

Date: 5 June 2026

To: All ADGM Licensed Retail Businesses

REGISTRATION AUTHORITY CIRCULAR NO. (3) OF 2026:

Consumer Protection – Restrictions on Inappropriate Products and Content

The Registration Authority (“**RA**”) respectfully reminds all licensed retail businesses operating within ADGM of their obligations to maintain standards that safeguard consumers, uphold public confidence, and protect the integrity and reputation of the ADGM jurisdiction.

The RA issues this Circular pursuant to its powers under section 20(3) of the Consumer Protection Regulations 2025 and the Administrative Regulations 2025, including its mandate to protect consumers, monitor compliance, and issue directions, guidance, and circulars as necessary.

Recent supervisory activities have identified instances where products have been offered for sale that do not meet applicable standards and consumer protection expectations in the United Arab Emirates (“**UAE**”).

REQUIREMENT TO ENSURE PRODUCTS AND CONTENT ARE APPROPRIATE FOR CONSUMER DISPLAY

Retail businesses are reminded that they should not offer, display, market, advertise or distribute any products, materials, or content that:

- Are offensive, indecent, or inappropriate for general public display;
- Contain words, phrases, images, or symbols that may be considered offensive or unacceptable in the UAE context;
- Are inconsistent with accepted customs, cultures, traditions, societal norms and public morals within the UAE; or
- May otherwise undermine consumer trust, public decency, or the reputation of ADGM and the UAE.

Retail businesses are reminded that products and services offered to consumers must comply with applicable standards, including requirements relating to safety, transparency, and conformity to applicable UAE and ADGM legislation.

OBLIGATION TO ENSURE ONGOING COMPLIANCE

All licensed retail businesses must:

- Ensure that all products offered or displayed for sale comply with all applicable ADGM and relevant UAE legislation;
- Implement appropriate oversight, controls, and internal review processes in relation to the sourcing, selection, and display of products; and

- promptly withdraw from sale and remove from display any product or material that does not comply with applicable ADGM requirements, UAE legislation or relevant regulatory requirements.

Licensed retail businesses are reminded of their ongoing obligation to maintain compliance with all applicable ADGM and UAE legislation and RA regulatory requirements as a condition of their licence.

REGULATORY POWERS AND ENFORCEMENT

The RA will continue to actively monitor compliance through inspections, supervisory activities, and engagement with licensed businesses.

- Where instances of non-compliance is identified, the RA may take appropriate actions and exercise its enforcement powers under the Administrative Regulations 2025 and other applicable ADGM commercial legislation, including, where appropriate, the suspension or cancellation of a licence.
- The RA will prioritise regulatory action where breaches are identified.

IMMEDIATE ACTION REQUIRED

- All licensed retail businesses must conduct an immediate review of all products currently offered, displayed, or promoted to ensure compliance with this Circular, and all applicable UAE and ADGM commercial legislation.

The Registration Authority remains committed to maintaining a safe, respectful, and well-regulated business environment that protects consumers and upholds the integrity and reputation of ADGM and the UAE.

Faithfully,



Registration Authority

REGISTRATION AUTHORITY
سلطة التسجيل

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