



OCPB Issues New Guidelines on Fair Advertising and Use of AI-Generated Content

The Office of the Consumer Protection Board (“OCPB”) has issued regulatory requirements stipulating that all advertisements must be fair, accurate, and not misleading to consumers or detrimental to public order and morality. Advertisements must not contain any false, exaggerated, or deceptive representations concerning the characteristics, quality, or benefits of products or services.

1. Advertising of Non-Edible Products Resembling Edible Items

In cases where products that are not intended for consumption are advertised in a manner that may cause them to resemble food items, business operators and advertisers are required to:

- Obtain prior authorization from the relevant regulatory authority when such approval is mandated by law;
- Ensure that all advertisements contain clear and prominent Thai-language disclaimers that are easily visible, audible, or legible, and that such statements prevent any misunderstanding regarding the true nature or intended use of the product;
- Exercise particular caution in communications targeted at or accessible to vulnerable groups, including children, adolescents, and other at-risk consumers, and avoid portrayals or messages that could reasonably encourage imitation, ingestion, or any unsafe behavior.

2. Advertisements Incorporating Artificially Created or Altered Images

For advertisements utilizing images, videos, or other visual materials that have been created, enhanced, or modified through computer programs or artificial intelligence (AI), business operators and advertisers shall:

- Obtain necessary authorization from the competent authority, as may be required under applicable laws or regulations;
- Ensure that all depictions relating to the size, quantity, volume, composition, or characteristics of products or services accurately reflect their actual condition;

- Clearly and prominently disclose to consumers that such images or videos have been generated or altered using computer software or AI technology.

These regulatory measures are intended to ensure transparency, accountability, and fairness in advertising practices, safeguard consumers from deceptive or misleading representations, and promote responsible use of emerging technologies in marketing communications.

Should you have any question, please do not hesitate to contact us via info@bgloballaw.com

