

Surveillance in the area of advertising

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Surveillance over advertising is regulated in the Czech Republic by the Act No 40/1995 Coll., on Advertising Regulation and on amendment to Act No 468/1991 Coll., on the Operation of Radio and Television Broadcasting, as amended (hereinafter referred to as the “Act”), that came into force on April 1, 1995. On January 26, 2006, the Act No 25/2006 Coll., came into force that in the area of veterinary medicinal products amends the Act in terms of ban advertising focused on the general public, in regard to veterinary medicinal products subject to a medical prescription or which contain narcotic and psychotropic substances. The Institute for State Control of Veterinary Biologicals and Medicaments (ISCVBM) has been established by the Act as a competent authority for the conduct of surveillance over advertising for veterinary medicinal products in the Czech Republic.

The ISCVBM has issued the guideline USKVBL/UST – 4/2006 laying down detailed rules for an assessment of advertising for veterinary medicinal products.