

CLEARANCE CERTIFICATE

Canada (Quebec) (CA-QC) · OPC, RACJ, CRTC

ASSET	RUN	ISSUED	VERDICT
run_1fc6782fb14e_localized_CA-QC.mp4	run_1888660b5c27	2026-09-12 12:58 UTC	NOT CLEARED

18 finding(s) were raised against this market from 10 resolved rules: 18 still holding clearance, 0 fixed and verified, 0 referred to a human. Every rule below was matched to an observation the analyst recorded from the footage itself, and every citation was retrieved at judging time.

FINDINGS

CA-QC-CHILD-01 · legal · severity 92 · 00:00.0 to 00:01.8 · open

Commercials featuring infants and child-oriented presentation fall under the strict prohibition on advertising directed at children under 13 pursuant to Quebec's Consumer Protection Act, ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEfqcfcI-ARG8J8YH5vQ5yaMp1BeyKqYJHP-4C6pMGq4_LeoUrvghi1_xxvmKuZm5svZ-wfMO7c7c009GXcrK4HSHexI_tFQhpDeMGicoCXF0xdUbQs5S3s8WBDah53inoacTsmKBH-jKBHlJKNxCKcJiuR

CA-QC-CHILD-01 · legal · severity 92 · 00:01.8 to 00:03.3 · open

Featuring a child in a playhouse holding snack food triggers Quebec's prohibition against commercial advertising directed at persons under 13 under Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGuzDDIz2MYLtcQ4CJUb2SrgxtkGIMSLiw-LqqrzHizjilXOvi2sILGgmJmCG-KHfTbd4hOVYLA4ys5528nYpS2lqoQb8elaYdeyVLKltdQ75U3Cd6cH-JvA_xJNFWv4ww_nul80rHlQdO5-A4JlQ2VnAjny5N_G7AK8jRNpA6BPJwzjNfMtck

CA-QC-CHILD-01 · legal · severity 92 · 00:01.8 to 00:03.3 · open

Depicting young toddlers in play environments within commercial advertising violates Quebec's Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFzdgTZ3FBTxsKAw3aRDbRhAe60CYl0sit-Sn1Bc4ad4FaTEylh08LqFjDwwX26qgsq2liYtsnshdEy01oCvYgNyN-tBVkcJTeuZcAK7hDFWtTbU8G9ldADLK2lizWKvu5hHUhxxdYTKWNoJy3Bh2Sa0MGXoERaEYvwE3XvLYbqoH4VntXUm_H

CA-QC-CHILD-01 · legal · severity 92 · 00:04.5 to 00:06.3 · open

Presenting a child under 13 holding and endorsing a commercial product violates Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQH2B3IKBA6T_yLlpTtcB7kEPvEyV1O4cxVPcC0Z4Uez4BsBwoFaQddWOCuDvdZoeHYDgtJ9x_Aqdi-HnNLZce42yqXp3V5njQNjIXEFB1JHHtCqsL1Hn0NnZPrfN0iX6m9_UpmlmH7bhChxYwct92ajVc6D_oOLyUaTafvQwoc3XeTLu9gV8VQGWg==

CA-QC-CHILD-01 · legal · severity 92 · 00:06.3 to 00:07.8 · open

Using infants and baby gear in commercial presentations breaches Quebec Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFAqsKBk8cdPq3PassUzUkoLesmBD_HIAvX0mwwNAGr_whVBxnlOt74j9tonBkXO_Ulvizn2gtQX9LgHDchK_J1QFg-ZiCMmF4vf5f3nJnEhSMggaHTjhxVvrBNTq6Fjl-t1pGDWqqImQ0hZXGOUvJsCzN0JesRRdOmzxMz7p8pwtD4ro2oab0

CA-QC-CHILD-01 · legal · severity 92 · 00:11.3 to 00:13.0 · open

Featuring smiling infants in baby harnesses appeals to children and violates Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGwj8_Pn1ZVdED3JT9PZXN8ZCcrxOE2lsYgQeGsu18EvL-w0ttkwyNpULiPULehOse7MhNABaB8acdpxTNOW3r77zsl0bFTYtKGI_MarnOSKVy6H2IdBmoR0HHHYE1UbjNvdKjUG1sPC3DR3TRUeHLaoxcdM7AtMNauJB9aWY4y7o70xmQe4NPg==

