

Industry Response to ISO Technical Committee

Proposal on Digital Marketing

Dear Members of the ISO Technical Management Board,

On behalf of a coalition of business groups representing a broad array of industries, we would like to extend our sincere appreciation for your vote in the intermediary vote session last December. We were pleased to note that a significant majority of the Technical Management Board (TMB) ISO countries have recognised the importance of addressing digital marketing through existing standards, such as the [ICC Advertising and Marketing Communications Code](#) (ICC Code), rather than establishing a new ISO technical committee.

Ahead of your final TMB meeting anticipated on 19 and 20 March 2025, we wish to emphasize, once again, the historical role the International Chamber of Commerce (ICC) has played in the industry globally and the enduring significance of the ICC Advertising and Marketing Communications Code.

Established in 1937, ICC's Code serves as the international benchmark for ethical advertising and marketing communications. Last revised in 2024, and potentially the most comprehensive revision in decades, the ICC Code addresses the evolving landscape of marketing and advertising, including digital marketing, AI, algorithms, and environmental claims. It covers the entire spectrum of marketing activities, from traditional advertising to digital marketing communications, sponsorship, sales promotion, influencer marketing and social media.

In this global marketing and advertising ecosystem, we work hand in hand with many partners, including self-regulatory organisations (SROs), companies, like-minded trade associations, and other international organisations, such as the IAB Tech Lab, the global technical standards-setting body for the digital advertising industry. We have included an overview of the IAB Tech Lab and some of the international technical standards that govern the global digital advertising industry (more on the Tech Lab's body of standards work is attached).

The ICC Code is the backbone of self-regulatory systems in nearly 50 countries, providing a comprehensive framework that promotes legal, honest, decent, and truthful advertising. Advertising self-regulation, endorsed by ICC, is recognised by policymakers, international organisations, and judiciary systems in various jurisdictions. It complements

government regulations by providing industry-specific guidance and enforcement mechanisms. This approach ensures that marketing and advertising practices are not only compliant with legal standards but also adhere to ethical principles, fostering a level competitive playing field and a robust marketplace.

We understand that the issue will be discussed again at the next TMB meeting on 19 and 20 March. We appreciate your continued consideration of our position and the importance of maintaining a cohesive and effective global standard for digital marketing. This enduring legacy of the ICC Code underscores its pivotal role in fostering trust and accountability in the advertising and marketing industry.

By leveraging the established ICC Code, we can ensure that digital marketing practices remain ethical, transparent, and effective, without the need for a new ISO technical committee.

Thank you once again for your attention to this critical matter. We look forward to the official confirmation from the March meeting and remain committed to working together to uphold the highest standards for our industry and strengthen our collaboration.

Yours sincerely,

International Chamber of
Commerce



IAB Technology Laboratory



World Federation of
Advertisers



Interactive Advertising
Bureau Europe



Federation of European
Data and Marketing



The Toy Association



With support from advertising self-regulatory organisations (SROs)

European Advertising
Standards Alliance



International Council for Ad
Self-Regulation

