

Misleading advertising through social media and mechanisms for protecting consumers against it under Algerian legislation

¹**Cherroun Ahmed Tarek**, University of Abdehmid ibn badis Mostaganem, Email: cherroun1044@gmail.com

²**Safia Mustafa**, University of Ghardaia (algeria), Email: mustapha.safia@univ-ghardaia.dz

Received: 08/02/2026 Accepted: 13/04/2026 Published: 02/06/2026

Abstract

Technological developments, the public's propensity to consume and the diversity of products have led to a proliferation of publicity and promotional methods employing various forms of advertising intended to induce consumers to enter into contracts, even through practices involving fraud, misleading the public and presenting inaccurate product specifications that may cause serious harm to consumers' person or property. This makes it necessary to identify and punish those responsible for such harm. The importance of protecting both traditional and online consumers has consequently come to the fore. Moreover, commerce no longer relies on opening premises for sales or services and waiting for consumers to arrive; instead, it now relies on reaching consumers through various means. This is the case in electronic commerce, particularly with the proliferation of social media platforms over the internet.

Legislative intervention has therefore become necessary to establish effective mechanisms for protecting consumers against the advertisements that fill social media, put an oversight mechanism into operation and establish legislative bodies to protect the weaker party against deception and misleading practices by professionals. This is the subject of the present study.

Keywords: Advertising; misleading advertising; electronic advertising; internet advertising.

1- Introduction

Commercial advertising is an active means of informing consumers about the characteristics of goods and services offered on the market, how to use them, how to benefit from them and how to guard against the risks associated with their use.

It also provides consumers with information and particulars concerning a good or service, enabling them to enter into a contract freely and with full awareness. This creates an enduring and stable relationship between the professional and the consumer through the availability of a good product at an appropriate price ¹

Conversely, some traders resort to prohibited advertising methods, such as arousing consumers' instincts, creating an illusion that a good or service exists, disparaging competitors' goods and criticising their products. Such inducement is considered offensive to public morals and dangerous to consumers, particularly in conservative societies, since certain goods permitted in one society may not be permitted in another, such as cigarettes and alcoholic beverages ²

Commercial advertising has thus become a means, a science and an art that asserts its presence in the economic sphere. It is also a market mechanism whose shortcomings must be addressed and whose use must be directed towards the interests of the ordinary consumer of average intelligence and attentiveness.

The misleading character of an advertisement is assessed against an objective standard relating to the ordinary consumer, who can detect misleading advertising without difficulty. Others assess it against a subjective standard, examining the deceptive and misleading character of promotional advertising according to its effect on the type of audience to which it is directed. This standard permits the degree of strictness necessary to address it, particularly where children are

¹ Dr 'Abd al-Qādir Fayṣal Muḥammad Aḥmad, *Advertising Products and Services from a Legal Perspective (al-I'lān 'an al-muntajāt wa-al-khadamāt min al-wijhah al-qānūniyah)*, Maktabat al-Jalā' al-Jadīdah, Cairo, Egypt, 1st ed., 1991, p. 2.

² Ibid., p. 45.

concerned. By contrast, its application produces less stringent results where advertising is directed towards professional craftspeople.

Since its emergence, commercial advertising has attracted widespread public criticism, because traders who praise their goods and services exaggerate their merits without mentioning their shortcomings and risks or relying on accurate and correct information³

Commercial advertising adversely affects competition, as it is used to attack competitors' goods and criticise their products, while exaggerating the merits of goods without mentioning their risks and effects on public health. Misleading advertising can deceive consumers by using false methods and statements to deceive them and induce them to enter into contracts⁴

Where advertising is an instrument of competition, distinctive service provision and quality production, it is legitimate in the market and consequently improves the national economy and develops competitiveness.

The Algerian legislature recognised this in the relevant legislation by enacting provisions protecting consumers against unlawful advertising practices in Law 03-09 of 25 February 2009 on Consumer Protection and the Suppression of Fraud (*Qānūn ḥimāyat al-mustahlik wa-qam' al-ghishsh*), as amended and supplemented by Law 09-18 of 10 June 2018, and Law 05-18 of 10 May 2018 on Electronic Commerce (*Qānūn al-tijārah al-iliktrūniyah*), together with Executive Decree No. 378-13 of 09 November 2013 on the Conditions and Procedures for Providing Consumer Information (*al-Marsūm al-tanfīdhī al-muta'alliq bi-shurūṭ wa-kayfiyāt i'lām al-mustahlik*).

