



1. How do definitions add effectiveness?

influencer as an occupation.

12.1

the law is inadequate to support meaningful enforcement and therefore does not provide deterrence.⁶

cannot be contractually overridden. focus much of the liability on the brand/advertiser platforms should do more to educate their users and user technology to reduce harmful content.

3. Liability for advertising, has the effectiveness of the law been reduced by the focus on the advertiser?

mobilises positive social change.

