

NORWAY



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1. Case Report:	The Marketing Control Act (Act No 47 of June 16, 1972 relating to the Control of Marketing and Contract Terms and Conditions).
Topic:	Implementation of EU decree no 2006/2004 of October 27, 2004.
Where:	Stortinget (Norwegian Parliament).
When:	In force from March 1, 2007.
What happened:	<p>The decree assumes that all the EU countries establish official authorities for the enforcement of laws protecting the consumer's interest and that it is established a binding co-operation between these authorities in the different countries.</p> <p>The decree is implemented in the Norwegian Marketing Control Act Chapter II sections 9e-9g.</p>
Comment:	Even if Norway is not a member of the EU, Norway is through the EEC-Agreement obliged to implement the EU directives and decrees.

2. Case Report:	The Marketing Control Act (Act No 47 of June 16, 1972 relating to the Control of Marketing and Contract Terms and Conditions).
Topic:	Consumer Ombudsman's office
When:	Late 2006
What happened:	<p>The Consumer Ombudsman has over the last years been reluctant in the enforcement of the Section 4 (Premiums) and Section 5 (Lotteries) in the Marketing Control Act.</p> <p>This has been due to a planned alternation of the Marketing Control Act including Section 4 and 5.</p> <p>However, in late 2006 and in the beginning of 2007 the Consumer Ombudsman has again started enforcement of both Section 4 (Premiums) and Section 5 (Lotteries).</p>
Comment:	In practice, the Consumer Ombudsman's enforcements will affect those international marketing programs with lotteries or premiums involving Norwegian territory.