The following research question is posed to examine this subject:

What constitutes misleading advertising through social media, and how effective are the legal mechanisms that ensure this phenomenon is addressed in Algeria?

The following outline is proposed:

³ Muwaffaq Ḥammād 'Abd, Civil Protection of the Consumer in Electronic Commercial Contracts (*al-Ḥimāyah al-madaniyah lil-mustahlik fī al-'uqūd al-tijārīyah al-iliktrūniyah*). A Comparative Study (*Dirāsah muqāranah*). Consumer Protection against Misleading Advertising (*Ḥimāyat al-mustahlik min al-taḍlīl al-i'lānī*). Maktabat al-Shahūrī. Manshūrāt Zayn al-Ḥuqūqīyah, 1st ed., 2011, p. 199.

⁴ Aḥmad al-Sa'īd al-Zarqad, Legal Protection against Advertising Deception in Kuwaiti and Comparative Law (*al-Ḥimāyah al-qānūniyah min al-khidā' al-i'lānī fī al-qānūn al-Kuwaytī wa-al-muqāran*).

Section one: The nature of misleading advertising through social media

Subsection one: The concept of misleading advertising through social media

Division one: Definition of misleading advertising

Division two: Forms of misleading advertising

Subsection two: Protection of the online consumer against misleading advertising

Division one: Protection under consumer protection and electronic commerce legislation

Division two: Protection under Commercial Practices Law 04.02 (*Qānūn al-mumārasāt al-tijārīyah*)

Section two: Mechanisms for protecting the online consumer against misleading advertising

Subsection one: Civil protection of the online consumer against misleading advertising

Division one: Safeguarding the consumer's physical safety (guaranteeing compliance with the duty to ensure safety)

Division two: Warranty against latent defects

Subsection two: Criminal protection of the online consumer against misleading advertising

Division one: The offence of commercial and industrial fraud

Division two: The offence of fraud in electronic commerce contracts

Conclusion

Section one: The nature of misleading advertising through social media

To promote goods and services, commercial operators resort to stratagems and false publicity, conceal defects in the goods and services offered, and exploit consumers' emotions through promotional methods. Consumer protection has

therefore become an important principle for the legislature in both traditional and electronic commerce ⁵

Subsection one: The concept of misleading advertising through social media

Given the proliferation of commercial advertisements in contemporary life, commercial advertising has become a means by which consumers learn about goods, as well as an advisory tool for making consumption decisions ⁶ The primary function of advertising is to inform consumers of the existence of a particular product through an advertiser seeking to promote it and emphasise its advantages. Such advertising may, however, contain statements that exaggerate the extent of those advantages to the point of overstatement or falsehood (false advertisement) ⁷

Division one: Definition of misleading advertising

Misleading means departure from the correct path, deception or loss of direction.

Deception, by contrast, is what an observer imagines to be seeing when that is not the case. Misleading advertising is advertising capable of deceiving the consumer or containing incorrect information about a product, its descriptions and its components ⁸

Misleading advertising may also be defined as advertising that promotes a product or service in a manner that deceives the consumer and induces a purchase without awareness of the need for that product or service, thereby causing harm ⁹

European Directive No. 114/2006, issued on 12 December 2006, also defined it as follows:

Misleading advertising is advertising in any form whose presentation misleads, or may mislead, the persons to whom it is directed, possessing a misleading character

⁵ Website: <http://www.aleqt.com/2010/04/15article379451.html>

⁶ The Court of Cassation defined advertising as (any means of information) intended to enable a customer to form an opinion about the results that may be expected from the good or service offered.

⁷ In French: false advertising.

⁸ Bahjiah al-Qalyūbī, Food Adulteration and Consumer Protection (*Ghishsh al-aghddhiyah wa-himāyat al-mustahlik*). Conference on Consumer Protection in Law and Islamic Law (*Mu'tamar himāyat al-mustahlik fī al-qānūn wa-al-sharī'ah*). Ain Shams University, Egypt, 1995, p. 103.

⁹ 'Abd al-Razzāq 'Alī 'Alī Muḥammad, Consumer Protection against Unlawful Commercial Advertisements (*Himāyat al-mustahlik min al-i'lānāt al-tijārīyah ghayr al-mashrū'ah*). Doctoral thesis, Faculty of Law, Assiut University, Egypt, 2010, p. 18.

that may affect economic behaviour or adversely affect a competing product ¹⁰ The Syrian legislature also defined misleading advertising as advertising conveyed by any means that concerns a good or service, an offer or a false claim, or that is worded in terms capable of directly or indirectly deceiving or misleading the consumer.

