

On approval of the checklist for compliance with the legislation of the Republic of Kazakhstan on advertising

Unofficial translation

Order of the Minister of National Economy of the Republic of Kazakhstan dated March 29, 2019 № 22. Registered in the Ministry of Justice of the Republic of Kazakhstan on April 10, 2019 № 18490.

Unofficial translation

Footnote. Title - in the wording of the order of the Deputy Prime Minister - Minister of National Economy of the Republic of Kazakhstan dated 28.06.2024 № 47 (shall enter into force upon expiry of the day of its first official publication).

In accordance with subparagraph 3) of paragraph 2 of Article 85 and paragraph 1 of Article 143 of the Entrepreneurial Code of the Republic of Kazakhstan, **I hereby ORDER:**

Footnote. Preamble - in the wording of the order of the Deputy Prime Minister - Minister of National Economy of the Republic of Kazakhstan dated 28.06.2024 № 47 (shall enter into force upon expiry of the day of its first official publication).

1. To approve:

1) As excluded by the order of the Deputy Prime Minister - Minister of National Economy of the Republic of Kazakhstan dated 28.06.2024 № 47 (shall enter into force upon expiry of the day of its first official publication);

2) a checklist for compliance with the legislation of the Republic of Kazakhstan on advertising in accordance with Appendix 2 to this order.

Footnote. Paragraph 1 as amended by the order of the Deputy Prime Minister - Minister of National Economy of the Republic of Kazakhstan dated 28.06.2024 № 47 (shall enter into force upon expiry of the day of its first official publication).

2. The Department of enterprise development in the manner established by the legislation shall ensure:

1) state registration of this order in the Ministry of Justice of the Republic of Kazakhstan;

2) within ten calendar days from the date of state registration of this order, sending it in the Kazakh and Russian languages to the Republican state enterprise on the right of economic management "Republican center for legal information" for official publication and inclusion to the Standard control bank of regulatory legal acts of the Republic of Kazakhstan;

3) placement a copy of this order on the official Internet resource of the Ministry of National Economy of the Republic of Kazakhstan;

4) submission of information on implementation of measures provided for in sub-paragraphs 1), 2) and 3) of this paragraph to the Legal department of the Ministry of

National Economy of the Republic of Kazakhstan within ten working days after the state registration of this order in the Ministry of Justice of the Republic of Kazakhstan.

3. Control over execution of this order shall be assigned to the supervising Vice-Minister of National Economy of the Republic of Kazakhstan.

4. This order shall be enforced upon expiry of ten calendar days after its first official publication.

*Minister of National Economy
of the Republic of Kazakhstan*

R. Dalenov

AGREED

Committee on legal
statistics and special records of the
General Prosecutor's office
of the Republic of Kazakhstan

Appendix 1
to the order of the Minister
of National Economy
of the Republic of Kazakhstan
dated March 29, 2019 № 22

Criteria for assessing the degree of risk for compliance with the legislation of the Republic of Kazakhstan on advertising

Footnote. Appendix 1 was deleted by the Order of the Deputy Prime Minister - Minister of National Economy of the Republic of Kazakhstan dated 28.08.2024 № 47 (effective from the date of its first official publication).

Appendix № 2
to the Order of the Minister
of national economy
of the Republic of Kazakhstan
dated March 29. 2019 № 22

Checklist

Footnote. Appendix 2 - as amended by the Order of the Acting Minister of National Economy of the Republic of Kazakhstan dated 28.11.2022 № 94 (shall be enforced from 01.01.2023).

For compliance with the legislation of the Republic of Kazakhstan on advertising

in accordance with Articles 138 of the Entrepreneurial Code of the Republic of Kazakhstan

in relation to the advertiser, advertising distributor, advertising producer, the name of a homogeneous group of subjects (objects) of control

The state body that appointed the inspection/preventive control with a visit to the subject

(object) of control _____

The act on the appointment of inspection / preventive control with a visit to the subject (object)

of control _____ №, date

The name of the subject (object) of control _____

(Individual identification number), business- identification number of the subject (object) of control _____

Location address _____

| № | The list of requirements | Meet the requirements | Do not meet the requirements |
|---|---|-----------------------|------------------------------|
| 1 | 2 | 3 | 4 |
| 1 | The presence of a notification about the placement of outdoor (visual) advertising in an open space outside the premises in settlements, in the lane of public highways , in an open space outside the premises outside settlements and outside the lane of public highways | | |
| 2 | Compliance with the requirement not to use in advertising propaganda or agitation of violent change of the constitutional order, violation of the integrity of the Republic of Kazakhstan , undermining the security of the state, war, social, racial, national, religious, class and tribal superiority, cult of cruelty and violence , pornography, as well as the dissemination of information constituting state secrets of the Republic of Kazakhstan and other legally protected secrets | | |
| | Compliance with the prohibition on the placement of outdoor (visual) advertising on | | |

| | | | |
|---|--|--|--|
| 3 | historical and cultural monuments and in their protected areas, on religious buildings (structures) and on the territory assigned to them and their fences, as well as on specially protected natural territories | | |
| 4 | Compliance with the prohibition of advertising of a residential building (residential building) under construction or put into operation that does not correspond to the classification of residential buildings (residential buildings) in the approved project documentation | | |
| 5 | Compliance with the requirements for advertising of goods (works, services) prohibited for production and sale in accordance with the legislation of the Republic of Kazakhstan | | |
| 6 | Compliance with the prohibition of advertising of religious associations and spiritual (religious) educational organizations not registered in accordance with the legislation of the Republic of Kazakhstan | | |
| 7 | Compliance with the prohibition of advertising of electronic and online casinos | | |
| 8 | The presence of a requirement in the advertising of goods (work, services) sold on the territory of the Republic of Kazakhstan, an indication of the price (tariffs, prices, rates) in tenge | | |
| | Compliance with the requirement to dismantle the object of outdoor (| | |

| | | | |
|---|--|--|--|
| 9 | visual) advertising after the expiration of its placement period established by the contract | | |
|---|--|--|--|

Official (s) _____
position _____ signature _____

surname, name, patronymic (if any)

The head of the subject of control and supervision _____
position _____ signature _____

surname, name, patronymic (if any)