



Επιτροπή Κεφαλαιογιάρας  
Hellenic Capital Market Commission



## PRESS RELEASE

### Memorandum of Understanding between the Hellenic Capital Market Commission and the Advertising Self-Regulation Council

Athens, 17 February 2026

The **Hellenic Capital Market Commission (HCMC)** and the **Advertising Self-Regulation Council (SEE)** signed yesterday, Monday, 16 February 2026, a Memorandum of Understanding aimed at establishing a framework for systematic cooperation to protect investors from misleading or unfair commercial practices and to promote transparency and reliability in advertising communications developed in the capital markets, particularly in the modern digital environment.

The Memorandum was signed by the President of the Hellenic Capital Market Commission, Ms **Vasiliki Lazarakou**, and the President of the Advertising Self-Regulation Council's Board of Directors, Ms **Katerina Vlachou**.

The signing ceremony was attended, on the part of the Hellenic Capital Market Commission, by First Vice-President, **Michael Fekkas**, Second Vice-President, **Anastasia Stamou**, and the Head of the Research Department, **Eleftheria Apostolidou**. On the part of the Advertising Self-Regulation Council, the General Manager, Ms **Eleni Donta**, and the Legal Advisor, Mr **Georgios Dimaras**, were present.

The partnership between the two bodies aims, inter alia, at the joint development of information and education initiatives for the public, the organisation of joint events and actions for the exchange of good practices, as well as the exploration of establishing specific ethical rules for commercial communications and advertising messages related to financial and investment products.

Particular emphasis is placed on the emerging area of Influencer Marketing and, in particular, on the activity of so-called "finfluencers", with the aim of preventing and addressing misleading practices, both within the context of capital market supervision and within the self-regulatory framework of the advertising market.

The President of the Hellenic Capital Market Commission Ms Lazarakou stated the following: "Partnering with the Advertising Self-Regulation Council substantially strengthens our joint effort to protect investors and foster responsible and informed investment behaviour, especially in the digital environment, where the speed of dissemination of information makes close cooperation between supervisory and institutional bodies necessary."

For her part, the President of the SEE, Ms Katerina Vlachou, pointed out that "Advertising investment products and services is subject to rules that require honesty and responsibility. With the common goal of protecting consumers–investors, we join forces with the Hellenic Capital Market Commission, placing emphasis on social media, following the model of similar synergies that have already been implemented in other European countries."

The Memorandum of Understanding has a duration of five years and lays the foundations for lasting and substantial cooperation for the benefit of the market, society and the public interest.