

Marketing Law and Consumer Law

Practice area

Marketing and consumer law has become increasingly complex with numerous laws, regulations, and practices, along with heightened enforcement focus from authorities such as the Consumer Ombudsman. This can result in significantly larger fines than before. We assist businesses in navigating this challenging legal landscape.

Marketing and consumer law is crucial for ensuring a fair, transparent, and trustworthy market, protecting consumers and enabling businesses to compete on equal terms. Compliance with marketing and consumer regulations is essential for building and maintaining a positive reputation and customer trust. Adhering to the law also helps avoid time-consuming and resource-intensive disputes and potential sanctions from regulatory authorities, which can have significant financial and reputational consequences.

Plesner's Marketing and Consumer Law team provides highly specialised advice, encompassing both compliance guidance and assistance with disputes between businesses or with authorities, particularly the Consumer Ombudsman. Such cases often involve interdisciplinary aspects, including IP law, data protection law, IT law, financial law, or tax law. Therefore, we collaborate across our teams to address all aspects of our clients' needs and to respond to all questions that a marketing and consumer law inquiry may raise.

With our specialist knowledge and collaborative approach, we tailor our advice to the specific case and the unique challenges our clients face.



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