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# THAILAND

## Newsletter

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## Thailand: New Manual for Advertisements on Digital Platforms

The Electronic Transactions Development Agency (ETDA) issued a notification on 11 June 2024 regarding a new manual for overseeing advertising on digital platform services. The notification aims to prevent deception, illegal product or service offerings, and other unlawful activities related to advertising on digital platforms, which have become rampant on digital platforms. The notification applies to business operators who provide digital platform services that allow advertisers to publish advertisements or messages to users.

The notification provides a mix of recommendations and requirements to enhance the integrity of digital advertising, and foster transparency and accountability in digital advertising, benefiting both businesses and users. To highlight a few, digital platform operators are advised to verify the identity and information of advertisers before permitting them to publish advertisements or messages on the digital platforms. They must also collect and store data on advertisers and advertisements in accordance with relevant laws. Additionally, they are required to monitor the quality of advertisers and advertisements post-publication, and establish a reporting mechanism for users to flag inappropriate or illegal advertisements or messages. They are also required to maintain an ads library in a machine-readable format, containing information on the categories, contents, and durations of advertisements or messages.

It is also noteworthy that the notification also states that compliance with this manual does not exempt or shield digital platform operators from legal liabilities under other laws, such as mandatory details to be addressed in ads under the Consumer Protection Law or other specific laws, or execution of data processing agreements with advertisers who are data processor under the Personal Data Protection Law.

The introduction of this manual is a pivotal step forward in regulating the digital advertising landscape. The notification is expected to have significant implications for digital platform service businesses and the advertising industry in Thailand. Users will benefit from increased transparency and accountability in the advertising sector.

The notification also reflects the ETDA's efforts to regulate and create a safer cyberspace for Thai society.

If you have any questions in relation to the issues raised in this newsletter, please contact the authors listed in the left-hand column.