



Kingdom of Saudi Arabia  
Saudi Food & Drug Authority



## Advertising and Promotion Requirements to be Followed by E-Commerce Stores



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## Introduction

### **This guide has been issued based on:**

1. Article 10 of the Executive Regulations for the E-Commerce law, issued by the Minister of Commerce Decision No. 200 dated 19/05/1441 H, which states: "The service provider must comply with the provisions of related advertising regulations and obtain the necessary licenses according to the nature of the product or service."
2. Article 5 of the "Saudi Food and Drug Authority law", issued by Royal Decree No. (M/6) dated 25/01/1428 H, and as mentioned in paragraph five of the regulatory tasks, the Authority is tasked with "setting controls and procedures that regulate the inspection of food and drug products, raw materials used in their manufacture, medical devices, and everything related to the Authority's field of work, including advertising for these products, importing and exporting them, drug registration, and market and shop inspections in coordination with relevant authorities."
3. The Pharmaceutical and Herbal Establishments and Products Law issued under number (M/108) dated 22/08/1441 H.
4. The Medical Devices and Products Control Regulation issued by the Saudi Food and Drug Authority Board of Directors Decision No. (1-8-1429) dated 16/08/1429 H and amended by the Authority's Board of Directors Decision No. (12-4-1439) dated 29/04/1439 H.

5. The Executive Regulations for the Cosmetic Products Law issued by Royal Decree No. (M/49) dated 18/06/1436 H and its Executive Regulations issued by the Authority's Board of Directors Decision No. (3-16-1439) dated 09/04/1439 H.
  6. The Food Law issued under number (M/1) dated 6/1/1436 H and its Executive Regulations issued by the Authority's Board of Directors Decision No. (3-16-1439) dated 09/04/1439 H.
  7. The Feed System issued under number (M/60) dated 23/09/1435 H.
  8. The Pesticides Law in the Gulf Cooperation Council (GCC) countries issued under number (M/67) dated 14/11/1427 H.
  9. The Veterinary Products Law in the GCC countries.
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## Definitions:

The following words and phrases shall have the meanings assigned to them unless the context requires otherwise:

- **Kingdom:**

The Kingdom of Saudi Arabia.

- **Authority:**

Saudi Food and Drug Authority.

- **Electronic Advertisement:**

Any advertisement via electronic means conducted by the service provider, aiming to encourage the sale of a product or the provision of a service, directly or indirectly.

# First:

## Purpose

The purpose of this guide is to clarify the Authority's advertising and promotion requirements to be followed by e-commerce stores for the following products:



Non-prescription  
pharmaceutical, herbal,  
and health products.



Cosmetic  
products.



Medical devices and  
products.



Non-prescription  
veterinary products.



Food and feed  
products.



Public health  
pesticides.

## Second:

### **The Authority's Advertising and Promotion Requirements to be followed by E-Commerce Stores**

1. No advertisement shall be made for any service provider whose services are subject to the Authority's supervision without a license for the activity from the Authority.
2. The company responsible for the product or its authorized representative must obtain a license from the Authority for the advertising material related to products subject to the Authority's control before publishing it. Regarding cosmetic products, the advertisement must comply with the regulations and conditions stipulated in the Executive Regulations for the Cosmetic Products Law.
3. The product to be advertised must be registered or listed with the Authority.
4. The images of products, packages, labels, and external stickers and the information used on the e-commerce store must match the traded product.
5. No information or data not approved by the Authority or in violation of relevant regulations, by laws, and circulars shall be displayed.

