

The rules in Saudi Arabia

What to know before any ad, offer, contest, or influencer collaboration.

This guide's term, from Qamoos Tasweeq

What does موثوق mean?

Mawthooq licence
رخصة موثوق

Before you work with an influencer,
check they hold one.

■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com

قاموس التسويق

One marketing term at a time, in plain words

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

[@qamoos_altswееq](https://www.instagram.com/qamoos_altswееq)

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ The idea

We protect the account before we grow it.



One violation can cost more than a whole campaign. This guide is general information that we verify with the relevant authorities for each case, not legal advice.

■ Offers and contests

Before any discount or draw

01

Discounts

Advertising a discount needs a licence from the Ministry of Commerce, and the price before the discount must be the real previous price.

02

Contests and draws

Commercial contests and prize draws need a Ministry of Commerce licence before they are announced.

03

The advertised price

The price in the ad includes VAT and matches the selling price, with the offer period or "while stocks last".

■ Influencers and ads

Working with influencers

01

Mawthooq licence

Anyone who advertises for a fee needs a Mawthooq licence from the General Commission for Audiovisual Media.

02

Disclosure

The influencer makes clear the content is an ad, not a free personal opinion.

03

A written agreement

Scope, content, duration, and reposting rights in a clear agreement.

■ Data and photos

Personal data and photos

01

Data protection

The Personal Data Protection Law requires consent before collecting and using personal data for marketing.

02

Marketing messages

Offer messages on WhatsApp and SMS only for people who agreed, with a way to stop them.

03

Photos of people

Consent before posting photos of clients or staff, especially children.

■ The content itself

What we check in every post

01

Claims

No "the best" or "the cheapest" and no health claims without proof. Food and health products have special requirements.

02

Sounds and music

Business accounts use the platform's commercial sound library, not any trending sound.

03

Comparisons

We do not name a competitor in a way that harms them.

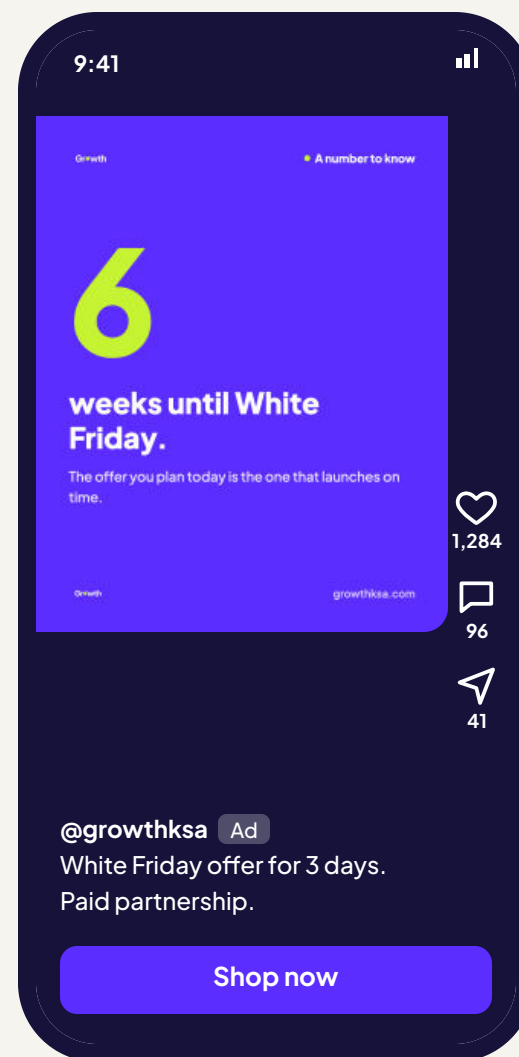
04

National symbols

Using the flag and official emblems has rules, so we avoid them in commercial ads.

