

COMMERCIAL PERMITS REGULATIONS (SALES AND PROMOTIONS) RULES 2025

Date of Publication: [●] 2025

The Registrar of the Abu Dhabi Global Market, in implementation of the provisions of section 2(4) of the Commercial Permits Regulations 2024, hereby makes the following rules:

1. Citation, commencement and interpretation

- (1) These Rules may be cited as the Commercial Permits Regulations (Sales and Promotions) Rules 2025.
- (2) These Rules will come into force on:
 - (a) the day after the expiry date of a permit to conduct a Special Sales and Promotions Activity issued by the Registrar for any person that has been conducting a Special Sales and Promotions Activity prior to the publication of these Rules; and
 - (b) the date of publication of these Rules for any person that intends to conduct a Special Sales and Promotions Activity but has not done so prior to the publication of these Rules or has done so without a permit to conduct a Special Sales and Promotions Activity.
- (3) In these Rules,

“Clearance Discount” means a reduced price offered on goods that are being permanently removed from regular inventory for the purpose of final sale and stock liquidation. Clearance Discounts are final and may not be combined with other promotional offers unless expressly stated;

“Competent Body” means any UAE or Emirate of Abu Dhabi governmental or regulatory authority;

“Discount” means a Clearance Discount or Temporary Sales Discount;

“Fines Scale” means the standard fines scale set out in Schedule 1 of the Administrative Regulations 2025.

“Instant Prizes” means a reward of monetary or non-monetary value distributed immediately to a participant as part of a permitted promotional activity, where the recipient is selected by chance or a predefined mechanism (such as scratch cards, digital reveal, sealed envelopes, or random draws), and not every participant is guaranteed to receive a prize and shall be distinguished from simple giveaways or free promotional items, which are provided unconditionally to all recipients without an element of chance or selectivity;

“Licensed Person” refers to a person issued with a valid Commercial License pursuant to the Commercial Licensing Regulations 2025;

“Premises” means any property located within the geographical boundaries of the Abu Dhabi Global Market from where the Special Sales and Promotions Activity will take place;

“Prize Draw” means a promotional activity conducted as part of a sales and marketing campaign in which participants are entered into a random selection process to win prizes, whether or not participation is contingent upon the purchase of goods or services;

“Product Launches” means any special events, presentations, exhibitions, or interactive demonstrations to introduce new products, promote existing products, or showcase product features and benefits, carried out beyond the usual and regular operations of the Licensed Person’s or Temporary Commercial Permit holder’s business including an activity of providing free samples, samples for trial, or distribution of promotional items to consumers, at Premises, other than the regular business premises of the Licensed Person or Temporary Commercial Permit holder conducting the promotion;

“Promotional Stands” mean temporary physical structures, booths, kiosks, or designated areas set up within the Premises, other than the Licensed Person’s or Temporary Commercial Permit holder’s regular business premises for the purpose of conducting marketing, advertising, sampling, or sales activities as part of a promotional campaign for a limited period.

“Promotions” means Instant Prizes, Prize Draws, Product Launches and Promotional Stands;

“Regulations” means the Commercial Permits Regulations 2024 “Sales and Promotions Activity” or “Sales and Promotions Activities” refers to the separate activities of Discounts and Promotions;

“Sales and Promotions Permit” means a permit issued by the Registrar to a Licensed Person or Temporary Commercial Permit holder permitting such Licensed Person or Temporary Commercial Permit holder to temporarily conduct one or more of the Sales and Promotions Activities;

“Temporary Commercial Permit holder” refers to a person issued with a valid Temporary Commercial Permit pursuant to the Commercial Permits Regulations (Temporary Commercial) Rules 2025; and

“Temporary Sales Discount” means a reduction in the price of goods or services offered for a limited duration, not exceeding 30 days, during which the Licensed Person or Temporary Commercial Permit holder temporarily lowers the regular retail price of goods or services to increase sales or promote products by way of individual item discounts or bundled offers. Such a discount is distinct from permanent price reductions and must be explicitly time-bound and disclosed to customers.

