

# Guidelines

## LINE Ads Platform (THAILAND)

Commercial Office

2020.05.27



**LINE  
Ads  
Platform**

# Content

03	Introduction
04-07	Prohibited Industries and Products
08-14	Regulated Products and Services
15-18	Guidelines on Advertising Copy Language
19	Products and services required Document support
20-21	Frequent Mistakes
22	Usable Symbols and Usage Rules

# LINE Ads Platform Ad Campaign Guidelines

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Please ensure that your advertisement strictly adheres to all applicable laws, as well as self-imposed industry rules and guidelines when posting them to the LINE Ads Platform. In addition to avoiding any possible legal risks, LINE has adopted a set of advertising guidelines for the LINE Ads Platform to protect the interests of users. While the landing page and ad creative must be submitted for review prior to release, LINE also monitors the LINE Ads Platform over the course of the ad's listing in order to ensure that its content continues to adhere to all relevant guidelines, and that any offending content is properly revised, deleted, or removed from the platform.

Content within this document are not official legal advice. Advertisers are required to study and make sure their products follow all applicable laws and industry rules.

LINE will not be responsible for the improper use of this guideline. Advertisers will not bring charge against LINE or any of LINE affiliates for any breach of applicable laws and industry rules from the use of this document. Advertisers will not ask LINE or any of LINE affiliates to reimburse or pay for damages caused from any breach of applicable laws and industry rules.

# Prohibited Industries and Products

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1. Private investigation services



2. Cigarette, electric, tobacco or related products



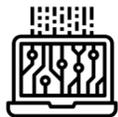
3. Digital currency or any related to digital currency business, personal investment, such as FOREX and real estate (except licensed banks and securities companies)



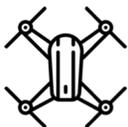
4. Weapons (all types), poisons, and hazardous substances



5. Pawnshops/ pawn diamond (even have the authentication document)



6. Sale of information



7. Drones must be registered with the Minister of Transport.

# Prohibited Industries and Products

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8. Services that compete with LINE company such as messenger applications, social media applications, news aggregators, games, music applications and delivery service



9. Religious products and services (including talismans, exorcism or fortune-telling services, and donations to shrines and temples)



10. Pyramid business or any other businesses with the same nature. Direct sales in a multi-level (multilevel marketing sales), such as network marketing or direct sales business



11. Sales of live animals



12. Fundraising



13. Antiques shop required antiques license.  
Except religious antiques goods are always prohibited (eg. Buddha amulet)



14. Intellectual Property without permission (Copyright/Trademark)

# Prohibited Industries and Products

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15. Political parties, voting or survey



16. Point sites (sites based on accumulating points and providing point-based services or rewards)



17. Affiliate sites, Revenue sharing in exchange for providing advertising service



18. Bidding fee auctions and other auctions required license for public auction



19. Contact lens required medical licensing documents



20. Public service corporations including NPOs/NGOs and incorporated associations (certain exceptions apply)

# Prohibited Industries and Products

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21. Gambling products and services such as pachinko, football betting, online games that involve betting real money (government lotteries are excluded)



22. Adult goods and services (including sexually explicit goods and services aimed at adult consumers, goods and services featuring sexually explicit language, goods and services which could be suggestive of child pornography or otherwise inappropriate from the perspective of protecting minors, sexual performance enhancers, and legal drugs)



23. Obstetric and gynecological goods (e.g. contraceptive goods and female body thermometers)



24. The process of giving birth as a surrogate mother or of arranging such a birth.



25. Alcoholic beverages

# Products and services that require supporting document

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Product	Document
Food and drink	FDA document
Cosmetics and supplementary	
Hand sanitizers	
Hospital and Clinic	Operate a Medical Facility Document
Contact lens	Medical licensing documents or import medical licenses
Gold and Diamond shop	Registered documents from the Ministry of Commerce
Public service corporations including NPOs/NGOs and incorporated associations	Documents for establishing a foundation issued by Ministry of Interior
Auction	Public auction License
Antiques shop	Antiques License

# Regulated Products and Services

Advertisers are required to submit FDA document for any food, beverages, and dietary supplements

## 1. Food, beverages and dietary supplements

- Must comply with the regulations of the Food and Drug Administration

แบบ สป.5 เลขที่รับ.....  
วันที่.....

