Our Commitment to Responsible Advertising

We are proud to design products that help children get the most out of play time. Our toys can help children learn about themselves, others and the world around them, help them to develop new skills and are a key part of growing up.

Like other sectors, we use advertising as a way to share information about our products. Given 60% of toys are new to the market each year, it's an important driver of competition, and helps keep the EU toy industry at the forefront of innovation.

What makes us different, is that our products, and our ads, are made with children and their families in mind. When it comes to designing toys, safety is our priority. When it comes to advertising them, it's communicating responsibly.

For us, communicating responsibly means making sure our advertising is legal, decent, honest and truthful, in accordance with the standards in place across Europe. Because our toys are made for children, we go further, and make sure that the advertising we make is appropriate for children and respects their understanding of the world.

We first set out principles for advertising to children and their families back in 1994. They still work. In 2014, less than 0.1% of the 68,988 ads complained about in Europe were about toys.

Since we created our principles, advertising has changed dramatically. Who could have imagined that two in three of children in the EU would use a mobile phone? Or that VHS, which is mentioned in the principles, would be virtually extinct!

It's for this reason that we decided it was time to refresh the principles. However, the values at their core remain the same. We continue to be committed to making sure that all of our commercial communications with children and their families:

✓ Comply with the relevant national and European
   legal and self-regulatory frameworks

✓ Are honest and truthful

✓ Promote safe play

✓ Respect children's privacy

✓ Are socially responsible

TIE's Values for Responsible Marketing Communications to Children & their Families

1 - Our Marketing Communications Comply with Regulation

Members of Toy Industries of Europe commit to fully abide by relevant regulations, directives, laws, and codes of practice that are in place in their jurisdiction. The legal and self-regulatory framework facilitates responsible trade and brings benefits to both consumers and economic operators. We co-operate with public authorities and self-regulatory organisations at European and national level.

2 - Our Marketing Communications Are Honest and Truthful

We always take into account the level of knowledge, sophistication and maturity of the audience to which our message is primarily directed. Children, especially younger ones, may have a limited capacity for evaluating the credibility of the information they receive. Unreasonable expectations of product quality or performance should not be stimulated either directly or indirectly. We take great care not to exploit the imaginative qualities of children.

3 - Our Marketing Communications Promote Safe Play

We prioritise safe play, whilst also appreciating the importance of imitation, exploration and experimentation for children. We understand that children may imitate product demonstrations and other actions without regard to the risk to their safety or wellbeing. With this in mind we ensure children's safety, by taking care not to encourage children to engage in hazardous activities in our marketing communications.

4 - Our Marketing Communications Respect Children's Privacy

We fully understand the need to ensure that a child's right to privacy is properly protected. We abide by all regulations in this area and act responsibly in the processing of data.

5 - Our Marketing Communications Are Socially Responsible

We understand that childhood is a formative time for social behaviour, lifestyle and attitudes. We take care to ensure that advertising to children and their families is socially responsible, respects human dignity and does not undermine positive social behaviour, lifestyles or attitudes.