (APAP) and Uruguay (AUDAP) signed this Declaration of Principles in the city of Montevideo on November 4/94.</p>	
General self-regulatory framework	<p>The two Laws referred, and particularly the Decree N° 263 in Article 5, specifically establish how the warnings must appear in the packets. In this respect the inscription must be in letters of a minimum size of 1,5 mm (one millimeter and a half) or an eight point type of letter, and must be printed in some of the front or lateral sides of the pack, in legible and clear letters in a color that must contrast with the background of the pack. This is the only information that must be printed in the packets. There is no rule that compel companies to print in the boxes or packets information about the yields of substances produced by cigarettes nor information about the ingredients used in the manufacture of the product. Although it is not required to print this information in the packets, the Public Health Ministry requires that every three months the companies present a statement were they inform the quantities of cigars, cigarettes, tobacco, or any other product of similar use sold in that period, and the corresponding analysis of each product. Article 3° of Law 15.361 and Article 12 of Decree 263 also require from these companies to publish every three months, in two newspapers of Montevideo, the maximum yields of tar and nicotine contained in its products. There are also rules referred to the advertising of these products, with similar restrictions, as the ones we have already mentioned. It is prohibited to sell cigarettes to minors.</p>	
Restrictions to the media	<i>Cinema</i>	According to the same legislation "Advertising" of tobacco products at cinemas, will be allowed only during exhibition of films recommended for adults
	<i>Direct Mail</i>	According to the same legislation "Advertising" of tobacco products through Direct Mail must be targeted only for adults.
	<i>E-mail</i>	According to the same legislation "Advertising" of tobacco products through E-mail must be targeted only for adults.
	<i>Web</i>	According to the same legislation "Advertising" of tobacco products at web sites, must be targeted only for adults.
	<i>Outdoor</i>	According to the same legislation we refer in this article "Advertising outdoor" must be presented in the established way under regulations.
	<i>Press</i>	It has to be directed only for adults and in the way established by laws and decrees referred.
	<i>Radio</i>	According to referred regulations and promoting adult programs.
	<i>TV</i>	According to referred regulations and promoting adult programs.
Upcoming changes	Uruguay has signed the W.H.O. Convention on Tobacco Control adopted in the Health World Meeting of May, 2003, and is in the process of ratifying it, as the President has already send this project to Parliament. Once it is approved in Parliament, it becomes a National Law.	
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Activity	Data Protection/Privacy	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	Law 17.838 enacted in September 2004 and published in October 2004 regulates the protection of personal update of Commercial Reports that come from public or private files. This Law also authorizes use of personal details relative to fulfilment or not fulfilment of obligations of commercial or credit character that permit evaluate the commercial conduct or pay capacity of the owner of personal details. The Constitution of the Republic, articles 7 and 72, can be also considered to be included as a protector to the personal details. Law N° 16.011 establishes a Petition ("Ley de Amparo") to protect constitutional rights which could be infringed. Also based on other rules there is penal responsibility by the damage caused when giving mistaken personal information in press, radio, TV, web, etc.	
Restrictions to the media	<i>Cinema</i>	There are no specific regulations, but when they use wrong information they must refuse it and the responsible must make a public rectification in not more than 20 days once received the application of the injured party
	<i>Direct Mail</i>	No regulation. Same situation as before.
	<i>E-mail</i>	No regulation. Same situation as before.
	<i>Web</i>	No regulation. Same situation as before.
	<i>Outdoor</i>	No regulation. Same situation as before
	<i>Press</i>	No regulation. Same situation as before.
	<i>Radio</i>	No regulation. Same situation as before.
	<i>SMS</i>	No regulation. Same situation as before.
	<i>TV</i>	No regulation. Same situation as before.
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Subject	Health & Beauty	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	Advertising is regulated by Decree of January 18, 1989, Decree 568 of December 1989, Decree 493 of October 1990 and Decree 95/1990.	
Restrictions to the media	<i>Cinema</i>	Advertising is only available on cosmetic and beauty products when they are previously registered and could be sold without medical prescription.
	<i>Direct Mail</i>	Advertising is only available on cosmetic and beauty products when they are previously registered and could be sold without medical prescription.
	<i>E-mail</i>	Advertising is only available on cosmetic and beauty products when they are previously registered and could be sold without medical prescription.
	<i>Web</i>	Advertising is only available on cosmetic and beauty products when they are previously registered and could be sold without medical prescription.
