Content

Title：	Regulations Governing the Disclosure of Information and Operational Procedures for Internet Advertisement Ch
Date：	2024.11.28
Legislative：	Announced on November 28, 2024
Content：	Article 1 These regulations are formulated in accordance with the provisions of Paragraph 5, Article 31 of the Fraud Crime Hazard Prevention Act (hereinafter referred to as the “Act”). Article 2 When online advertisement platform operators disclose various information stipulated in Paragraph 1, Article 31 of the Act, they shall be placed on the surface of the advertisement. If the advertising space is limited, in addition to the label indicating it as an advertisement, a link to other information may be displayed on the surface of the advertisement for the platform users to click and query. In addition to the information to be disclosed under Paragraph 1 of Article 31 of Act, if there are matters to be complied according to the provisions of other laws and regulations, such provisions shall be followed. The online advertisement platform operators shall require the personnel commissioning the publishing and broadcasting and investors to disclose the information under Subparagraphs 3 and 4 of Paragraph 1 of Article 31 of the Act at the same time when they commission the publishing and broadcasting of advertisements. Article 3 If the personnel commissioning the publishing and broadcasting and the investors are natural persons, the information disclosed shall include the areas of their residences and their names that are stated in the national identification cards, passports, driver’s licenses, national health insurance cards, or other documents equivalent to the above documents issued by the government that are used to certify their identities. If the personnel commissioning the publishing and broadcasting and the investors are corporations, non-corporation groups or other institutions, the information disclosed shall include their names, or other similar information sufficient for identification, and the areas where their offices or the operators are located. If it is otherwise required by other laws and regulations for the preceding two paragraphs, such requirements shall be followed. Under either of the following circumstances, it is allowed to only disclose the information of the personnel commissioning the publishing and broadcasting or the investors: 1. The online advertisement platform operators have verified the identity of the personnel commissioning the publishing and broadcasting and the investors, and have determined that they are not of high-risk business relationships after the risk assessment was carried out. 2. The personnel commissioning the publishing and broadcasting are also the investors. Article 4 The online advertisement platform operations, who agree with others to have the advertisements be directly placed by them, shall still assume the obligations of disclosure of relevant information under these Regulations, and shall conduct scheduled or unscheduled examination to confirm the compliance of their advertisement placement service with the provisions of these Regulations. Such examination shall be conducted at least four times

	a year. The examination results under the preceding paragraph shall be made into records, and shall be retained for at least three years. If necessary, the competent authority for industries related to the digital economy may conduct random inspection thereof or require for the provision of relevant information. Article 5 These Regulations shall come into force from November 30, 2024.
Files：	網路廣告資訊揭露基準及作業辦法(英譯版本).pdf

Data Source：Ministry of Digital Affairs Laws and Regulations Retrieving System