



The new [Self-Regulatory Guidelines for Children's Advertising](#) (the Guidelines) issued by the Children's Advertising Review Unit (CARU) went into effect on January 1, 2022.

The Guidelines apply to advertising that is primarily directed at children under the age of 13 in any medium. CARU will monitor child-directed advertising and media for compliance with the Guidelines to ensure that advertising directed at children is not deceptive, unfair, or inappropriate for children. For additional information about the Guidelines, see our blog post [here](#).

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