

99118010176000, 99118010176000

Complaint about advertising

Heruntergeladen am 28.06.2025

<https://fimportal.de/xzufi-services/10640247/L100001>

Modul	Sachverhalt
Leistungsschlüssel	99118010176000, 99118010176000
Leistungsbezeichnung I	Complaint about advertising
Leistungsbezeichnung II	
Typisierung	6 - Allgemeine Hinweise, nicht spezifische für eine Leistung
Quellredaktion	Hessen
Freigabestatus Katalog	unbestimmter Freigabestatus
Freigabestatus Bibliothek	unbestimmter Freigabestatus
Begriffe im Kontext	
Leistungstyp	Leistungsobjekt mit Verrichtung
Leistungsgruppierung	Verbraucherschutz (118)
Verrichtungskennung	Verfolgung (176)
SDG-Informationsbereich	
Lagen Portalverbund	Verbraucherschutz (1150300)
Einheitlicher Ansprechpartner	Nein
Fachlich freigegeben am	

Modul	Sachverhalt
Fachlich freigegeben durch	
Handlungsgrundlage	The German Advertising Council acts on the basis of voluntary self-regulation.
Teaser	
Volltext	Be it on television, in magazines or on billboards – advertising is part of everyday life. However, advertising motifs and spots do not always comply with the limits applicable to advertising. If you see a motif that you consider discriminatory or harmful to young people, you can complain about it to the German Advertising Council, which was founded by the Central Association of the German Advertising Industry.
Erforderliche Unterlagen	criticized advertising motif or a short description of it
Voraussetzungen	Advertising motif, which in your opinion is discriminatory or harmful to young people.
Kosten	There are no fees or charges.
Verfahrensablauf	If you have seen such a motif, you can contact the German Advertising Council in writing or by e-mail. In order for your complaint to be examined, you must send the criticized advertising motif or a description of it and justify why you consider the motif to be discriminatory or harmful to minors. The Advertising Council will consider your complaint. If he agrees to this, the advertising council turns to the company that advertises with the motif. If the company does not withdraw the motif, the advertising council can issue a reprimand and publish it. Hint: A complaint issued by the German Advertising Council is not associated with further sanctions (e.g. fine), but is considered to damage the company's image.
Bearbeitungsdauer	
Frist	
weiterführende Informationen	
Hinweise	

Modul	Sachverhalt
Rechtsbehelf	
Kurztext	
Ansprechpunkt	to the German Advertising Council https://www.werberat.de/ https://www.werberat.de/
Zuständige Stelle	
Formulare	
Ursprungsportal	Beschwerde über Werbung, Complaint about advertising