CA-QC-CHILD-01 · legal · severity 92 · 00:13.0 to 00:14.3 · open

Depicting a young child on a playground structure in commercial advertising contravenes Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHKhq_wDAC4shcl3WXZ45z9NulBqsWzLpD3gisVVA0YNMOHidXXMo1qxjH8TR8IO0VICv7edJbeAOzyABSD3F9x9Zx14xFl6jPzPe8jXgE_kRee9rLRCKnVCPHikSHBj-QFACghwj4S1eRIZUYw8mdr0WSuFd7FdSlyjMPFZLwoT3la5s9IMnCzQ==

CA-QC-CHILD-01 · legal · severity 92 · 00:13.0 to 00:14.3 · open

The depiction of a young child in a harness sling falls under the statutory ban on advertising directed at minors under Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEFbULkPjNrdf_okqbKI0Yfg4WAvug3v1oFsZ_rp1EiwtXx-t6x1uQwhjDujut8iQx55rz_bICX0IP_qe6XjDHB5Vv8N-c2u9sOCWBmAlPmHgTrnf24OnDX2K6ynl8JtVvqMO4H2LzMLDF4VnLkljS8iSD9EKS-E=

CA-QC-CHILD-01 · legal · severity 92 · 00:15.3 to 00:16.6 · open

A close-up shot of an infant in a commercial violates Quebec Consumer Protection Act ss. 248-249 prohibiting child-directed advertising.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQF-UwboXFeWpta4tN_vLOEtE6yqog5CctnKNjMvDzqQdxLMe9UpisHvS_mxRB4EcCnDboWexWoymW5nHPgwHrw4SmRA_2Ylw-SWzjoGJa8ZFXMJOB4jnl81aKeHiK6U0yiwmtTgqylsSRK9TowsIf4yRFKZu-0Rlg0uHeZ16FKlL11cyw_ZMD

CA-QC-CHILD-01 · legal · severity 92 · 00:16.6 to 00:17.6 · open

Presenting an infant in a suspended baby jumper harness violates the prohibition on advertising directed at children under Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHwTvm37E9tzzpiwHADSnuENfuxedTK3c1bYYjLQTSbgFHjYkfCLHJP7VCI-fXsoca2FgfQqoVO7vxnQGfBkYN_3CmMvdw7tj6-hKPZMBChhOV_j3Gy-vpRCcwngzllZfhzn9EW1FR-glktPEwD_yjzOceCso-sRZfoLlkgYJ5brTDLZlpg==

CA-QC-CHILD-01 · legal · severity 92 · 00:17.6 to 00:20.1 · open

Action shots of an infant swinging mid-air in a bungee harness violate Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQEEmuB4gNEm5vH2rwWM7yhXpbSMf30eiUpk6ZBtu4kblAZ6h0u3EUjiaTdQOR_B0p-4N0JGJwPsPnAjvmzXgwbDjMtZxIJUmhCK4fhaHOc0qFd89CGmIGH4-3tSJPes5GESxlG8PPd1SgjoX8yzZ7SUGUYfauQnoJ9h_KC4d_N-YA==

CA-QC-CHILD-01 · legal · severity 92 · 00:20.1 to 00:22.6 · open

Featuring a young boy in a playhouse setting violates Quebec Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQGL4SgxsieY57z9M_COeX96B8zmgfxS6aAljoZmg5u_vlsGKBb6knUp3qrhidLEf0rf-qPWSxixJ6kKYI4Tp9Cg0Gld1M92u40sbkwA892NSHu867mYiShmbBTnHnFZaBVPTFSIf9gEZQ7mnBiJbQkvHJaNwAB4s=

CA-QC-CHILD-01 · legal · severity 92 · 00:20.1 to 00:22.6 · open

Depicting a toddler in the commercial violates Quebec's ban on child-directed commercial advertising under Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHthG6XSkxVFF0UUD_N5_zD11qSAXnuxL-cN5aEYx0FJL6Qo8-CPsysaGgB03utPB6aZ_vw-01UuE_4DdLdVgkKGcXgQpQm4LDeNXWl_UQPZqrXvW3WnCsouQtJ_TzNmILpzqrm9--2RqEOO8vCmFm6yQYQA63jE=