	<i>Outdoor</i>	Advertising is only available on cosmetic and beauty products when they are previously registered and could be sold without medical prescription.
	<i>Press</i>	Advertising is only available on cosmetic and beauty products when they are previously registered and could be sold without medical prescription.
	<i>Radio</i>	Advertising is only available on cosmetic and beauty products when they are previously registered and could be sold without medical prescription.
	<i>SMS</i>	Advertising is only available on cosmetic and beauty products when they are previously registered and could be sold without medical prescription.
	<i>TV</i>	Advertising is only available on cosmetic and beauty products when they are previously registered and could be sold without medical prescription.
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Activity	Comparative advertising	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	Competitive comparisons are governed by Article 25 of Law 17.250, which stipulates that "... will be permitted if it is based on the objectivity of the comparison and not on subjective data of psychological or emotional nature, and provided that the comparison can be confirmed". In conclusion, it is essential that the following premises are taken into account: "Objectivity of the comparison", "Ability to prove the affirmations made in the advertisement", "Material truth and authenticity of the information contained in the advertisement".	
Restrictions to the media	<i>Cinema</i>	Comparative Advertisement is permitted if it respects what it is established in Law 17.250 Article 25.
	<i>Direct Mail</i>	Comparative Advertisement is permitted if it respects what it is established in Law 17.250 Article 25.
	<i>E-mail</i>	Comparative Advertisement is permitted if it respects what it is established in Law 17.250 Article 25.
	<i>Web</i>	Comparative Advertisement is permitted if it respects what it is established in Law 17.250 Article 25.
	<i>Outdoor</i>	Comparative Advertisement is permitted if it respects what it is established in Law 17.250 Article 25.
	<i>Press</i>	Comparative Advertisement is permitted if it respects what it is established in Law 17.250 Article 25.
	<i>Radio</i>	Comparative Advertisement is permitted if it respects what it is established in Law 17.250 Article 25.
	<i>SMS</i>	Comparative Advertisement is permitted if it respects what it is established in Law 17.250 Article 25.
	<i>TV</i>	Comparative Advertisement is permitted if it respects what it is established in Law 17.250 Article 25.
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Subject	Financial products and services
Country	Uruguay
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy
General legal framework	Advertisement is permitted if respected what establishes Law 17.250 (Consumer Defense) and several communications of the Central Bank of Uruguay, one of them is the Communication N° 1.776
Restrictions to the activity	The advertisers or middlemen that are not partner agents in the Stock Exchange of Uruguay and want to offer or commercialize securities of Public Offer by internet must register in a special registry created for this purpose. As well, they have to register the procedure used in the negotiation of such securities by internet. All advertising of financial products should include the total financial cost. The "Law of Consumer Defense" also states that all operations for the acquisition of goods or services in which credit is used, must stipulate clearly the total price, the value if purchased in cash, the annual rate, and any additional cost involved; as well as the benefits, interests and commissions of all the products involved.
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Activity	Direct Marketing	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	The principle Law which regulates this matter is Law 17.250 - Every advertisement with general offers directed to determinate or indeterminate consumers transmitted by every means of communication about concise information about products or services connects the sender with the receiver. All information must be expressed in Spanish, but another language could be used. According to the Consumer protection the one that makes the offer must include all the information about the products and service and its complete details. This Law permits that offers with products or services done out of the store through mail, TV, telephone, post, e-mail, etc. can be refused by the consumers without charge within five working days from the acceptance or from the receipt of the acquired article. The option of refusal must be communicated to the supplier by any real means of communication.	
Restrictions to the media	<i>Cinema</i>	Advertising under Direct Marketing could be carried out through any means of communication but taking into consideration the different general restrictions and the required information regarding the products for sale.
	<i>Direct Mail</i>	Advertising under Direct Marketing could be carried out through any means of communication but taking into consideration the different general restrictions and the required information regarding the products for sale.
	<i>E-mail</i>	Advertising under Direct Marketing could be carried out through any means of communication but taking into consideration the different general restrictions and the required information regarding the products for sale.
	<i>Web</i>	Advertising under Direct Marketing could be carried out through any means of communication but taking into consideration the different general restrictions and the required information regarding the products for sale.
	<i>Outdoor</i>	Advertising under Direct Marketing could be carried out through any means of communication but taking into consideration the different general restrictions and the required information regarding the products for sale.
	<i>Press</i>	Advertising under Direct Marketing could be carried out through any means of communication but taking into consideration the different general restrictions and the required information regarding the products for sale.
