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Codes of best practice can help marketers go about their work in a lawful, professional and ethically sound manner. In this article, we summarise and link to some of the most important codes of best practice for the marketing profession,

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including government laws and regulations, and best practice guidelines from key industry players like Google and MailChimp.

Marketing industry codes of best practice | Target Internet

Marketing codes of practice, as defined by the ADMA (Association for data-driven marketing & advertising), are a set

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of standards of conduct for marketers to minimise the risk of breaking legislation laws and to promote a culture of best practice. The codes of practice are based on common sense, and deal with fairness and honesty. What is a Marketing Codes of Practice like?

Marketing codes of practice are guidelines put in place to ensure businesses and

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consumers have
access to adequate ...

Marketing Codes of practice - Skillmaker

The Marketing Code
Authority (MCA) is a
non-profit self-
regulatory body with
voluntary membership
drawn from
manufacturers of
medicines, medical
devices and in vitro
diagnostics (IVDs). The
MCA's Code of
Marketing Practice lays

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down ethical rules for
the marketing of
medicines by its
members.

**MCA | Home -
Marketing Code
Authority**

Version 11. 1. This Code of Marketing Practice (the “Code”) is the official Code of the Marketing Code Authority (MCA). Companies that are members of the MCA have committed to

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compliance with this Code, which is applicable to all Health Products which are subject to registration in terms of the Medicines and Related Substances Act 101 of 1965 as amended, irrespective of whether the products have been registered or called up for registration.

**THE SOUTH AFRICAN
CODE OF**

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**MARKETING
PRACTICE FOR
HEALTH ...**

1.6The CHC is committed to collaborating with relevant stakeholders in code creation, education, monitoring and compliance.

1.7This Code may be referred to using the abbreviated title of the CHC Marketing Code of Practice. CHC Marketing Code of Practice

Marketing Code of Practice

The draft code of practice aims to provide practical guidance and promote good practice in regard to processing for direct marketing purposes in compliance with data protection and e-privacy rules. The draft code covers the

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legislation as it
currently stands -
which for e-privacy
means the Privacy and
Electronic
Communications
Regulations 2003
(PECR).

**ICO consultation on
the draft direct
marketing code of ...**

SA CODE FOR THE
MARKETING OF
HEALTH PRODUCTS
10-2010_V.10 SA CODE
OF PRACTICE FOR THE

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Code Of Practice

MARKETING OF
HEALTH PRODUCTS . 1.
PREAMBLE . WHEREAS
. 1.1. Section 18C of
the Medicines Act 101
of 1965 (“the Act”)
empowers the Minister,
after consultation with
the pharmaceutical
industry and other
stake

**CODE OF PRACTICE
FOR THE
MARKETING OF
MEDICINES**

sample code of
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practice 1. Here's a sample of a code of practice for a business. Feel free to adapt and use it for your own organization. Ensure that you check it with your legal department or legal advisor before establishing and issuing a code of practice, as this type of document will almost certainly have contractual implications for your organization.

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**Code of Practice -
BusinessBalls.com**

The Code was developed to set standards of conduct for marketers, to minimise the risk of breaching regulatory provisions, to promote a culture of best practice, serve as a benchmark for settling disputes and increase confidence in doing business with ADMA Members who are

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bound by the
provisions of the Code.

**THE ADMA CODE OF
PRACTICE**

International Code of
Marketing of Breast-
milk Substitutes Annex
1. Resolutions of the
Executive Board at its
sixty-seventh session
and of the Thirty-fourth
World Health Assembly
on the on the
International Code of
Marketing of Breast-
milk Substitutes Annex

2. Resolution of the
Thirty-third World
Health Assembly on
infant and young child
feeding

**International Code
of Marketing of
Breast-milk
Substitutes**

In China, the normative
code implies a social
function of cementing
solidarity and/or
completing an
important event
(Smart, 2004). Cognac

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Coursier

marked by its image of luxury and finesse provides an ideal object for business or private lavish dinners which are good occasions of conspicuous consumption (Mathews and Lui, 2001).

COGNAC
consumption: A
comparative study
on American and ...
the Code of Marketing
Practice and are issued

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pursuant to Section 18C of Act 101 of the Medicines and Related Substance Act 101 1965, as amended (hereafter referred to as “the Act”). 4. Any person interpreting and applying the Code must consider the Guidelines issued thereunder in order to provide guidance as to

GUIDELINE TO THE CODE OF MARKETING

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PRACTICE July 2014

Our selection of cognacs boasts a celebration of exuberant, rich and complex aromas making Courvoisier® the Most Awarded Cognac House in the world.

**Premium Cognac -
French Cognac |
Courvoisier®**

Courvoisier® was the selected cognac that toasted and celebrated

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the spectacular
Opening of the Eiffel
Tower in 1889. See full
story. The Cognac. All
renowned for their
finesse, depth, aroma
and harmony. The
Artistry. Our cognac's
created by combining
tradition and
innovation. ... Global
marketing code ...

Cognac - Courvoisier®

“Although we have
achieved significant

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progress in
strengthening and
expanding marketing
codes of practice,
digital media presents
evolving opportunities
with improved
consumer insights,
better ...

Drinks CEOs to develop 'rigorous' digital marketing standards

Cognac liquor reviews
and ratings at Proof66.
Read and submit liquor

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reviews and ratings on
over 7000 different
spirits.

Cognac Liquor Reviews and Ratings - Proof66

To find the codes of practice that apply to your business, contact your business or industry association and the relevant authority (for example, a Queensland Government department or agency

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such as WorkCover Queensland - Queensland's work health, safety and workers' compensation services).

Codes of practice | Business Queensland

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authentication, security
and privacy

preferences, internal
site usage and

maintenance data, and
to make the site work
correctly for browsing
and transactions.

Cognac advertising | Etsy

The first marketing
code of practice has
just been put in place
for the Australian
influencer industry.

What does this mean?

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The Australian
Influencer Marketing
Council created this
code to help build
greater trust and
transparency within
the industry. Vamp's
Co-Founder, ...

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ecf8427e.