**QUESTIONNAIRE ON THE IMPACT OF ADVERTISING AND MARKETING**

**PRACTICES ON THE ENJOYMENT OF CULTURAL RIGHTS**

1. **Has your country adopted specific regulations on advertising and marketing**

**methods and contents aimed at protecting human rights? If so, please specify the**

**content of such regulation. Does the regulation apply both to off-line and on-line**

**advertising?**

Law No. 1 for the year 2012 regarding the organization and control of advertisement placement, it applies only to outdoor advertising. This Law does not refer to the phrase "human rights"; However, it sets conditions with the aim to protect the cultural identity (language, forbid hate speech and the vilification of religions and protect individuals and their property from indiscriminate advertising practices).

**2. Please indicate whether specific categories of the population are protected by such regulation, such as children, women, minorities and indigenous peoples.**

specific categories of the population are protected by such regulation.

**3. Is advertising covered by the general provisions on freedom of expression and/or does your country differentiate between commercial speech and non-commercial speech? Do specific regulations distinguish between advertising and other contents, and if so, which are the criteria used to make this distinction?**

Provisions on freedom of expression:

A- Press and Publications Law No. 8 of 1979, which regulates media activities, printing and publishing, and organizes oversight of such activities by administrative means.

B - Law No. 1 for the year 2012 for the year 2012 regarding the organization and control of advertisement placement:

Publications and Publishing Department that follows the Office of the Minister of Culture, Arts and Heritage, specializes in several activities, including issuing licenses for printed material and artistic compilations and monitoring compliance with the Press Law. Law No. (8 ) for the year 1979.

The Department of Press and Publications has three sections: licensing, publications and artistic works. Licensing Section is concerned with issuance licenses those in the journalism field, issuing licenses for publications, press and printing houses, publishers, libraries, and registering journalists, publishers and printing house workers. The Department of Publications is concerned with censorship on publications which are presented to the state; prepare a register of publications, approval of the issuance and distribution of publications and the issuing of books and pamphlets.

The Department of artistic works controls works locally and externally produced; keeps files on private works of art; controls over the foreign movies and the censorship of personal works received by state for personal use.

Law differentiates between commercial speech and non-commercial

speech, the Press Law. Law No. (8 ) for the year 1979 stipulates that " Press Publications issued in Qatar are not allowed to publish any announcement or statement from a foreign country or organization without obtaining the approval of the Minister of Information. An exception is made for Commercial advertisements published in"

Law No. 1 for the year 2012 for the year 2012 regarding the organization and control of advertisement placement prohibits placing any advertisement before obtaining a permit from the municipal authorities and paying the prescribed fees".

1. **Please provide a brief summary of any important decisions relating to advertising/ marketing/ sponsoring and human rights adopted by judicial authorities in your country over the last ten years.**

Judicial authorities in the State of Qatar have not taken any decisions relating to advertising/ marketing/ sponsoring and human rights over the past ten years; no lawsuits relating to advertising in the field of human or cultural rights were filed.

1. **Which authority (governmental and/or self-regulatory body) monitors the**

**advertising sector? Are specific mechanisms in place to receive complaints from citizens on advertising methods and content?**

The Department of artistic works controls works locally and externally produced; it has the privilege to delete a scene or paragraph contained in any artistic work, it reports to The Department of Press and Publications which takes whatever action it deems appropriate according to the law .

Nothing contained in the law shall prohibit receiving complaints from

citizens on advertising methods and content. The Department of Press and Publications according to law conducts visits without prior notes to Cinemas and theaters to ensure conformity of movies and ads displayed to the granted permits.

In practice, such visits are conducted after receiving complaints from citizens about some of the ads .

The municipality authority in accordance with law No. 1 of 2012 regarding the organization and control of advertisement placement has the responsibility of deciding on the license application for the outdoor advertising, and notifying the applicant of its decision within fifteen days from the date of submission; the expiration of this period without getting a response is considered to be an implicit rejection of the application.

The municipal authority accepts appeals within fifteen days after the date of notification of the decision, or the date of expiry of the period specified where decision on the appeal shall be final.

1. **Has your country adopted legislation on certain advertising or marketing**

**practices such as neuromarketing or behavioral targeting? What challenges have been encountered in doing so?**

There is no adopted legislation on certain advertising or marketing practices such as neuromarketing or behavioral targeting in Qatar.