Division two: Forms of misleading advertising

First: False advertising

Falsehood in misleading advertising involves disseminating incorrect information or particulars about goods or services with the intention of deceiving and misleading consumers through the dissemination of false claims, thereby harming the interests of consumers and traders ¹¹ Advertising is false when it attributes descriptions and advantages to a product that it does not possess, whether positively or negatively through silence about a fact which, had the assistant known it, would have prevented the purchase.

Second: Comparative advertising

Comparative advertising has been defined as advertising disseminated by a manufacturer, distributor or service provider that compares its services with those offered by an identifiable competitor.

The European Directive also defined it as any advertising that explicitly or by implication identifies a competitor, or a product (goods) or service offered by another competitor ¹²

The Algerian legislature addressed misleading advertising in terms of exaggeration in the presentation of product characteristics and information that are not accurate, substantiated and honest ¹³

¹⁰ Directive 2006/114/EC of the European Parliament and of the Council of 12 December 2006 concerning misleading and comparative advertising.

¹¹ ‘Abd al-Razzāq ‘Alī ‘Alī Muḥammad, op. cit., p. 135.

¹² Directive 2006/114/EC of the European Parliament and of the Council of 12 December 2006 concerning misleading and comparative advertising, Article 2 (comparative advertising means advertising which explicitly identifies a competitor or goods or services offered by a competitor).

¹³ See Article 08 of Law 02/04 concerning the Conditions for Conducting Commercial Activities (*Qānūn shurūṭ mumārasat al-anshīṭah al-tijārīyah*), as amended by Law 10/06.

In the same law, the legislature also addressed the use of influencers to promote a particular product and the presentation of incorrect prices and tariffs that lead consumers to believe that there are discounts and advantages that are not accurately represented, that the product is about to run out and that the quantity is limited, in order to mislead consumers ¹⁴

Subsection two: Protection of the online consumer against misleading advertising

Division one: Protection under consumer protection and electronic commerce legislation

One of the most important principles introduced by Consumer Protection and Suppression of Fraud Law 09/03 is the principle of providing consumer information. Article 17 of that law established the obligation of the person concerned or the market operator to provide consumers with all information relating to goods made available for consumption, by any means, whether traditional or electronic.

Article 68 also criminalises deceiving or attempting to deceive consumers by any means. The legislature prescribed penalties for advertisements intended to mislead consumers, as provided in Article 69 of the same law¹⁵ Article 30 of Law 05/18 on Electronic Commerce also set conditions for electronic advertising through social media. It requires advertisements to be clearly and unambiguously identified as advertising messages, together with identification of the persons on whose behalf they were created, while affirming those persons' responsibility for the advertised offers and their fulfilment¹⁶

Article 34 also affirms the prohibition on publishing promotional advertisements whose electronic publication is prohibited by the legislature¹⁷

Division two: Protection under Commercial Practices Law 02-04

¹⁴ See Article 28 of the preceding law.

¹⁵ Article 69 provides that the penalties prescribed in Article 68 above shall be increased to 5 years and a fine of 50000 thousand Algerian dinars (DZD) if the deception or attempted deception was committed by means of weighing, measuring or methods)

¹⁶ Article 30 of Law 18/05 provides that, without prejudice to the legislative and regulatory provisions in force, any advertising, promotion or message of a commercial nature or purpose conveyed through electronic communications

¹⁷ Article 34 of the law provides that the publication of any advertising or promotion through electronic communications is prohibited for any product or service whose marketing through electronic communications is prohibited under the legislation and regulations in force.

Under Article 08 of Law 02-04 concerning the Conduct of Commercial Activities (*Qānūn mumārasat al-anshiṭah al-tijārīyah*), the legislature required advertisers using social media to publish accurate and truthful information concerning the good or service and the terms of sale before concluding the contract. Article 28 of the same law expressly affirmed the prohibition of misleading advertising, subject to stringent penalties, irrespective of the advertising medium used, whether traditional or electronic, through any social media platform or electronic medium.

The legislature also classified as unlawful and prohibited misleading advertising any advertising containing statements, particulars or representations capable of misleading consumers about the identity of a product or service, its quantity, availability or characteristics; containing elements capable of creating confusion with another seller or that seller's products, services or activity; or relating to a particular offer of goods or services where the economic operator does not have sufficient stocks of those goods or cannot guarantee the services that should normally be provided in proportion to the scale of the advertising.

