Ad disclosure checklist

Based on the Dutch Advertising Code for Social Media and Influencer Marketing as revised on 1 July 2026. Not legal advice: in case of doubt, check the code itself.

1. Is there a relevant relationship?

- [ ] Payment in money, also partly.
- [ ] Free products, gifts or experiences.
- [ ] Invitations to events, stays or trips.
- [ ] Discount codes or affiliate links.
- [ ] Promised extra visibility.

2. The disclosure itself

- [ ] Is it visible immediately, as the first word or first sentence?
- [ ] Is it clear, for example "Advertisement", "Paid partnership with [brand]" or the platform's own label?
- [ ] Hashtags such as #ad: do they clearly stand out, not hidden between others?
- [ ] For gifted products: "gifted by [brand]".

3. Per platform and per post

- [ ] Every platform has its own disclosure.
- [ ] Every Story has its own disclosure, not only the first.
- [ ] In video: in the video itself and in the description.

4. Agreements

- [ ] The exact disclosure wording is in the agreement.
- [ ] The creator received a briefing with the rules.
- [ ] It is agreed who checks after publishing.

5. After publishing

- [ ] Check every post after it goes live.
- [ ] Correct missing disclosures straight away.
- [ ] Record that you checked, with date and screenshot.

Want us to think along?

Brief us on your campaign. A first conversation is free and without commitment.

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