

99118010176000, 99118010176000

Submit a complaint about advertising

Heruntergeladen am 01.07.2025

<https://fimportal.de/xzufi-services/395397164/L100008>

Modul	Sachverhalt
Leistungsschlüssel	99118010176000, 99118010176000
Leistungsbezeichnung I	Submit a complaint about advertising
Leistungsbezeichnung II	
Typisierung	6 - Allgemeine Hinweise, nicht spezifische für eine Leistung
Quellredaktion	Sachsen-Anhalt
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	

Modul	Sachverhalt
Ansprechpartner	Nein
Fachlich freigegeben am	
Fachlich freigegeben durch	
Handlungsgrundlage	
Teaser	
Volltext	Be it on television, in magazines or on billboards - advertising is part of everyday life. However, advertising motifs and commercials do not always adhere to the limits that apply to advertising. If you see a motif that you think is discriminatory or harmful to young people, you can complain to the German Advertising Council, which was founded by the Central Association of the German Advertising Industry.
Erforderliche Unterlagen	• Criticized advertising motif or a brief description of it
Voraussetzungen	None.
Kosten	None.
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 explain why you consider the motif to be discriminatory or harmful to young people. The Advertising Council will examine your complaint. If it agrees, the Advertising Council will contact the company advertising with the motif. If the company does not withdraw the motif, the Advertising Council can issue a reprimand and publish it. Note: A reprimand issued by the German Advertising Council is not associated with any further sanctions (e.g. fines), but is considered to be damaging to the company's image.
Bearbeitungsdauer	
Frist	None.
weiterführende Informationen	

Modul	Sachverhalt
Hinweise	
Rechtsbehelf	
Kurztext	
Ansprechpunkt	Contact the German Advertising Council. https://werberat.de/zustaendigkeit-deutscher-werberat/ https://werberat.de/zustaendigkeit-deutscher-werberat/
Zuständige Stelle	
Formulare	
Ursprungsportal	Beschwerde über Werbung einreichen, Submit a complaint about advertising