

2026

الهيئة الوطنية للإعلام
NATIONAL MEDIA AUTHORITY



Guide for the

معلن

Advertiser

**Permit to Regulate Advertising Content on
Social Media**

Introduction

In recent years, content creators have evolved from being simple users of social media platforms into influential forces shaping public behavior and decision-making. With the rapid acceleration of the digital revolution and technological developments, advertising content on digital platforms has become a fully developed industry with a direct impact on both the economy and society.

Recognizing this growing role, the UAE Media Council launched the Advertiser Permit as a comprehensive regulatory framework to organize and develop the advertising content economy. The permit ensures compliance with media content standards and protects society from misleading or value-infringing content.

The regulatory decision requires all individuals—citizens, residents, or visitors—to obtain the permit before publishing any advertising content on social media for any product, service, event, or activity within the UAE. The permit is issued and renewed under strict conditions and clear criteria.

Objectives of the Advertiser Permit



Protect the public from misleading or non-compliant advertisements.



Enhance the competitiveness of the digital advertising sector in the UAE.



Support investment in the advertising content industry.



Attract creative talent to the UAE.

Regulatory Framework of the Advertiser Permit

Legal Basis

The Advertiser Permit is based on:
Decision No. (3) of 2025 issued by the Chairman of the UAE Media Council, Federal Decree-Law No. (55) of 2023 on Media Regulation, Related Cabinet Resolutions.

Scope of Application

The permit applies to all individuals (citizens, residents, visitors) who produce advertising content, with or without compensation, on social media platforms or any modern technological means from within the UAE.

Exemptions

The permit is not required in the following cases:



An individual promoting a product or service belonging to themselves or a company they own via their personal account.



Individuals under 18 years old who produce educational, sports, cultural, or awareness content, provided the activity complies with age classification rules.

Types of Advertiser Permits

Citizen or Resident Advertiser:

Valid for one year, renewable.

Visiting Advertiser:

Valid for three months, extendable up to six months.

Conditions for Issuing the Advertiser Permit

Applicants must meet the following condition:



Be fully competent and not less than 18 years old (some age groups may be exempt in line with child labor provisions).



Be of good conduct and not convicted of crimes involving dishonor or breach of trust, unless rehabilitated.



Not have previously violated media content standards.



Hold a valid commercial license for electronic media activity from the relevant authority (minors may operate under a guardian's license).



Successfully complete awareness and training programs organized by the Council.



Fulfill any other conditions or requirements determined by the Council.



Not have had a license revoked, media establishment closed, or been banned from media activity, unless reasons for the ban have been removed.



Have no outstanding financial dues to the Council.

Additional Conditions for Applicants Aged 15–18



Minimum age: 15 years.



Must be medically fit for the activity.



Permit must be for commercial purposes.



Advertisement must be age-appropriate.



Prohibited from promoting products or services harmful to children.



Must comply with any additional conditions set by the Council in line with child protection laws.

Approved Commercial Activities to Support the “Advertiser Permit” Across Economic Development Departments

Economic Authority	License Type	Commercial Activity	Media & Free Zones
	Sole Establishment / Freelance	Advertising services via websites	Marketing operations management
		Social Media Account Management	Marketing Management
	Single Person Company / Abu Dhabi Trader	Social Media Marketing Services	Social media marketing services
	Single Person LLC	E-commerce via Social Media	
			Advertising Publicity &
	Sole Establishment / Professional Trader License	Blogging	Advertising
		Marketing Management	Content Creator
	Sole Establishment / Professional	Marketing Management	Online Advertising Services
			Online News Services
	Sole Establishment	Advertising services via websites	
	Limited Liability Company	E-commerce through social media	
	Single Person LLC	Marketing Operations Management	
	Single Person LLC	Social Media Account Management	
	Sole Establishment	Marketing Operations Management	
	Single Person LLC	Marketing Operations Management	
		Social Media Account Management	
		Advertising services via websites	

Approved Commercial Activities to Support the “Advertiser Permit” Across Economic Development Departments