1. **Is the use of private data for commercial purposes regulated in your country? If so, please describe briefly such regulation**.

Private data (including email addresses and phone numbers) is used for commercial purposes in Qatar. However, it is not regulated.

1. **Does your country have regulations on marketing research standards? How is this sector regulated in particular for marketing research involving human beings?**

Regulations on marketing research standards are as follows:  
  
1 - The Consumer Protection Law No (8) of 2008, where The scope of protection covers products and services that are free of charge.

2 - Law No. 1 for the year 2012 regarding the organization and control of advertisement placement which set the following conditions:

- Arabic should be the main language used on billboards, “Foreign” languages can also be included on the sign, but as supplementary text.

-  Content not cause any insult to Islam or any other religion, nor violate public morals and traditions

 - Ads should not be present in places of worship, found on trees and plants or affixed to facilities of historic importance

- The design, size or color of the ad not be similar to traffic signs or other official signage

- Ads not hinder vehicle traffic or pedestrian movement; and

- Signage does not negatively affect the aesthetic character of the area or appearance of the city.

1. **Please describe rules regulating outdoor advertising including the use of**

**billboards or screens in your country. Have enforcement mechanisms been**

**established in this respect? Please indicate whether other forms of communication, such as public interest messages and artistic creation, can also be displayed outdoors, including on billboards and screens, and how these are regulated.**

Law No. 1 for the year 2012 regarding the organization and control of advertisement placement is set in line with the objectives of Qatar National Vision 2030. Where the law stipulates that Arabic should be the main language used on billboards, “Foreign” languages can also be included on the sign, but as supplementary text, this is to protect the cultural rights and identity.

Billboard banners are used for display in public places such as alongside of highways or on city streets. The National Human Rights Committee displays messages about human rights with the aim to educate human rights targeting specific groups such as children and women and especially the workers in public places annually, including streets, malls, shopping centers and airport terminals …etc.

One of the best practices in this field is the campaign carried out by the NHRC on the protection from violence against children and women, and Labour campaign on workers' rights.

1. **Does national legislation regulate advertising, sponsoring and commercial**

**practices in public and private schools (including on school buses and within the school’s immediate surroundings)? Do companies engaging in sponsorship of schools enjoy a tax deduction?**

Advertising, sponsoring and commercial practices are not allowed in schools.

This is in accordance with Article 6 of Law No. 1 for 2012 which stipulates that

Advertisement Licenses are granted on the condition that it should not conflict with the purpose of the institution.

In practice, commercials are not allowed in schools; cultural and sport institutions are responsible for sponsoring and supporting for non-profit purposes.

1. **Does national legislation regulate advertising in Universities as well as**

**cooperation between research institutes / universities and business, in particular regarding research sponsorship?**

No national legislation regulates advertising in Universities; placement of advertisements in Universities requires the approval of the University Council, which draws public policies and makes decisions.

In practice, Qatar University develops close relationships with local institutions and industries; this helps students and graduates to acquire local expertise through research and hands-on training which in turn enables them to get broad job opportunities and benefit from the support provided by these agencies including positions, funding for research… etc.

In 2003, Qatar university participated in a development project in cooperation with Carnegie Mellon University, the RAND Corporation and Price waterhouse Coopers.

1. **Are there specific measures such as inter alia, tax incentives to encourage**

**private sponsorship of artistic creation? Please provide a brief description of these measures. Is the private sponsorship for cultural institutions receiving public funding regulated and if so please provide details. Do such regulations also apply to monuments and national heritage buildings?**

According to Law No. 1 for the year 2012 for the year 2012 regarding the organization and control of advertisement placement, Certain categories of advertisement require an advertising permit but are exempt from any payment of the prescribed fees:

- advertisements that are placed on commercial and industrial establishments -

- general stores and establishments of professionals that relate to their business activities

- advertisements for charities, religious, social and cultural events

- advertisements placed by governmental bodies on public occasions such as national holidays and on social occasions.

These provisions do not apply to newspapers ads.

Note: Kindly find the attachments including photos of some media campaigns and ads carried out by the NHRC in the State of Qatar in order to protect and promote human rights.