

## Bondoc și Asociații SCA annuls a decision rendered by ANPC sanctioning unfair commercial practices in the advertising and audiovisual media sector



**Bondoc și Asociații SCA scores a new success in a dispute over unfair commercial practices, specifically in the advertising and audiovisual media sector, thus contributing with a significant case law precedent.**

The case involved addressing both a specific regulation on unfair commercial practices and the imperative of applying principles such as reasonableness and proportionality in the application and interpretation of the law, as well as the practical significance of the obligation to ensure that consumers are fully and fairly informed. The dispute also raised the issue of predictability in the interpretation and consistent practice that an authority is required to follow, the complexity of the case also pertaining to the previous recurrent inspections of the economic operator in question made by the ANPC.

Thus, by its recent decision, the court has validated the interpretation and analysis proposed by Bondoc și Asociații on these legal issues, annulling the contravention sanctioning decision.

This new successful outcome once again confirms the broad expertise of Bondoc și Asociații team in dealing with highly technical subjects and legal issues that require an analysis and interpretation of legal provisions in convergent areas.

The team that handled this case on behalf of Bondoc și Asociații consisted of Attorney-at-Law **Ioana Katona**, Partner, who has a wealth of experience in administrative and contravention disputes and Attorney-at-Law **Anca Radu**, Associate of the litigation department.