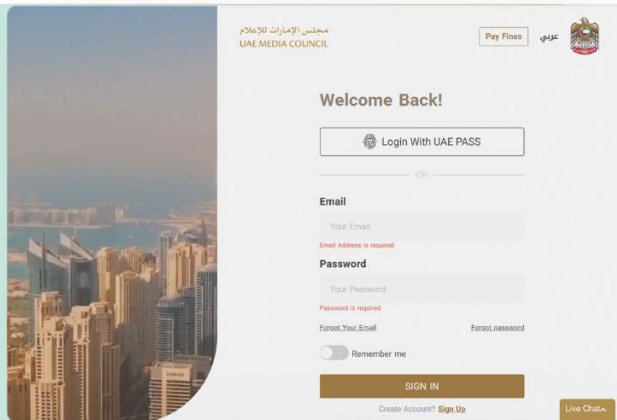
Economic Authority	License Type	Commercial Activity	Media & Free Zones
 دائرة التنمية الاقتصادية DEPARTMENT OF ECONOMIC DEVELOPMENT Umm Al Quwain	Sole Establishment	Advertising services via websites	
	Limited Liability Company	Marketing Operations Management	
	Single Person LLC	Social Media Account Management	
 دائرة التنمية الاقتصادية Department of Economic Development رأس الخيمة	Sole Establishment / Ghadan License (Citizens)	Advertising services via websites	
	Sole Establishment / Forsa License (Residents)	Advertising services via websites	
	Single Person LLC	Advertising services via websites	
 بلدية الفجيرة FUJAIRAH MUNICIPALITY	Sole Establishment	Advertising services via websites	
	Single Person Company	Advertising services via websites	
	Limited Liability Company	Advertising services via websites	

“Applicants may obtain a commercial license from any free zone in the country for the electronic media activity, and submit it to the National Media Authority to complete the procedures for obtaining an ‘Advertiser Permit’, provided that the license is issued under a sole establishment.”

Application Steps

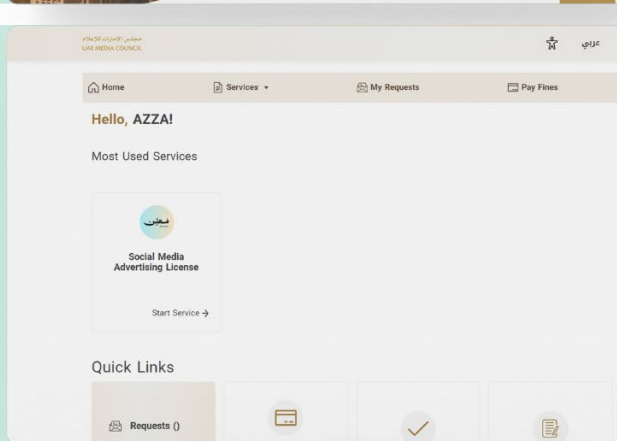
01

Access the UAE Media Council's website:
<https://eservices.uaemc.gov.ae>.



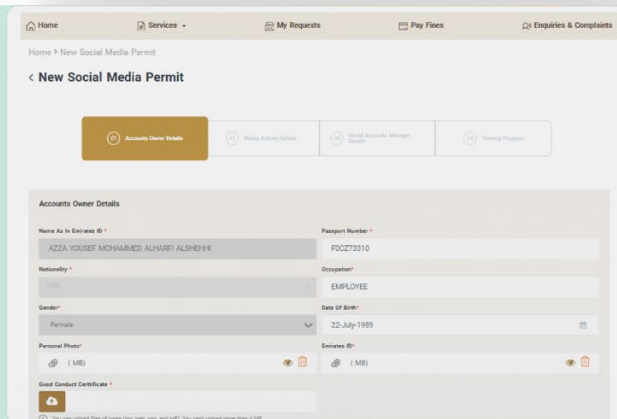
02

Fill in the application form and attach the required documents.



03

In the case of minors, the guardian must oversee the child's compliance in line with the "Wadeema" Child Rights Law.

