

Taiwan to fine bloggers for false advertising

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Customers are seen using Internet at a coffee shop in Taiwan. Taiwan on Tuesday passed a law which will fine bloggers who make false claims or exaggerate on behalf of products and companies as the number of consumer disputes soars.

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Under the revised fair trade law passed by the parliament, [bloggers](#) and other [reviewers](#) could be fined up to ten times the payment they receive for false advertising, officials said.

According to local media, some bloggers are paid up to Tw\$70,000 (\$2,300) per review. Often the reviews are disguised as innocent journal entries, while in fact they talk up products and services to lure

customers.

One recent controversy involved a popular blogger with a daily average hit of 140,000 who fabricated photographs to exaggerate the effect of [beauty products](#), local reports said.

Legal disputes involving Internet commentaries have been on the rise in recent years, mostly caused by negative rather than positive assessments.

Under a different law, a woman was recently ordered to pay a noodle shop Tw\$200,000 for calling its food "really bad" on her blog.

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