

*Appendix – short summary of French judgments related to influencers*

INVOLVED INFLUENCER	CONTENT OF THE CASE	LEGAL SOLUTION
<b>Nabilla</b>	<p><u>Illegal advertising</u></p> <p>In stories on the social media, Nabilla Benattia-Vergara promoted a free bitcoin purchase service with the prospect of substantial gains, which the French Authority for the Regulation of Professional Advertising (DGCCRF) considered to be "misleading commercial practices", as the law requires that it be made clear that a content is the subject of a commercial partnership.</p>	<p>Settlement fine of €20,000 for misleading commercial practices, accepted by Ms Benattia Vergara in 2021, with the agreement of the Paris public prosecutor, following investigations carried out by the DGCCRF's national investigation department</p>
<b>Paul Antony (PA7)</b>	<p><u>Scam</u></p> <p>Encouraging subscribers to set up fake companies to receive state aid.</p>	<p>– 80,000 euros fine after being found guilty of fraud and money laundering in an organised group (July 2022, TJP).</p> <p>– Additional penalties: permanent ban on managing a company, ineligibility for five years and ban on leaving the country for the same period.</p>
<b>Bryan J. alias Bryan « les bons plans »</b>	<p><u>Selling fake car insurance certificates</u></p> <p>Offering fake car insurance certificates on Snapchat</p>	<p>Sentenced to 30 months of imprisonment and a fine of €30,000.</p>
<b>Cyprien</b>	<p><u>Disparagement</u></p> <p>In May, Sandra Szaja launched a new magazine <i>Lov my people</i> dedicated to people news, targeting youtubers and influencers. The front page of the first issue is dedicated to the youtubers Math Podcast and Andy Raconte.</p> <p>Influencer Cyprien wrote on Twitter: "What is this shit? We need to throw it quickly in the fire".</p> <p>Ms Sandra Szaja sued the influencer Cyprien, claiming that the failure of her magazine was due to the influencer's disparagement.</p>	<p>The Paris Court of Appeal (2021) found Cyprien and his company ADCI guilty of "disparagement" and ordered them to pay Ms Sandra Szaja's company €10,000 in damages plus €8,000 in legal costs.</p>
<b>Ms. Magali Berdah</b>	<p><u>Ongoing case</u></p> <p>Complaint by Elie Yaffa, concerning both deceptive commercial practices allegedly committed by Shauna Events and an organised scam. The rapper denounces a complex and organised scam system, centralised by the company Shauna Events, a system fuelled by the passivity of social media.</p>	<p>On September 6<sup>th</sup>, the courts opened an investigation for "misleading commercial practices" against Magali Berdah's influencer agency Shauna Events. However, the courts did not uphold the ground of scam in an organised group.</p> <p>This investigation was entrusted to the Antibes police station, the town in which Shauna Events is registered and which is under the jurisdiction of the Grasse Court.</p>

Source : National Assembly.