



Dealing with social media influencers—Spain

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This Practice Note is aimed primarily at brands and companies wishing to engage influencers for social marketing campaigns and advertising promotions in Spain. It covers:

- The nature of social media influencers
- Influencers—key legal regulations
- Types of legal relationships between the influencers and their brand-clients
- Taxation of the revenues made by the influencer
- Unfair competition and consumer protection
- Infringements and related consequences
- Contracts with influencers—key provisions

