

Direct Approval Conditions and Requirements of Advertising Food, Feed and Public Health Pesticides Guideline

Operation Sector

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Disclaimer: The English version is a translation of the original in Arabic for information purposes only. In case of a discrepancy, the Arabic original will prevail.

1st Chapter

Scope

The guide herein applies to all advertisements for, food, feed, and public health pesticide goods and products produced locally or imported, which are advertised in all media outlets within Saudi Arabia and which target consumers within the country from outside Saudi Arabia, this also includes promotional ads.

2nd Chapter

Advertising Media

First: Advertising Media

1. Television.
2. Newspapers.
3. Magazines.
4. Radio.
5. Brochures.
6. Billboards.
7. Mobile Messages.
8. Social Media.
9. Transportation of all types.

3rd Chapter

Direct Approval on Advertisement

First: Conditions and Requirements

1. A product shall not be advertised unless it is registered in Saudi Food and Drug Authority.
2. Ads shall not be indecent or inappropriate.
3. Ads shall not include any phrase affecting other products directly or indirectly.
4. Information included in the ad shall be correct, accurate, and scientifically proven.
5. Ads shall not include phrases that lead to unacceptable interpretations.
6. Ads shall not include nutritional and health claims that are not approved by SFDA.
7. Ads shall not include misleading information for the consumer, shall not claim containment of components that are not included in the product composition or absence of an existing component.
8. Product image used in the ad shall same the actual image used in the markets, as for public health pesticides, the label image shown in the ad shall same the label image approved for the product by SFDA.
9. Product shall not be an impermissible product to be advertised.
10. Ads shall not include connotations or gestures, directly or indirectly, different to the primary purpose of the ad.
11. Ads that target children shall not include sceneries of wrong practices.

12. For ads that contain scenes or professional practices that are specialized or not real, the ad must include a warning stating that these scenes were performed by professionals and shall not be imitated.
13. Advertiser shall be obliged to define the target audience of the advertisement.
14. Advertiser shall be obliged to stop an ad if new developments have emerged if SFDA sees necessary to be suspended, and this shall be done after the advertiser has been notified of suspension reasons.
15. A new application shall be submitted in case of amending on the ad format approved by SFDA or in case of renewing an ad approval.
16. Duration of the ad license and content is one Hijri year, starting from the date of the direct approval.
17. Advertiser shall be obliged to put the approval number on the ad.

Second: Direct Approval Procedures:

1. Advertiser shall review their ad and ensure that it is in conformity with the relevant laws, regulations, conditions and requirements of the guide herein.
2. Advertiser shall submit the application electronically on SFDA website after filling the forms and legal recognition indicating an obligation to not to violate the laws, regulations, specifications, special instructions and requirements contained in the guide herein.
3. Pay the fees

4th Chapter

General Provisions

1. Advertiser shall not publish or broadcast a product advertisement before SFDA approval.
2. Notifications, correspondence and alerts issued by SFDA to the advertiser products are considered to be valid and effective if extended to the address indicated in the commercial register, the application form submitted or SFDA database.
3. SFDA shall have the right to stop or revoke an ad in the event of violating the rules and requirements of the guide herein.
4. Advertiser is responsible for legal damages caused by the violating ad to the guides, regulations, and laws issued by SFDA.
5. Necessary approvals must be obtained from other relevant authorities in matters not falling within the competence of the SFDA.
6. Requirements are subject to modification and updating as deemed by the SFDA.

5th Chapter

Penalties

1. A fine according to the penalties and sanctions regulations approved by the SFDA and other relevant laws.
2. Suspension/ removal of the ad at the expense of the advertiser.
3. Announcing in an official newspaper (and on the company social media account, if any) denying what was mentioned in the ad at the expense of the advertiser.
4. Suspending the product registration until the violating ad is corrected.

6th Chapter

(Fees)

Type of Ad	Fees/ Riyal
All sorts of media (Readable, Audio, Visual)	250 SAR for every product has a registration number in a single ad.

Common Questions

- 1- How long does the licensing issuance take?
 - Licensing is issued directly through the Electronic System.
- 2- How much is the fee required to issue an advertisement license?
 - Please check chapter six of the guideline herein.
- 3- Should an advertising licence be issued for the company's website?
 - An advertisement licence may not be issued to the company's website, provided that the website and its product are not promoted for in the website.
- 4- If social media influencers are used for advertising products, what is the correct way to license an advertisement?
 - According to the regulations mentioned in the guideline herein with defining the social media platform.
- 5- Are the regulations mentioned is in discrepancy with the Ministry of Media regulations?
 - There are no regulations that are in discrepancy with the Ministry of Media regulations.
- 6- Shall the advertiser define the target audience?
 - Yes, all ages shall be found in the Electronic System.
- 7- Is affiliating with freelancers to make media materials and publishing content in social media requires licensing?
 - Yes, license is required.
- 8- Does the license include the product or the ad?
 - Licensing is for a single product regardless of the size and type.

- 9- What is meant by brochures in advertisement media, is it ‘ scientific or promotional and informative’ or both?
- Both.
- 10- Are cooking recipes, or general information part of the ad in the digital content?
- If the purpose is to promote a particular product or several products, then a license must be obtained for advertising.
- 11- As mentioned in the conditions "there must be a scientific source of the noted information", what does that mean, and does the source have to be local or is it acceptable to have a global source?
- The scientific source must be considered to prove the information.
- 12- The license period for advertising is one Hijri year starting from the date of issuance approval, in case the company wants to benefit again from the same advertisement after the end of the license do the company need to renew the license or use the previous license?
- Yes, renewal of the license must be obtained if the statutory period of the ad is expired.
- 13- Should the approval number be placed on the ad in TV, Press, road advertisements and social media?
- Yes, the license number issued by the system must be placed without text increment or indication.

- 14- "Advertiser is responsible for legal damages caused by the violating ad to the guides, regulations, and laws issued by SFDA" Who is the advertiser mentioned herein, the advertising company or the company owning the product?
- The responsible is the company owning the product.
- 15- What is the geographical scope mentioned in the guideline?
- Any advertising activity directed to the Saudi market.
- 16- What product is not allowed to be advertised?
- What the law prevents from advertising such as breast milk substitutes products
- 17- Does it mean that the warning phrase should be mentioned "These scenes are made by professionals and should not be imitated" in the end of the ad?
- Yes, it should be mentioned.
- 18- In what case can the SFDA stopped an ad after approval? And who will bear the costs of suspension?
- In the event of violating the regulations and laws, and the company owning the product shall bear the costs.
- 19- Are channels like MBC Group and Rotana within the range of the guideline herein?
- Yes, they are. As well as any channel has an office in Saudi Arabia.
- 20- Do differences in sizes and shapes require a fee?
- Yes, the fee is paid for each product that has a registration number and it is acceptable to display more than one product in one ad after paying the fee for each product.
- 21- Can the advertiser take advantage of the promotional video provided and divide it into several parts to use it in other ads?
- A new application must be submitted for each ad of different medium.