**Abstract**

Today, the issue of consumer protection has become a necessary focus of many researchers on the social, economic and legal level. This legal study is therefore aimed at protecting the Iraqi consumers from one area of commercial activities, namely a commercial advertisement. This study analyses and compares Iraqi law, Arab laws, Sharia law, which is considered a secondary source of law in most Arab legislation, with some European legislation and the legislation of the USA, Canada and Australia. The comparative legislation in this study adapted to the needs of Iraqi legislation in order to solve the problem of consumer protection from misleading Ads and to cover the lack in the new Iraqi consumer protection law of 2010. This study begins with the connection between consumer protection and commercial advertising, and then it proceeds to the identification and analysis of overlapping inter-linkages between the two and how they impact each other.

The study is aimed to identify and analyse misleading or deceptive commercial advertising in order to provide real legal protection for Iraqi consumers from deception, misleading or lies and misinformation in commercial advertising. Therefore, the study collects, controls and analyses various terminology and multi-statement with its legal significance, such as: deception, misleading, lying, fraud, lack of information, misinformation, ambiguity, excessive exaggeration, and harmful comparison in commercial advertising. Should any of the aforementioned appear in commercial advertising, the entity responsible for the advertisement would be required to compensate the aggrieved party for harmful commercial advertising. They may be brought to justice, or suffer other legal consequences due to the emergence of the right to the aggrieved party to claim compensation, and due to the misleading advertising including the violation of the principle of trust in commercial transactions and the principle of fair competition between traders.

This study identifies the areas where lies and deception are achieved in commercial advertising and reviews ​​some theoretical and practical images of misleading and deception in commercial advertising. It is done so through, or with the support of, legal cases and judicial rulings. It also determines some legal actions that are possible to be taken in order to face misleading and deception in commercial advertising and reduces them. Finally, it also determines some legal ways that already exist in legislation or which, from the author’s standpoint, are available for the consumer to claim compensation for the damage suffered by filling a lawsuit against the advertiser, trader, or producer.