

## GVH President launches Family-Friendly Working Group

**Budapest, 19 July 2022 - The Hungarian Competition Authority (GVH) has undertaken to set up a Family-Friendly Working Group within the framework of the Consumer Protection Roundtable to assist law enforcement and legislation aimed at protecting families, along with the relevant bodies.**

Csaba Balázs Rigó, President of the National Competition Authority, as a member of the Consumer Protection Roundtable set up by the Ministry of Justice initiated the establishment of a Family-Friendly Working Group within the framework of the Roundtable, supported by Minister of Justice Judit Varga. The newly created interprofessional working group, which includes both public and social bodies, aims to enhance the fight against misleading advertising and unfair commercial practices targeting families, specifically via online and social media platforms.

*"Over the next four years, representing the interests and protecting the rights of Hungarian people and families will be a priority for consumer protection. By setting up the Roundtable we have assumed the task of ensuring that the authorities operating in this area can pursue their activities in a coordinated manner, along the same objectives and criteria, focusing on the protection of Hungarian families", emphasised Minister of Justice Judit Varga.*

*"Families and parents are frequently targeted by misleading advertisements and commercial practices. The institution of the family is specifically protected by the Fundamental Law and the Law on the Protection of Families. The time has come to ensure the protection of families and family relationships in the regulation of unfair commercial practices in Hungary and to further enhance the already high level of their protection. Businesses must act with particular responsibility if they can reasonably foresee that their commercial practices are likely to distort family decisions", said Csaba Balázs Rigó, President of the GVH.*

Press Office of the GVH