	<i>Radio</i>	Advertising under Direct Marketing could be carried out through any means of communication but taking into consideration the different general restrictions and the required information regarding the products for sale.
	<i>SMS</i>	Advertising under Direct Marketing could be carried out through any means of communication but taking into consideration the different general restrictions and the required information regarding the products for sale.
	<i>TV</i>	Advertising under Direct Marketing could be carried out through any means of communication but taking into consideration the different general restrictions and the required information regarding the products for sale.
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Activity	E-mail	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	Advertising through E-mail does not have specific legislation in Uruguay. Nevertheless, for Advertising Agencies exist the Code of Ethics.	
Restrictions to the activity	There are no specific formal advertising restrictions. Every e-mail with advertisement shall be truthful and real, with the name and address of the seller.	
Restrictions to the media	<i>Cinema</i>	There are no specific restrictions.
	<i>Direct Mail</i>	There are no specific restrictions
	<i>E-mail</i>	There are no specific restrictions
	<i>Web</i>	There are no specific restrictions
	<i>Outdoor</i>	There are no specific restrictions
	<i>Press</i>	There are no specific restrictions
	<i>Radio</i>	There are no specific restrictions
	<i>SMS</i>	There are no specific restrictions
	<i>TV</i>	There are no specific restrictions
Last updated	25 February 2005	

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Activity	Sponsorship	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	There are no specific regulations about this matter in Uruguay. Nevertheless, the Advertising Agencies have their own Code of Ethics, which makes some suggestions avoiding alcohol, cigarettes, etc in TV programs for children, movies, radio, etc. Companies are aware of protecting the goodwill of their trademarks and products in choosing the advertisements or programs to be published. Head Offices many times oblige to respect some rules or specifications that distinguish each trademark or the regulation of each country or market. In case of free sale of pharmaceuticals or Health & Beauty products. Before advertising, all the information to be published: (videos, photos, etc) have to be presented in the Public Health Ministry. This entity approves the material and after modifying the commercial is advertised. This procedure avoids penalties and infringement on security rules.	
Restrictions to the activity	There are no specific or formal advertising restrictions.	
Restrictions to the media	<i>Cinema</i>	There are no specific restrictions
	<i>Direct Mail</i>	There are no specific restrictions
	<i>E-mail</i>	There are no specific restrictions
	<i>Web</i>	There are no specific restrictions
	<i>Outdoor</i>	There are no specific restrictions
	<i>Press</i>	There are no specific restrictions
	<i>Radio</i>	There are no specific restrictions
	<i>SMS</i>	There are no specific restrictions
	<i>TV</i>	There are no specific restrictions
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Subject	Pharmaceuticals	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	Advertising is regulated by Decree 18 of January 1989, Decree 568 of December 1989 and Decree 493 of October 1990.	
Restrictions to the activity	Advertising is available only for pharmaceutical products previously registered in Uruguay such as the ones of medical, dental and cosmetic uses and dietetic use in which is not needed medical prescription. The advertising regarding those products could be specifically for its pharmaceutical actions and the dosis to be consumed. Free sale of products without medical prescription could be promoted directly to the public in any way of advertising. Please note that pharmaceutical products of medical use that require medical prescription cannot be advertised to the public in general, only they could be advertised in magazines for professional use. The companies (laboratories, etc.) can present previous to every advertising all information and documents (pictures, etc.) in the Public Health Ministry, who is the one who authorizes it or not taking into consideration the interest of the Public Health Ministry.	