2. Application

These Rules apply to:

- (a) subject to Rule 1(2)(a), every person that is, on the date of publication of these Rules, conducting a Sales and Promotions Activity at the Premises; and
- (b) every person that intends to conduct a Sales and Promotions Activity at the Premises.

3. Registrar's authority

- (1) The Registrar shall be the sole authority to issue a Sales and Promotions Permit.
- (2) The Registrar shall set the conditions to be met to obtain and maintain a Sales and Promotions Permit.
- (3) The Registrar may, in its discretion, determine the period of validity of the Sales and Promotions Permit.
- (4) Subject to Part 3 of the Regulations, the Registrar may, in its sole discretion, suspend or revoke any Sales and Promotions Permit issued under subsection (1) of this Rule.
- (5) The Registrar may, at its sole discretion, impose any conditions, limitations or restrictions on a Sales and Promotions Permit issued by the Registrar under these Rules.
- (6) The Registrar may issue guidance to supplement these Rules.
- (7) The Registrar may inspect the Premises to ensure compliance with these Rules and the Regulations.

4. General requirements

A person who seeks to conduct a Sales and Promotions Activity at the Premises must obtain a Sales and Promotions Permit before conducting a Sales and Promotions Activity.

5. Application for a Sales and Promotions Permit

- (1) An application for a Sales and Promotions Permit may be made to the Registrar by a person.
- (2) An applicant for a Sales and Promotions Permit must:
 - (a) if a body corporate, sole proprietorship or partnership:
 - (i) be a Licensed Person; or
 - (ii) hold a valid commercial licence issued by a Competent Body and be Temporary Commercial Permit holder;
 - (b) complete an application in the form prescribed by the Registrar from time to time in accordance with the requirements of these Rules, and any guidance issued under these Rules, and submit that application to the Registrar with any other information in writing as may from time to time be required by the Registrar;
 - (c) provide the Registrar with a no objection letter issued by the landlord of the Premises permitting the Sales and Promotions Activity at the Premises, if applicable;
 - (d) provide the Registrar with any additional information it may require; and

- (e) pay such fee or fees in connection with the application as set out in rules made by the Board.
- (3) When reviewing an application for a Sales and Promotions Permit, the Registrar may take into account:
 - (a) matters of public health and safety;
 - (b) location of the Premises and the surrounding environment;
 - (c) matters of cultural sensitivity; and
 - (d) any other matter that the Registrar deems relevant.
- (4) An applicant may withdraw the application by giving the Registrar written notice at any time before the Registrar determines it.
- (5) Failing to obtain a Sales and Promotions Permit prior to commencing the Sales and Promotions Activity at the Premises will be considered a contravention of these Rules and any such person conducting a Sales and Promotions Activity at the Premises without a Sales and Promotions Permit may be liable to a fine not exceeding level 8 on the Fines Scale for each contravention.

6. Variation or cancellation of a Sales and Promotions Permit

- (1) The Registrar may, on application of the holder of the Sales and Promotions Permit, cancel or vary the Sales and Promotions Permit.
- (2) An application for the variation of a Sales and Promotions Permit must comply with and shall be subject to Rule 5.
- (3) The Registrar may refuse an application for variation under this Rule if it appears to it that it is desirable to do so in the interests of the Abu Dhabi Global Market.

7. General conditions of Sales and Promotions Permits

- (1) A Sales and Promotions Permit holder must at all times–
 - (a) be a Licensed Person; or
 - (b) hold a valid commercial licence issued by a Competent Body and be a Temporary Commercial Permit holder; and
 - (c) comply with any conditions of the Sales and Promotions Permit issued by the Registrar.
- (2) Failure to comply with these Rules may result in a contravention pursuant to the Regulations.

8. Discontinuance of Sales and Promotions Activity

Where a Sales and Promotions Permit has been suspended or revoked by the Registrar, the Sales and Promotions Permit holder must immediately discontinue the Sales and Promotions Activity at the Premises or the Sales and Promotions Permit holder will be liable to a fine not exceeding level 8 on the Fines Scale.