Section two: Mechanisms for protecting the online consumer against misleading advertising through social media

Subsection one: Civil protection of the online consumer against misleading advertising

Consumers require civil and criminal protection because they are the weaker party in the contractual relationship, whether traditional or modern and conducted electronically. Since consumers vary in age and qualifications, the need to protect this group, which communicates over the internet in multiple social media spaces, has become a central concern of legislators and legal practitioners, given the multiplicity of these media, their dangers to users, and the development of promotional and misleading advertising methods and their consequences.

Division one: Safeguarding the online consumer's physical safety (guaranteeing compliance with the duty to ensure safety)

The duty to ensure safety is a general legal principle applicable to all contracts, whether traditional or electronic. In electronic contracts, however, special protection is required because contracting takes place at a distance and consumers are exposed to illusion and fraud, as well as the possibility of data theft and online

fraud, in view of the growing reliance on contracting through social media over the internet ¹⁸

Professionals are responsible for safeguarding online consumers against misleading advertisements. Their use of publicity to promote their products also reassures consumers about those products' quality and safety, encouraging them to purchase them. Professionals must therefore bear the burden of the harm arising from defects in proportion to the deficiency revealed in the products. Most legal scholars consider the duty to ensure safety to be an obligation of result, thereby removing the burden of proof from the professional. If the professional wishes to avoid liability, however, it must prove that it fully discharged its duty to warn. It is the stronger party, possessing knowledge and financial capacity, whereas the consumer is the weaker party ¹⁹

Division two: Warranty against latent defects

Latent defects have become particularly significant in the modern age, especially with technological progress, which has increased demand for sophisticated and complex tools and appliances. The Algerian legislature defined the warranty against latent defects by requiring the seller to warrant against latent defects that diminish the product's value or usefulness for its intended purpose, as inferred from the advertisement. The Egyptian Court of Cassation also defined a defect as a supervening affliction absent from the sound natural constitution of all things. Legal scholarship has also defined it in terms of a product that does not provide safety. The seller warrants against these defects even if unaware of their existence ²⁰

In view of the dangerous character inherent in it, French case law has settled on treating the professional seller as equivalent to a seller acting in bad faith who

¹⁸ ‘Abd al-Fattāh al-Hijāzī, Consumer Protection over the Internet (*Himāyat al-mustahlik ‘abra shabakat al-Intarnit*), Dār al-Kutub al-Qānūniyah, El Mahalla El Kubra, Egypt, 2008, p. 69.

¹⁹ Akram Muḥammad Ḥusayn al-Tamīmī, *Manshūrāt al-Ḥalabī al-Ḥuqūqīyah*, Beirut, Lebanon, 1st ed., 2010, p. 125.

²⁰ It should be noted that error or mistake is not a latent defect. Linguistically, a defect is something absent from a sound natural constitution, such as a persistent affliction affecting a thing. The Egyptian Court of Cassation defined it as a supervening affliction absent from the sound natural constitution of the item sold.

knows of the defect and is consequently barred from agreeing to reduce or exclude the warranty²¹

In the case of a professional or a professional market operator, the law presumes knowledge of the defect, imputing such knowledge to them as a conclusive legal presumption²²

Some legal scholars have gone further, holding the professional seller responsible for providing the specifications advertised, which reflect the purchaser's needs and the purposes for which the purchaser wishes to use the goods²³

Subsection two: Criminal protection of the online consumer against misleading advertising

The forms of criminal protection afforded to online consumers vary as follows:

Division one: The offence of commercial and industrial fraud

Commercial and industrial fraud is any act capable of changing the nature, characteristics or usefulness of goods. The offence of fraud arises when its material and mental elements are present. In misleading advertising through social media, the mental element is present where spoiled or adulterated goods subsequently delivered to consumers are displayed or offered for sale over the internet. The mental element is also established by an intention to commit fraud accompanied by knowledge that its constituent elements exist in fact²⁴

The material element is established by an act of adulteration, the sale or promotion of spoiled goods, or the offering for sale or display of adulterated materials over the internet through various social media platforms. Once goods or services are promoted to the public over the internet as fulfilling the purpose for which they were produced and meeting the public's wishes, thereby inducing people to order and purchase them, their promoters become fully responsible. This constitutes the

²¹ French case law relied on Article 1643 of the French Civil Code (*al-Qānūn al-madanī al-Faransī*), which distinguishes between a seller acting in good faith and a seller acting in bad faith, who is prohibited from restricting, reducing or excluding the warranty.

