

Swedish Code of Statutes

Act amending the Marketing Act (2008:486)

SFS 2018:1220

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By decision of the Swedish Parliament (Riksdag)¹, it is hereby laid down that Section 1 of the Marketing Act (2008:486) shall be worded as follows.

Section 1.² The purpose of this Act is to promote the interests of consumers and business in connection with the marketing of products and to prevent marketing that is unfair to consumers and traders.

Provisions concerning marketing can be found, *inter alia*, in:

- the Social Insurance Code,
- the Tobacco Act (1993:581),
- the Lotteries Act (1994:1000),
- the Maritime Act (1994:1009),
- the Deposit Guarantee Act (1995:1571),
- the Currency Exchange and Other Financial Activities Act (1996:1006),
- the Marketing of Crystal Glass Act (1996:1118),
- the Investor Compensation Act (1999:158),
- the Act on Electronic Commerce and other Information Society Services (2002:562),
- the Securities Funds Act (2004:46),
- the Deposit Business Act (2004:299),
- the Price Information Act (2004:347),
- the Distance and Off-Premises Contracts Act (2005:59),
- the Insurance Contracts Act (2005:104),
- the Insurance Mediation Act (2005:405),
- the Franchise Disclosure Act (2006:484),
- the Securities Market Act (2007:528),
- the Carriage by Air Act (2010:510),
- the Radio and Television Act (2010:696),
- the Payment Services Act (2010:751),
- the Alcohol Act (2010:1622),
- the Consumer Credit Act (2010:1846),
- the Act (2011:914) on consumer protection in timeshare contracts and long-term holiday products,
- the Act (2013:561) on alternative investment fund managers,
- the Act on the marketing of infant formulae and follow-on formulae (2013:1054),
- the Act (2014:1344) containing provisions supplementing the EU Rail, Maritime and Bus Passenger Regulations,
- the Act (2015:671) on alternative consumer dispute resolution,
- the Public Transport Passengers' Rights Act (2015:953),
- the Act (2016:415) on interchange fees for card-based payment transactions,

¹ Government Bill 2017/18:225, Report 2017/18:CU29, Riksdag Communication 2017/18:374.

² Last amended by 2018:775.

- the Act (2016: 915) on requirements for installations for alternative fuels,
- the Act (2017:425) on electronic cigarettes and refill containers, and
- the Package Travel Act (2018:1217).

This Act shall enter into force on 1 August 2018.

On behalf of the Swedish Government

PER BOLUND

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