CA-QC-CHILD-01 · legal · severity 92 · 00:22.6 to 00:25.2 · open

An infant flying toward snack chips constitutes child-directed advertising banned by Quebec Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFBqAepAFT7dDP7TmYlpfL1ZLot9eLGzYtgVv8oR6kcQfv8L0wfmzJwKe-4MIOZVc5dBhXpCkBpiAPoWrPR86AsBjik32d7ofot6MbjBZZRa6o5zZEb5D5ZWHpnNXnmktvq9HvHpC1HCzh4eygmK5AvcW82zFQamTJ0yIKFc_vHZFL6fy0NP3vArw==

CA-QC-CHILD-01 · legal · severity 92 · 00:25.2 to 00:26.4 · open

Featuring a young boy inside a play structure violates Quebec's Consumer Protection Act ss. 248-249 prohibition on child-directed advertising.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQFtwmePTqSaxX5UxrFtE-YQunIF_UOR6bGcwjTgabrsXxD39dUSf5rTOWODND26_poPPcMmhlsxUqfYYEofcUfP6tJNgZV2UqQ9sRX1klcVxpGXIR6tabUQ8eiw_cv1BT01V8_JheXXdsDBr_yNVofFSK6BzYXRqMb6lrCuIoHCnJ2ZvtLzkeY5

CA-QC-CHILD-01 · legal · severity 92 · 00:26.4 to 00:28.3 · open

An infant in a harness featured in product advertising triggers the strict prohibition under Consumer Protection Act ss. 248-249.

Basis. Consumer Protection Act (Quebec), CQLR c. P-40.1, ss. 248-249 (prohibition on commercial advertising directed at children under 13, in effect since 1978, applying to all media including online; upheld as constitutional by the Supreme Court of Canada in *Irwin Toy v Quebec*)

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHOY3volumZReMdP6hy1jSmSGAdk5TtbeT4iLRH9vlzWTErH6DaWctqs4niIN1kRNCxialJ8kgfXh3uZsKLMKYj9--9zuXrumbzDS9MZl8YmjMRbx7_e0fO5Cd4rlJvyltxrxH1qOinvP2MtOcoim0Ck0fXfu4kkrqehSaCEyYjW_qiXTAzOnpE_3hXG9HAE8s3w==

Verifier. NOT fixed: CA-QC-CHILD-01 still fires at 26.44-28.28s after reframe; fnd_CA-QC_CA-QC-CHILD-01_obs_shot_18_002 back to open

CA-QC-LANG-01 · legal · severity 65 · 00:20.1 to 00:22.6 · open

English flavor text Nacho Cheese on packaging without marked French predominance violates Charter of the French Language art. 58.

Basis. Charter of the French Language (Charte de la langue française), CQLR c. C-11, art. 58 (public signs, posters and commercial advertising must be in French, or in French markedly predominant alongside another language); art. 58.1, introduced by Bill 96 and in force since 1 June 2025, further tightens non-French trademark display conditions

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQJEJ5WKB9-zlUJKxwftzSLDgmFPaTcqPiWZvCa32lkt6Up3muQWWWCgE4m8SKP0_Ca6DHamCSGOuEj49XCIYLFdL-8_x0Mnyx8bkcHbmUnPJUypo5dP88ed9FhxlSt8sGZ3KxVC2H93hpX54tuQeSwXpVBnF1cGaJMDHEu8ryPL3qoSCX_BuFhm52VXwEG9N903Ve4v1ajn0H96UssyplUVmn7Tv5S6y8JHR63U=

CA-QC-LANG-01 · legal · severity 65 · 00:26.4 to 00:28.3 · open

The un-translated English descriptor Nacho Cheese without predominant French text violates Charter of the French Language art. 58.

Basis. Charter of the French Language (Charte de la langue française), CQLR c. C-11, art. 58 (public signs, posters and commercial advertising must be in French, or in French markedly predominant alongside another language); art. 58.1, introduced by Bill 96 and in force since 1 June 2025, further tightens non-French trademark display conditions

https://vertexaisearch.cloud.google.com/grounding-api-redirect/AUZIYQHHzkaXgdw-3KJU2mmAFQ2P181iM2r5uHM5Z4rggSa-gV0Z6ZB9FKNoRHNIWSPVv24uf9_xvIIBZw77pQ0jTKCfGvDDanb-Q22KgRwSALR-N-hJFPVio8FoozDJIUoBdaqc4nP90F99nhlh4cnYQwnTkdJ-tullg9peAl=

This is a machine-generated record of one clearance run: what the system observed, which rules it matched, what it cited and what it changed. It is evidence for a human decision, not the decision, and not legal advice. Issued by The Media Customs.