Restrictions to the media	<i>Cinema</i>	Advertising is only available on pharmaceutical products without prescription previously registered
	<i>Direct Mail</i>	Advertising is only available on pharmaceutical products without prescription previously registered
	<i>E-mail</i>	Advertising is only available on pharmaceutical products without prescription previously registered
	<i>Web</i>	Advertising is only available on pharmaceutical products without prescription previously registered
	<i>Outdoor</i>	Advertising is only available on pharmaceutical products without prescription previously registered
	<i>Press</i>	Advertising is only available on pharmaceutical products without prescription previously registered
	<i>Radio</i>	Advertising is only available on pharmaceutical products without prescription previously registered
	<i>SMS</i>	Advertising is only available on pharmaceutical products without prescription previously registered
	<i>TV</i>	Advertising is only available on pharmaceutical products without prescription previously registered
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Activity	Collateral Gifts	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	<p>In Uruguay there is not a specific regulation regarding collateral gifts. Notwithstanding it, there are several regulations affecting promotions in general. Law 15.581 of 1986, art. 128 establishes the prohibitions for natural and artificial persons, carrying out civil, commercial or industrial activities, to grant premiums in cash or in kind to the consumers of their products, whatever the procedure involved. As in Decree 449 of 1995 was enacted to regulate the procedures to be followed by persons intending to carry out promotions of products and services of whatever nature by granting premiums. At this time, anyone who wants to carry out promotions must file an application with the General Commerce Office-Consumer Protection Area, and agency of the Economy and Finance Ministry, in order to obtain the necessary authorization for the proposed promotion. Generally, the Economy and Finance Ministry authorizes the applications for promotions. However, care must be taken that the promotions do not harm consumers' rights in general, and that the terms and conditions of the event grant equal opportunities to the public in general, and free access to the promotions. Nevertheless it may be applied rules related to consumer rights (Law 17.250) and the disposition of the Civil Code.</p>	
General self-regulatory framework	<p>In the case of promotions, which imply gifts without the obligation to acquire a product or service, prior authorization from the Economy and Finance Ministry is required. Together with the application for authorization, the applicant must state what gifts are to be offered, terms and conditions of the promotion, duration and conditions to obtain the gifts. In the case of free gifts or premiums that imply a cost to the winner (e.g. registration of a car, postage, etc.) it must be clearly indicated whether the promoter covers these costs or not. In all cases involving gifts or premiums the date of the drawings, games and the winners' names must be publicized. In respect to Premiums our rules consider that in many cases we are actually dealing with a "discount". In this respect we might state the following examples: "Buy one - take two", "Buy a shampoo and get a hair conditioner", "Service your car and get a free carwash", etc. In this case the premium received for buying a product or using a service does not require prior authorization and it is not necessary to notify private or public authorities. The abovementioned examples are considered sales tools, whereby the consumer obtains two products or services for a promotional prize. There are other types of promotions with premiums, which do require prior authorization and indication of the event's conditions, prizes, guaranties, etc. (A) Prizes related to chance or a game, granted free of charge and in a random manner; and (B) so-called mixed promotions, whereby the premium is subject to a purchase obligation. In these cases -in order to avoid prohibition- the public-at-large must be given the opportunity to participate too, but for free. e.g. if an individual does not intend to acquire the product or service, he may withdraw the same form or voucher to participate in the drawing for free from some place other than the sales premises.</p>	
Restrictions to the media	<i>Cinema</i>	No additional restrictions. Same regime
	<i>Direct Mail</i>	No additional restrictions. Same regime
	<i>E-mail</i>	No additional restrictions. Same regime
	<i>Web</i>	No additional restrictions. Same regime
	<i>Outdoor</i>	No additional restrictions. Same regime
	<i>Press</i>	No additional restrictions. Same regime
	<i>Radio</i>	No additional restrictions. Same regime
	<i>SMS</i>	No additional restrictions. Same regime
	<i>TV</i>	No additional restrictions. Same regime
Last updated	25 February 2005	

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Legislation Article

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Subject	Gaming & Betting	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	In Uruguay exists a specific regulation regarding gaming and betting particularly for Casinos and private raffles. Every private raffle offered to the public requires authorization and pays taxes, unless the ones created for charity, also must offer guarantee for each prize. The public Lottery requires a specific Law for its creation. Casinos are public or with private participation. Nevertheless it may be applied in this cases rules related to consumer rights (Law 17.250) and the disposition of the Civil Code.	
General self-regulatory framework	In the case of promotions or gaming and betting the advertisement cannot be directed for young people under 18. Law N° 17.166 of Sep/10/99, establishes the legal framework for "promotional contests, games, competitions, etc.", involving the use of telecommunications, postal or similar services and whereby the interested individuals are subject to a disbursement in order to be able to participate and where the winner is determined as a result of a random selection or skill. It is stipulated that these activities must be carried out within a framework, which guarantees the trustworthiness and transparency of the game, in defense of the participants. Therefore the capacity, as well as the moral and economic solvency of the promoters must be proven. These events too require the filing of a written application and the authorization of the Economy and Finance Ministry, which will previously require a favorable report issued by the National Bureau of Lotteries and Pools. The application must contain, among others, a description of the contest or drawing, a summary description of the forms of the game, its rules, and the schedule of prizes. The applicant must also prove his capacity to meet the payment of the prizes and the taxes, which might derive from the game or contest. Furthermore, the applicant must indicate the measures that have been taken to safeguard the transparency of the game. If applicable, the interested party must also present a copy of the agreements entered into with the utility companies (e.g. telephone, etc.), the services of which are involved in the game. On granting the authorization, the Economy and Finance Ministry may take certain measures, i.e. retention of guaranties to cover the prizes and taxes that might arise in connection with the promotion. The authority may even go so far as to require a 20% retention of the total amount collected from the participants' payments on taking part in the game or contest. The Economy and Finance Ministry's authorization shall also stipulate the organizer's obligation to publicize the results of the games, drawings, contests, etc. Under this law, economic penalties may be established in the event of infringement of the law or its regulation, beyond the immediate prohibition to continue the promotional event and the seizure of the prizes involved or payment of their currency equivalent.	