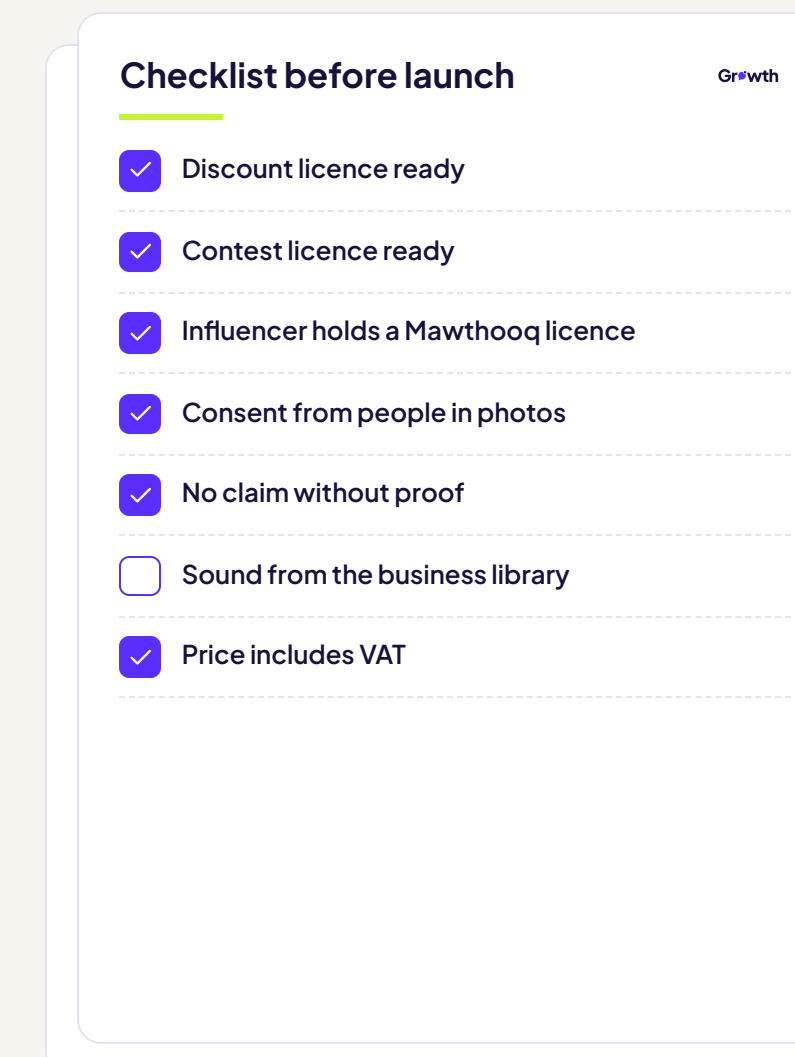
■ In practice

A clear ad, and a checklist before every campaign



Ad disclosure

The word "Ad" is visible, and "paid partnership" is in the caption.



The checklist

We go through it before every campaign.

■ Before posting

A checklist for every campaign

01

Is there a discount?

Discount licence ready.

02

Is there a contest?

Contest licence ready.

03

Is there an influencer?

Mawthooq licence and disclosure.

04

Are there people?

Their consent is on file.

05

Is there a claim?

We can prove it.

06

Is the sound commercial?

From the business library.

Three terms from this guide

What does **موثوق** mean?

رخصة موثوق | Mawthooq licence

A licence from the General Commission for Audiovisual Media for influencers who publish ads.

In plain words: Before you work with an influencer, check they hold one.

What does **PDPL** mean?

نظام حماية البيانات الشخصية | Personal Data Protection Law

The Saudi law that governs how personal data is collected, used, and stored.

In plain words: Do not collect anyone's number or data without consent.

What does **الإفصاح** mean?

الإفصاح عن الإعلان | Ad disclosure

Making it clear that content is a paid ad, so followers are not misled.

In plain words: Say "ad" clearly when the content is paid.



Have another question?

We will explain it with numbers, in plain words.



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