

**FCTC, Article 5.3** - protection of public health policy with respect to tobacco control from the commercial and other vested interests of the tobacco industry

**Principle 1:** There is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health interests.

**Principle 2:** Parties, when dealing with the tobacco industry or those working to further its interests, should be accountable and transparent.

**Principle 3:** Parties should require the tobacco industry and those working to further its interests to operate and act in a manner that is accountable and transparent.

**Principle 4:** Because their products are lethal, the tobacco industry should not be granted incentives to establish or run their business.

**Recommendations:**

1. Raise awareness about addictive and harmful nature of tobacco products and about tobacco industry interference with Parties' tobacco control policies,
2. Establish measures to limit interactions with the tobacco industry and ensure the transparency of those interactions that occur,
3. Reject partnerships and non-binding or non-enforceable agreements with the tobacco industry,
4. Avoid conflicts of interest for government officials and employees,
5. Require that information provided by the tobacco industry be transparent and accurate,
6. Denormalize and to the extent possible regulate activities described as "socially responsible" by the tobacco industry, including but not limited to activities described as "corporate social responsibility",
7. Do not give preferential treatment to the tobacco industry,
8. Treat State-owned tobacco industry in the same way as any other tobacco industry.