Restrictions to the media	<i>Cinema</i>	There can be advertisement only when movies are recommended for people of 18 years or more. It must not show under 18 drinking alcohol.
	<i>Direct Mail</i>	Only for adults, or members of Casinos
	<i>E-mail</i>	Only for adults, or members of Casinos
	<i>Web</i>	No specifically restrictions
	<i>Outdoor</i>	Only for adults. It must not show people under 18 drinking alcohol.
	<i>Press</i>	The Advertising in press should contain nothing that is likely to leave people to adopt styles of gambling that are unwise. Care should be not to exploit the young, the immature or those who are mentally or socially vulnerable.
	<i>Radio</i>	Advertising must be clear, and must not be directed to minors under 18 years old.
	<i>TV</i>	Advertising must not be aimed at children o adolescents. It must not be directed to those minors (18 years old).
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Rafael Zerbino

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Activity	Prize Promotions	
Country	Uruguay	
Contact	Dr. Rafael Zerbino, rzerbino@bkzr.com.uy	
General legal framework	At this time, anyone who wants to carry out promotions must file an application with the General Commerce Office- Consumer Protection Area, and agency of the Economy and Finance Ministry, in order to obtain the necessary authorization for the proposed promotion. Generally, the Economy and Finance Ministry authorizes the applications for promotions. However, care must be taken that the promotions do not harm consumers' rights in general, and that the terms and conditions of the event grant equal opportunities to the public in general, and free access to the promotions. Nevertheless, it may be applied norms related to consumer rights (Law 17.250) and the disposition of the Civil Code.	
General self-regulatory framework	In the case of promotions, which imply gifts without the obligation to acquire a product or service, prior authorization from the Economy and Finance Ministry is required. Together with the application for authorization, the applicant must state what gifts are to be offered, terms and conditions of the promotion, duration and conditions to obtain the gifts. In the case of free gifts or premiums that imply a cost to the winner (e.g. registration of a car, postage, etc.) it must be clearly indicated whether the promoter covers these costs or not. In all cases involving gifts or premiums the date of the drawings, games and the winners' names must be publicized. In respect to Premiums our rules consider that in many cases we are actually dealing with a "discount". In this respect we might cite the following examples: "Buy one - take two", "Buy a shampoo and get a hair conditioner", "Service your car and get a free carwash", etc. In this case the premium received for buying a product or using a service does not require prior authorization and there is not need to notify private or public authorities. The abovementioned examples are considered sales tools, whereby the consumer obtains two products or services for a promotional prize. There are other types of promotions with premiums, which do require prior authorization and indication of the event's conditions, prizes, guarantees, etc. (A) Prizes related to chance or a game, granted free of charge and in a random manner; and (B) so-called mixed promotions, whereby the premium is subject to a purchase obligation. In these cases -in order to avoid prohibition- the public-at-large must be given the opportunity to participate too, but for free. e.g. if an individual does not intend to acquire the product or service, he may withdraw the same form or voucher to participate in the drawing for free from some place other than the sales premises.	
Restrictions to the media	<i>Cinema</i>	See General Legal and Self Regulatory Framework
	<i>Direct Mail</i>	See General Legal and Self Regulatory Framework
	<i>E-mail</i>	See General Legal and Self Regulatory Framework
	<i>Web</i>	See General Legal and Self Regulatory Framework
	<i>Outdoor</i>	See General Legal and Self Regulatory Framework
	<i>Press</i>	See General Legal and Self Regulatory Framework
	<i>Radio</i>	See General Legal and Self Regulatory Framework
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The information set out above is only intended to provide a general overview of the subject matter covered. It is not a substitute for legal advice, which should be obtained for each individual situation, from a suitably qualified and experienced local lawyer.