

Newsletter

Liability for violation of online advertisement registration requirements

June 29, 2023

Dear Ladies and Gentlemen!

As we have informed previously¹, on September 1, 2022, the Law "On Advertisement" was added with provisions, introducing obligations to label and register online advertisement for advertisers, advertisement distributors and advertising system operators. No specific liability for violations of the new provisions was introduced at that time.

In June 2023 the law [introducing administrative liability for non-compliance with the requirements of online advertisement registration](#) was adopted². The respective provisions were implemented in Article 14.3 of the Russian Code of Administrative Offences and shall come into force [on September 1, 2023](#).

| Subjects of liability | Violation | Fines |
|---|--|---|
| Advertisers Advertisement distributors Advertising system operators | <ul style="list-style-type: none"> Non-submission of information on online advertisement to the Unified Register of Online Advertisement ("Register") Violation of terms of submission of online advertisement information to the Register Submission of incomplete, unreliable, irrelevant online advertisement information to the Register | <ul style="list-style-type: none"> up to RUB 100,000 (approx. EUR 1,060/ USD 1,160) – for officials up to RUB 500,000 (approx. EUR 5,305/ USD 5,800) – for legal entities |
| | Distribution of online advertisement without identifier <i>or</i> violating the requirements for identifier placement | <ul style="list-style-type: none"> up to RUB 200,000 (approx. EUR 2,120/ USD 2,320) – for officials up to RUB 500,000 (approx. EUR 5,305/ USD 5,800) – for legal entities |
| Advertising system operators | <ul style="list-style-type: none"> Non-submission of information on online advertisement to the Register Non-compliance with the interaction procedure with the Register Submission of incomplete, unreliable, irrelevant online advertisement information Violation of the requirements for the online advertisement identifier | <ul style="list-style-type: none"> up to RUB 200,000 (approx. EUR 2,120/ USD 2,320) – for officials up to RUB 700,000 (approx. EUR 7,425/ USD 8,120) – for legal entities |

¹ Please, see the detailed overview of the provisions of the Law "On Advertisement" on Internet advertisement labeling in our previous [newsletter](#).

² [Federal Law dated June 24, 2023 No. 274-FZ](#) "On amending the Code of Administrative Offences of the Russian Federation" (in Russian only).

Hope that the information provided herein would be useful for you. If any of your colleagues would also like to receive our newsletters, please, send them the [link](#) to the electronic subscription form. If You want to learn more about our [Intellectual Property Practice](#), please let us know in the reply to this e-mail. We will be glad to provide you with our materials.

NB: Please note that all information was taken from open sources. Neither ALRUD, nor the author of this letter, is responsible for the consequences that arise as a result of making decisions based on this letter.

If you have any questions,
please, contact ALRUD Partner



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Sincerely,
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