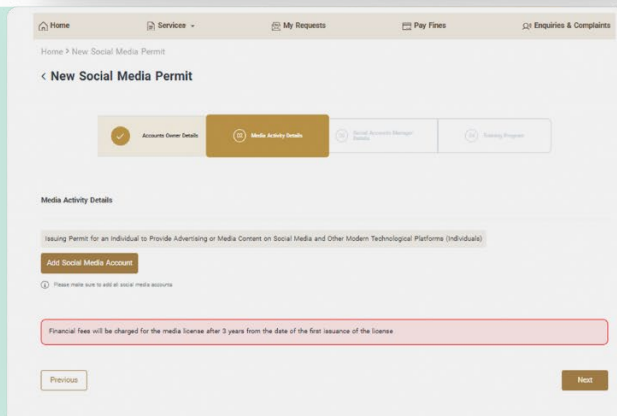


04

Await initial approval.

05

Receive the permit electronically.



Decision on the Advertiser Permit Application

01

The Council reviews the application within three working days after submission of all required documents.

02

Applicants are notified of the decision within three working days of issuance.

03

If no decision is issued within 15 working days from submission, the application is deemed rejected.

Timeframes

Decision on the application
3 working days.

Permit validity
1 year
(citizens/residents), 3 months (visitors).

Permits expire
30 days after their validity period if not renewed.

Conditions for Choosing the Permit Holder's Account Name



Must not include references to God's names, or names/logos of government or non-government entities outside the UAE.

Must not contain offensive, inappropriate, or rights-violating terms.



Must not resemble another person's or entity's name.

Must not duplicate another account name.



Must not use trademarks or protected names without legal approval.

Must comply with any other conditions determined by the Council.



Advertising Conditions



Advertisements must be clear and unambiguous.



Advertisements must not harm the public interest, directly or indirectly.



Prior approval must be obtained for specialized ads (e.g., real estate, healthcare, finance, education, food, or others as determined by the Council).



No false or misleading product information may be published.

Obligations

Obligations of the Permit Holder

01

Comply with media content standards.

02

Verify the identity of advertisers and avoid dealing with fake or anonymous accounts.

03

Display the permit number clearly on all social media accounts.

04

Publish ads only through the account registered with the Council.

05

Do not allow third parties to use the registered account for ads.

06

Obtain necessary approvals from relevant authorities where required.

07

Submit an annual report of published ads when renewing or upon Council's request.

08

Register for taxation and obtain a Tax Registration Number in line with UAE laws.

Obligations of Advertising Entities

When contracting a natural person for advertising:

- ◆ Contract only with a permit holder listed in the Council's public database.
- ◆ Ensure the permit holder complies with all conditions.
- ◆ Avoid dealing with unauthorized visiting advertisers.
- ◆ Sign a written agreement with the advertiser and provide a copy to the Council upon request.
- ◆ Preserve national identity and cultural heritage by using Emirati talent or individuals fluent in the Emirati dialect.

Visiting Advertiser



Visiting advertisers may obtain a permit if registered with a licensed and Council-approved advertising or talent agency.



The contract between the visiting advertiser and the agency must assign legal responsibility to the agency.



The permit is issued for a maximum of 3 months, extendable once for another 3 months (total of 6 months).

Obligations of Advertising and Talent Management Agencies

01

Agencies must maintain organized records including:

- ◆ Names of contracted permit holders.
- ◆ Copies of advertising content published by them.
- ◆ Detailed information about client entities (commercial licenses, legal documents, etc.).

02

Records must be retained for 3 years.

Cancellation or Suspension of the Advertiser Permit

01

The Council may cancel the permit in the following cases (without prejudice to other penalties):

- ◆ Breach of conditions, regulations, or obligations.
- ◆ Publishing advertising content violating approved media standards.
- ◆ Providing inaccurate, falsified, or misleading information in the application.
- ◆ Issuance of a final criminal conviction for felony or crimes of dishonor.
- ◆ At the request of the permit holder (with fee payment), before expiry.

02

The Council may suspend the permit temporarily if required in the public interest.

Fees for the Advertiser Permit

Service	Fee (AED)	Duration
Issuing Advertiser Permit	Free	First 3 years
Renewal (from 4th year)	1000	1 year
Issuing Visiting Advertiser Permit	500	3 months
Renewal (Visitor)	500	3 months

Contact Information



Email
info@nma.gov.ae



Call Center
800971



FAQs

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Advertiser