

# PETERKA PARTNERS

THE CEE LAW FIRM

## AMENDMENTS TO LAWS ON ADVERTISING MATTERS

The Law of the Republic of Belarus No 82-Z dated 4 January 2021 "On Amendments to Laws on Advertising Matters" (hereinafter – "Law") will enter into force on 8 July 2021. The amendments relate to legal relations arising from the production and (or) placement (distribution) of advertising.

We would like to present below the key changes and innovations stipulated by the Law:

- The abolition of the requirement to produce advertisements of domestic goods (works, services) and outdoor advertisements exclusively with the involvement of organizations and citizens of the Republic of Belarus, as well as to use images of only Belarusian citizens in such advertising;
- The opportunity is provided to advertise in a foreign language the names of cultural, tourist events, sports teams, competitions, and contests;
- Reduction of the volume of medical advertising subject to approval by the Ministry of Health;
- The possibility to indicate in social advertising of events in the field of culture, physical culture, sports, public health, promotion of a healthy lifestyle, in addition to the names of sponsors, also their trademarks, emblems and other symbols in order to attract commercial organizations to resolve social problems and improve the quality of social advertising;
- Establishment of the obligation of the advertiser to stop the delivery of advertising to a letterbox/mail slot at the first request of its owner;
- A ban on the distribution of advertising by phone and e-mail without the prior consent of the addressee;
- Determination of the requirements for advertising about employment and study abroad, including the requirement to indicate in advertising about employment abroad only that information about salary that can be documented and contained in the employment contract;
- "Deceptive or misleading advertising" will now include advertising that contains a negative assessment of a product that is produced or sold by another organization;
- Advertising that contains false information regarding: place, method or date of manufacture, composition, quantity, purpose of use, conditions of use, other properties of the goods, availability of goods in a shop in a specified quantity, delivery, exchange, return, repair or service of the item, will be considered inaccurate and unreliable;
- A ban on the advertising of non-tobacco nicotine-containing products and liquids for electronic smoking systems, with the exception of advertising on the websites of their manufacturers and importers in the national segment of the Internet.

In general, the amendments made to the Law on Advertising can be considered as the next steps towards the liberalization of advertising activities and a contribution to the improvement of the behaviour of participants on the advertising market.

Please do not hesitate to contact our law firm should you need any legal advice concerning the new advertising legislation.