



Monitoring of Health Advertisements

About the Service

This is a regulatory service through which the MOHAP monitors and controls health-related advertisements. This may include the control and seizure of non-licensed advertisements and the monitoring of prelicensed advertisements in terms of compliance with the conditions of licensing, such as the shape, form, duration and other related details of the advertisement.

Service Process

- A warning e-mail will be sent to the client with a copy of the monitored advertisement attached, with instruction to either obtain a license for the advertisement or to have it removed within a maximum defined period of three working days
- If the advertisement is neither licensed nor removed after the allocated period of three working days, a notice of violation will be sent to the advertiser
- The client has the right to appeal the procedure if they have any objection to the submission of required identification documents. However, when the identification documents are submitted, the violation will be cleared
- The applicant will be required to pay the fine applicable to the violation through the online service or the Customer Happiness Center
- The violation file will be closed after the fee has been paid

Required Documents

- A copy of the advertisement

Conditions & Requirements

1. Violations of health-related advertisements are recorded in the following cases: Health-related advertisements that have been monitored within the UAE or that include contacts within the UAE
Non-compliance with a prelicensed advertisement provided by MOHAP, or violation of the conditions of health-related advertising stipulated in the Cabinet Resolution no. (7) of 2007 or any other legislation
The advertiser does not have the MOHAP's approval or license
The health advertisement does not have a license number or an expiry date
In the sale of a health establishment, the Health Advertisement Registration department should be informed by the selling client
In cases of sale, purchase or waiver, a clearance certificate should be attached 'to whom it may concern

Service completion duration

- 5 minutes for fine payment

Service fees

Service channels

Payment channels

- E- Payment

Target audience

- Companies and investors in the health, health products and pharmaceutical sectors

Resources

- [06. Monitoring of Health Advertisements](#)

Department name

Empowerment & Health Compliance

Sector name

Health Regulation

Main service

Control and Inspection

Service Code

110-07-005-000

Service Classification

Seizural

Sub Service Type

Variation

Service Type

Government to Business

Sustainable Goals

Good Health And Well-Being