### ใบจดทะเบียนอาหาร/แจ้งรายละเอียดอาหาร

- ขอจดทะเบียนอาหาร  ผลิตภัณฑ์  
 ขอแจ้งรายละเอียดอาหาร  นำเข้า

ชื่ออาหาร	ประเภทอาหาร/ฉบับที่.....	เลขสารบบ

ลงชื่อ.....ผู้ออกเลข  
(.....)  
ตำแหน่ง.....  
วันที่.....

(แบบ สป.5) 2

ผู้รับอนุญาตผลิตชื่อ.....เลขที่ใบอนุญาตผลิตอาหาร/เลขสถานที่ผลิต.....  
สถานที่ผลิตชื่อ.....อยู่เลขที่.....  
ตรอก/ซอย.....ถนน.....หมู่ที่.....  
ตำบล/แขวง.....อำเภอ/เขต.....จังหวัด.....  
รหัสไปรษณีย์.....ประเทศ.....โทรศัพท์.....โทรสาร.....  
ผู้รับอนุญาตนำเข้าชื่อ.....เลขที่ใบอนุญาตนำเข้า.....  
สถานที่นำเข้าชื่อ.....อยู่เลขที่.....  
ตรอก/ซอย.....ถนน.....หมู่ที่.....  
ตำบล/แขวง.....อำเภอ/เขต.....จังหวัด.....  
รหัสไปรษณีย์.....ประเทศ.....โทรศัพท์.....โทรสาร.....

### 3.ข้าพเจ้าได้แนบหลักฐานดังนี้

(1) ใบจดทะเบียนอาหาร/แจ้งรายละเอียดอาหาร(แบบ สป.5) จำนวน 2 ฉบับ

(2) ซื่นๆ.....

ขอรับรองว่า

- การผลิตอาหารดังกล่าวข้างต้นเป็นไปตามหลักเกณฑ์วิธีการที่ดีในการผลิตอาหารว่าด้วยสุขลักษณะทั่วไป และว่าด้วยเรื่อง.....
- อาหารที่ผลิตต้องมีลักษณะดังต่อไปนี้
- มีคุณภาพหรือมาตรฐานตามประกาศกระทรวงสาธารณสุขว่าด้วยเรื่อง.....
  - ใช้วัตถุเจือปนอาหารตามประกาศกระทรวงสาธารณสุขว่าด้วยเรื่องวัตถุเจือปนอาหาร
  - ใช้สีผสมอาหารตามประกาศกระทรวงสาธารณสุขว่าด้วยเรื่องสีผสมอาหาร
  - ไม่มีการใช้วัตถุที่ห้ามใช้ในอาหารตามประกาศกระทรวงสาธารณสุขว่าด้วยเรื่องวัตถุที่ห้ามใช้ในอาหาร
  - ไม่มีการใช้อาหารที่ห้ามผลิต นำเข้า หรือจำหน่าย ตามประกาศกระทรวงสาธารณสุขว่าด้วยเรื่องอาหารที่ห้ามผลิต นำเข้า หรือจำหน่าย เป็นส่วนประกอบ
  - แสดงฉลากอาหารตามประกาศกระทรวงสาธารณสุขว่าด้วยเรื่องฉลากและประกาศกระทรวงสาธารณสุขว่าด้วยเรื่อง.....
  - ใช้ภาชนะบรรจุตามประกาศกระทรวงสาธารณสุขว่าด้วยเรื่องภาชนะบรรจุ
  - ซื่นๆ.....

ข้าพเจ้าขอรับรองว่า คำรับรองดังกล่าวข้างต้นสามารถปฏิบัติได้ทุกประการ

ลงชื่อ.....ผู้ดำเนินการ  
(.....)

