

# Consultation on draft guidelines on marketing communication

ESMA invites comments on all matters in this paper and in particular on the specific questions summarised in Annex III. Comments are most helpful if they:

1. respond to the question stated;
2. indicate the specific question to which the comment relates;
3. contain a clear rationale; and
4. describe any alternatives ESMA should consider.

ESMA will consider all comments received by 8 February 2021.

All contributions should be submitted online using the [response form](#) at [www.esma.europa.eu](http://www.esma.europa.eu) under the heading 'Your input – Consultations'.