²² Usāmah Badr Aḥmad, Warranty against the Risks of Medical Products: A Comparative Study (*Ḍamān makhḥāṭir al-muntajāt al-ṭibbiyah: dirāsah muqāranah*). Dār al-Nahḍah al-‘Arabīyah, Tanta University, Cairo, p. 145.

²³ Ḥasan ‘Abd al-Bāsiṭ Jumay‘ī, Producer Liability for Damage Caused by Defective Products (*Mas’ūliyyat al-muntij ‘an al-aḍrār allatī tusabbihuhā al-muntajāt al-ma‘ībah*), Dār al-Nahḍah al-‘Arabīyah, 2000, Cairo, p. 58.

²⁴ ‘Abd Allāh Ḥusayn Maḥmūd, Consumer Protection against Commercial and Industrial Fraud: A Comparative Study (*Ḥimāyat al-mustahlik min al-ghishsh al-tijārī wa-al-ṣinā‘ī: dirāsah muqāranah*), Dār al-Nahḍah al-‘Arabīyah, Cairo, 2002, p. 11.

material element of the offence of fraud where other goods or materials are substituted for them or their material value as stated in the advertisement appearing on social media is reduced.

Division two: The offence of fraud in electronic commerce contracts

A producer or market operator may deliberately resort, when offering products for promotion, to misleading publicity that may contain scientific fallacies, with the aim of securing the greatest possible profit. Such fraudulent conduct is punishable by imprisonment, a fine or both. Other supplementary penalties may also be added, such as criminalising unlawful access to electronic commerce websites and the acquisition of consumer data, providing criminal protection for online consumers, protecting electronic payment methods against interference, and protecting data privacy, in addition to criminalising interference with consumers' credit card data and the forgery of electronic documents to which consumers are parties ²⁵

Conclusion

The study of misleading advertising through social media shows that most legal systems have not left consumers exposed to deception through these media, having established a system of legal mechanisms drawn from multiple sources. In its laws concerning commercial practices, the Algerian legislature focused on ensuring that suppliers or advertisers promoting their products comply with the obligation to provide essential information about the product or service, such as prices, services and the specifications of the goods and services offered, subject to deterrent criminal or civil sanctions. It should be noted that civil sanctions rely on the general rules requiring sellers to safeguard consumers' physical safety and warrant against latent defects.

In addition, through Law 09-03 on Consumer Protection and the Suppression of Fraud, Law 09-18 and Law 05-18 on Electronic Commerce, the Algerian legislature prescribed penalties for the use of social media for false promotion and misleading advertising, through the consumer's right to information, clarification and exclusion, and the prohibition of deception or attempted fraud.

Law 05-18 on Electronic Commerce established conditions for advertising and prohibited any misleading or deceptive promotion directed at consumers, as did the

²⁵ 'Abd al-Fattāḥ al-Hijāzī, op. cit., p. 62.

Law Laying Down the Rules Applicable to Commercial Practices (*Qānūn al-qawā'id al-muṭabbaqah 'alā al-mumārasāt al-tijārīyah*), Article 28 of which emphasised that misleading advertising is unlawful and subject to penalties. Nevertheless, new promotional methods have emerged through social media, using questionable advertisements and personalities known to the public to promote others' products. New mechanisms must therefore be developed, and the roles of civil society, consumer protection associations and digital oversight must be activated

through social media, in addition to developing the legislative framework to keep pace with these new promotional methods.

References

In Arabic

- 1- . 'Abd al-Qādir Fayṣal Muḥammad Aḥmad, Advertising Products and Services from a Legal Perspective (*al-I'lān 'an al-muntajāt wa-al-khadamāt min al-wijhah al-qānūniyah*), Maktabat al-Jalā' al-Jadīdah, Cairo, Egypt, 1st ed., 1991, p. 2.
- 2- Muwaffaq Ḥammād 'Abd, Civil Protection of the Consumer in Electronic Commercial Contracts: A Comparative Study, Consumer Protection against Misleading Advertising (*al-Ḥimāyah al-madanīyah lil-mustahlik fī al-'uqūd al-tijārīyah al-iliktrūniyah: dirāsah muqāranah, ḥimāyat al-mustahlik min al-taḍlīl al-i'lānī*), Maktabat al-Shahūrī, Manshūrāt Zayn al-Ḥuqūqīyah, 1st ed., 2011, p. 199.
- 3- Aḥmad al-Sa'īd al-Zarqad, Legal Protection against Advertising Deception in Kuwaiti and Comparative Law (*al-Ḥimāyah al-qānūniyah min al-khidā' al-i'lānī fī al-qānūn al-Kuwaytī wa-al-muqāran*).
- 4- Website: <http://www.aleqt.com/2010/04/15/article379451.html>
- 5- Bahījah al-Qalyūbī, Food Adulteration and Consumer Protection (*Ghishsh al-aghdhiyah wa-ḥimāyat al-mustahlik*), Conference on Consumer Protection in Law and Islamic Law (*Mu'tamar ḥimāyat al-mustahlik fī al-qānūn wa-al-sharī'ah*), Ain Shams University, Egypt, 1995, p. 103.