Reference : <https://bsc.dip.go.th/th/category/quality-control/qs-FoodDug>

\*Sample of FDA document

# Regulated Products and Services

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## Food and beverages which does not need FDA

### 1. Food, beverages and dietary supplements

- Must comply with the regulations of the Food and Drug Administration

**Except** these following food products



1. Plant products including brown rice, whole grains, dried beans, sesame seeds, dried chilies, crackers (not fried), grains, crushed cereals, cayenne pepper



2. Animal products including dried fish, dried shrimp, dried bird's nest, raw salted eggs, shrimp paste, pickled fish powder or raw, pickled fish in Budu, honey

# Regulated Products and Services

## Advertisers are required to submit permission to Operate a Medical Facility Document

### 2. Hospital and Clinic

- Must comply with the regulations of Ministry of Public Health  
**Except** Sex reassignment surgery can not be advertised

 แบบ ส.พ. ๗

ใบอนุญาตให้ประกอบกิจการสถานพยาบาล

ใบอนุญาตที่ \_\_\_\_\_ (ใบอนุญาตเดิมเลขที่ \_\_\_\_\_ )

ใบอนุญาตฉบับนี้ให้ไว้แก่ \_\_\_\_\_

เพื่อแสดงว่าเป็นผู้ได้รับอนุญาตให้ประกอบกิจการสถานพยาบาลประเภท .....  
ลักษณะสถานพยาบาล ..... จำนวนเตียง ..... เตียง  
ณ สถานพยาบาลชื่อ .....  
ตั้งอยู่เลขที่ ..... หมู่ที่ ..... ซอย/ตรอก ..... ถนน .....  
ตำบล/แขวง ..... อำเภอ/เขต ..... จังหวัด .....  
วัน/เวลาเปิดทำการ.....  
บริการที่จัดให้มีเพิ่มเติม.....  
.....  
.....

ใบอนุญาตฉบับนี้ให้ใช้ได้จนถึงวันที่ ๓๑ ธันวาคม พ.ศ. .... และให้ใช้ได้เฉพาะสถานที่ประกอบกิจการสถานพยาบาล  
ที่ระบุไว้ในใบอนุญาตเท่านั้น

ให้ไว้ ณ วันที่ \_\_\_\_\_

ผู้อนุญาต

Reference: [http://mrd-hss.moph.go.th/mrd1\\_hss/?p=1345](http://mrd-hss.moph.go.th/mrd1_hss/?p=1345)

\*Sample of Medical Facility document

# Regulated Products and Services

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Dating Service Applications are required to adhere by these following guidelines

## 3. Dating Service Application



1. The app must be in service for at least 1 year



2. App must be rated at least 4 stars in the app store/ play store



3. Target audience in LAP must be **over 20 years old**



4. Must put a warning message on banner/video which stated “This service is only for people ages 20 years and above”

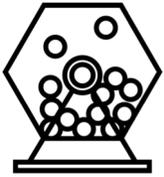
# Regulated Products and Services

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## 4. Cosmetics

- Must comply with the regulations of the Food and Drug Administration



## 5. Lotteries issued by the government

- Lottery advertisements must not contain language which create an excessive expectation of winning
- Any promotion of this industry must also consider its effect on underage consumers



## 6. Financial Business

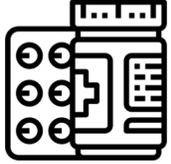
- Must come from a financial institution under the supervision of Bank of Thailand
- Must comply with regulations of Bank of Thailand
- Must be transparent and disclose fee information
- Must not request financial information from users

### Additional terms for loans

- Do not target the customers of other loan services
- Do not target people that are not capable of loan repayment

# Regulated Products and Services

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## 7. Narcotics and Active ingredients

- Must comply with the regulations of the Food and Drug Administration
- Usually most products fall into this category will be rejected



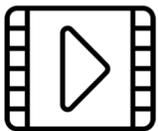
## 8. Hazardous Substances

- Must comply with regulations under the Hazardous Substance Act
- Product must not cause physical or mental harm



## 9. Personal information / Health information

- Must comply with the Personal Data Protection Act, National Health Act and Mental Health Act



## 10. Movies and videos

- Must comply with the regulations for screening movies and advertising media (such as the National Film and Video Board Announcement) Movie and Video Act, namely Por Yor.2

# Regulated Products and Services

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## Term and Conditions for advertising masks and hand sanitizers.



