Bangkok Global Law
540, Unit 1705, 17th Floor, Mercury Tower,Ploenchit Road,
Lumpini, Pathumwan, Bangkok 10330 Thailand
Tel: +(66) 2 2525895-6 Fax: +(66) 2 2525897
Website: www.bgloballaw.com
E-mail: info@bgloballaw.com

Legal Insight Vol. May 2026

Thailand Tightens Regulation of Online Advertising Platforms to Combat Digital Fraud

Thailand's introduction of new electronic transaction regulation requiring social media platforms to verify the identities of advertisers marks a significant development in the country's evolving digital governance and cybercrime prevention framework. The measure reflects growing regulatory efforts to address the increasing use of online advertising channels for fraudulent schemes, while imposing greater compliance responsibilities on digital platform operators.

The new regulation require platforms operating in Thailand to authenticate advertisers before advertisements are published. Verification measures include facial matching against government-issued identification documents, while platforms must also retain advertiser data for a specified period following advertisement expiry.

From a Thai legal perspective, the regulation signal a broader expansion of platform accountability within Thailand's digital economy. Social media and digital advertising platforms are increasingly being treated not merely as passive intermediaries, but as entities expected to implement proactive compliance, monitoring, and risk management measures to prevent online harm and fraudulent activity.

The new framework also highlights the growing intersection between technology regulation, cybersecurity, electronic transactions law, data governance, and platform compliance obligations. To comply with the requirements, platforms may need to invest in biometric verification systems, AI-driven fraud detection tools, and enhanced data retention infrastructure. This may raise additional legal considerations relating to personal data protection, cybersecurity safeguards, and cross-border data management under Thailand's broader digital regulatory regime.

At the same time, the regulation illustrates the practical limitations of unilateral national enforcement in a borderless digital environment. While stronger identity verification may reduce anonymous fraudulent advertising, enforcement challenges remain where advertisers operate outside Thailand but target Thai users. This may increase pressure for future cross-border cooperation mechanisms and additional regulatory coordination involving digital platforms.

For businesses and advertisers, particularly SMEs relying heavily on online marketing, the reforms may introduce additional onboarding and verification requirements. Regulators may therefore face the challenge of balancing fraud prevention objectives against maintaining accessibility and operational flexibility for legitimate commercial users.

Ultimately, the regulation reflects Thailand's wider policy shift toward more interventionist digital platform governance. As online fraud, cybercrime, and platform accountability become increasingly important regulatory priorities, businesses operating in Thailand's digital ecosystem should expect heightened compliance expectations and closer scrutiny of digital advertising and online transaction practices.

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