- 6- ‘Abd al-Razzāq ‘Alī ‘Alī Muḥammad, Consumer Protection against Unlawful Commercial Advertisements (*Ḥimāyat al-mustahlik min al-i‘lānāt al-tijārīyah ghayr al-mashrū‘ah*), doctoral thesis, Faculty of Law, Assiut University, Egypt, 2010, p. 18.
- 7- ‘Abd al-Razzāq ‘Alī ‘Alī Muḥammad, op. cit., p. 135.
- 8- Article 08 of Law 04-02 concerning the Conditions for Conducting Commercial Activities, as amended by Law 10-06.
- 9- Article 28 of the preceding law.
- 10- Article 69 of Law 09-03.
- 11- Article 30 of Law 18-05.
- 12- Article 34 of Law 18-05.
- 13- ‘Abd al-Fattāḥ al-Ḥijāzī, Consumer Protection over the Internet (*Ḥimāyat al-mustahlik ‘abra shabakat al-Intarnit*), Dār al-Kutub al-Qānūnīyah, El Mahalla El Kubra, Egypt, 2008, p. 69.
- 14- Akram Muḥammad Ḥusayn al-Tamīmī, Manshūrāt al-Ḥalabī al-Ḥuqūqīyah, Beirut, Lebanon, 1st ed., 2010, p. 12.
- 15- Article 1643 of the French Civil Code, which distinguishes between a seller acting in good faith and a seller acting in bad faith, who is prohibited from restricting, reducing or excluding the warranty.
- 16- Usāmah Badr Aḥmad, Warranty against the Risks of Medical Products: A Comparative Study (*Ḍamān makhāṭir al-muntajāt al-ṭibbīyah: dirāsah muqāranah*), Dār al-Nahḍah al-‘Arabīyah, Tanta University, Cairo, p. 145.
- 17- Ḥasan ‘Abd al-Bāsiṭ Jumay‘ī, Producer Liability for Damage Caused by Defective Products (*Mas’ūliyat al-muntij ‘an al-aḍrār allatī tusabbibuhā al-muntajāt al-ma‘ībah*), Dār al-Nahḍah al-‘Arabīyah, Cairo, 2000, p. 58.
- 18- ‘Abd Allāh Ḥusayn Maḥmūd, Consumer Protection against Commercial and Industrial Fraud: A Comparative Study (*Ḥimāyat al-mustahlik min al-ghishsh al-tijārī wa-al-ṣinā‘ī: dirāsah muqāranah*), Dār al-Nahḍah al-‘Arabīyah, Cairo, 2002, p. 11.

19- ‘Abd al-Fattāh al-Ḥijāzī, op. cit., p. 62.

In French

1- Directive 2006/114/EC of the European Parliament and of the Council of 12 December 2006 concerning misleading and comparative advertising.

2- Directive 2006/114/EC of the European Parliament and of the Council of 12 December 2006 concerning misleading and comparative advertising, Article 2.

Legal texts

1- Law 09-03 of 25 February 2009 on Consumer Protection and the Suppression of Fraud, as amended and supplemented by Law 18-09 of 10 June 2018.

2- Law 18-05 of 10 May 2018 on Electronic Commerce.

3- Law 18-09 of 10 May 2018 amending and supplementing Law 09-03 on Consumer Protection and the Suppression of Fraud.

4- Executive Decree 13-378 of 9 November 2019 Laying Down the Conditions and Procedures for Providing Consumer Information.

1- Law 04-02 of 23 June 2004 Laying Down the Rules Applicable to Commercial Practices, as amended and supplemented by Law 10-06 of 15 August 2010.

2- Legislative and Regulatory Texts concerning Consumer Protection, the Suppression of Fraud and Commercial Practices (*al-Nuṣūṣ al-qānūnīyah wa-al-tanzīmīyah al-muta‘alliqah bi-ḥimāyat al-mustahlik wa-qam‘ al-ghishsh wa-al-mumārasāt al-tijārīyah*).