1. For masks, the price tag needs to be clearly determined besides an eligible price. In addition, the benefits of the products can't be over-claimed.



2. For surgical masks that are made in Thailand, price per unit can't exceed 2.5 THB (VAT included) only. In any advertisement, the price needs to be clearly determined (if the products such as surgical masks or any kind of masks are imported from overseas, the price must not exceed the price determined by the ministry of commerce).



3. The product such as filter or any supporting filter that's used underneath the masks, the product details need to be clarified as "filter" to not confuse the buyer to perceive it as a surgical mask.



4. The product such as hand sanitizers will need a certification from FDA for the examination by LINE Team.

# Guidelines on Advertising Copy Language

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- **Clear identification of main advertising entity**

Advertisements must clearly state the entity responsible for the advertisement at all times, and in the case of an image, the identification must be large enough to be easily visible to the viewer. Furthermore, if the advertiser utilizes material that it does not own the rights to, it must clearly state the copyright owner as well as their relationship.

- **Prohibition of content that confuses or misrepresents any content as provided by LINE**

The use of logos, characters, services, or other content owned by LINE in such a manner that could confuse users or cause them to believe the advertisement is provided by LINE is strictly prohibited.

- *In particular, the copyrights to the LINE characters are the sole property of LINE Corporation and its related companies. Any unauthorized use of them within your ad creative is strictly prohibited.*
- The following guidelines must be respected when using the LINE logo, LINE icon, or LINE Official Account logo.

<http://line.me/en/logo/guideline>

[https://media.line.me/en/how\\_to\\_install](https://media.line.me/en/how_to_install)

- **Use of the term "friend"**

A "friend" refers to the status of a user who has friended a LINE account such as an LINE Official Account. For this reason, please unify the expression in linked pages and creatives as well, so that users who are connected to a LINE account such as an LINE Official Account is always called "friends." "Frenz" and other spellings are prohibited.

# Guidelines on Advertising Copy Language

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- **Ads with multiple sponsors are forbidden**

Ad spaces may not be resold without LINE's express permission. Further, in consideration of protecting users' interests, placing information regarding unrelated third parties in ads is generally forbidden.

- **Link restrictions**

Links to pages that have no direct relationship to the account or the ad creative are prohibited. The ad and its content must be considered natural when looked at from the viewpoint of an average user.

- **Text in ad images**

Excessive text in ad images may result in your ad reaching fewer people or not running at all. Try to use little or no image text when possible.

- **Positioning: Relevance, Accuracy, Related landing pages**

All advert components, including any text, image or other media, must be relevant and appropriate to the product or service being offered and the audience viewing the advert. Adverts must clearly represent the company, product, service or brand that is being advertised. The products and services promoted in an advert's text must match those promoted on the landing page, and the destination site must not offer or link to any prohibited product or service.

# Guidelines on Advertising Copy Language

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- **Prohibition of links to webpages that cannot be controlled via a smartphone**

Links to pages that cannot be viewed or operated via a standard smartphone (iOS, Android) browser are prohibited.

Please ensure that the link destination is compatible with smartphones.

Webpages with hard-to-read text or characters/images that do not fit on the screen are also prohibited.

- **Prohibition of language or content with the potential to mislead or misdirect users**

Advertisements containing content with the potential to offend users, such as images that overtly sexual or revealing of skin,\*1 messages that are blatantly sexual in nature, or any other messages that may cause discomfort to users \*2 are prohibited. \*1. Swimsuit or underwear images unrelated to the advertisement are prohibited. \*2. Statements encouraging use of violence or antisocial behavior are prohibited.

- **Language that may feature unjustifiable or misleading representations**

Language or content that deceive users into believing the product or service is better or cheaper than it actually is are prohibited.

# Guidelines on Advertising Copy Language

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- **Language containing absolutes, such as "the best," "No. 1," or "best in class"**

When using language in your ad creative that contains superlatives such as "World's First" or "World's No. 1," the claims must be properly substantiated, with the source behind the survey and the year it was conducted clearly labeled within your linked pages and ad creative.

- **Language or content designed to obtain personal information through user registration or other similar methods**

If your advertisement sends users to a separate web page and encourages them to register for your products or services, you must visually state in a plain and clear manner that the link destination is in no way affiliated with LINE or its partner companies. Additionally, when obtaining personal information from users, you must ensure that all handling of the information at the link destination follows the guidelines set out by the Act on the Protection of Personal Information. In order to protect the LINE user experience, please refrain from excessively soliciting users to register for your products or services.

- **Content claiming the result of treatment or medication**

Advertisements claiming the result of any kind of medical treatments are prohibited (except medication approved by law and regulations). Before/after images or VDOs are prohibited.

- **Competitive Advertising**

Advertisements comparing between owned products or services with other similar products or services are prohibited.

# Frequent Mistakes

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Ads will be rejected if it contains the following



1. Cigarette, electric, tobacco or related products
2. Gambling products and services such as pachinko, football betting, online games that involve betting real money (government lotteries are excluded)
3. Religious products and services (including talismans, exorcism or fortune-telling services, and donations to shrines and temples)
4. The process of giving birth as a surrogate mother or of arranging such a birth.
5. Obstetric and gynecological goods (e.g. contraceptive goods and female body thermometers)
6. Sales of live animals
7. Pawnshops/ pawn diamond (prohibited even with a genuine guarantee)
8. Fundraising
9. Pyramid business or any other businesses of the same nature.  
Direct sales in a multi-level (multilevel marketing sales) such as network marketing or direct sales business
10. Sex reassignment surgery

# Frequent Mistakes

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Ads will be rejected if it contains the following



1. Images that show "**Before and after**" or that contains before and after unexpected result. Ads must not try to convey audience to promote self-negative perception. For example, promote diet, weight loss, beauty related issue or other health related products.
2. Image that contain improper content e.g. zoomed photo of pimple, glabrous, psoriasis, hair loss. Portrait and medium shot are acceptable
3. Medical goods without certificate document
4. Specific medicine ex. Antibiotics, Antiseptic, eye drop, ear drop
5. Low quality images. Also include disproportionate images, misspelling, and other language except TH/EN
6. Picture that show body measurement (including pictures of models with weight Scale, measuring tape)
7. Pictures and names of doctors and professionals
8. Product that overclaim its value
9. Gold plate, micron gold, fake gemstones and fake precious metals are prohibited

# Usable Symbols and Usage Rules

Approved symbols for use on the LINE Ads Platform:

Type	Symbol (half-width/full-width)
Parentheses	( ) [ ] 「 」 『 』 { } < > << >> (full-width) ( ) (half-width)
Tilde	~ (full-width)
Hyphen	- (full-width) - (half-width)
Calculations	+ - ± × ÷ = ≤ ≥ ≠ ∞ (full-width) - + (half-width)
Quotation marks	‘ ’ ` (full-width) “ ” (half-width)
Punctuation marks	。 、 (full-width)
Middle dot	• (full-width)
Comma	, (full-width) , (half-width)
Period	. (full-width) . (half-width)
Underscore	__ (full-width) _ (half-width)
Percent sign	% (full-width) % (half-width)
Ampersand	& (full-width) & (half-width)
Colon, semi-colon	: ; (full-width) : ; (half-width)
Ellipses	... (full-width)
Slash	/ \ (full-width) / (half-width)
Question mark / exclamation mark	? ! (full-width) ? ! (half-width)
Other	¥ \$ @ 〒 (full-width) \ \$ @ (half-width)

## Rules for Symbol Usage and Expression

- The use of symbols in meaningless expressions, as decorations, emoji, or for any other purpose than their intended usage is not allowed, even if the symbols are otherwise approved.
- Repetitions of the same symbol type are not allowed, even if the symbols are otherwise approved for use.
- Placement in unnatural locations such as the beginning or ending of sentences is not allowed.
- Use parentheses in pairs, including both an opening and closing mark.
- Special characters (platform-dependent characters) may not be used.
- Currency symbols are allowed for the local currency of the country where the ad is to be delivered.