



Commercial Compliance Manual



1. Introduction	3
2. About the Guideline	4
3. Protecting Intellectual Property Rights	6
Trademarks	7
Trade Name and Trademark	8
Intellectual Works	9
Patents	10
Registering Intellectual Property Rights	11
Mechanism for Filing a complaint on Infringement of Intellectual Property Rights	12
Conditions for Filing a Complaint	13
Fee for Studying the Complaint	14
Conducting a Complaint Study	14
Procedure for Accepted Application	15
Legal Terms	15
4. Protecting the Rights of Commercial Agencies	16
Commercial Agency	16
The Principal Agent	16
Registering a Commercial Agency	17
Mechanism for Filing a Complaint on Infringement of Commercial Agencies	17
Conditions for Filing a Complaint	18
Fee for Studying the Complaint	19
Conducting a Complaint Study	19
Procedure for Accepted Application	20
Legal Terms	20
5. Business Protection	21
6. Practising Commercial Activities	23
Consumer Care	24
Storefront	26
Shop's activity	27
Location of the Facility	28
DED's inspector	28
Legal Terms	29
7. Offers and Sales	32
Types of Promotional Campaigns	33
Conditions for Promotional Campaigns	34
8. Draws and Prizes	36
Conditions for Raffle Permit	37
Raffle Stage	38
After the Raffle	38
Proof of Receipt of Documents	39
Legal Terms	39

About Dubai Economy

Dubai Economy (Department of Economic Development – Government of Dubai) is the government body entrusted to set and drive the economic agenda of the emirate of Dubai in the UAE. Dubai Economy supports the structural transformation of Dubai into a diversified, innovative, and competitive service-based economy that aims to continuously improve the business environment and accelerate productivity growth. Dubai Economy and its agencies develop economic plans and policies, identify and support the growth of strategic sectors, and provide services to domestic and international investors and businesses.

The Commercial Compliance & Consumer Protection (CCCP) sector in Dubai Economy focuses on improving service quality and transparency in the business sector, and protecting the rights of consumers as well as traders. CCCP works in partnership with the private sector to maintain and strengthen best practices in retailing and customer service as well as in protecting consumer rights and intellectual property.

About the Guideline

Law No. 13 of 2011 regulating the practice of economic activities in Dubai and its amendments granting the Department of Economic Development (DED) the authority to regulate the practice of commercial activities in the emirate and create an attractive investment environment in various economic fields by setting the necessary rules and controls to regulate the granting of licenses and the issuance of commercial permits for marketing activities in accordance with the requirements and controls adopted by DED in this regard. It also allows for the control and inspection of establishments to ensure their compliance with the condition for granting licences and permits, and ensure the protection of intellectual property (IP) rights and consumer protection as well as ensuring that the market in Dubai is free of negative practices. The Commercial Control and Consumer Protection Sector in DED seeks, through the issuance of this guide, to raise the level of awareness of commercial establishments of the commercial laws enforced in the emirate of Dubai to protect them from violations that may expose them to financial fines or complaints from consumers or merchants. Through this guideline, the Commercial Compliance Consumer Protection (CCCP) sector in DED seeks to raise the level of commercial establishments' awareness on the commercial laws in force in Dubai in order to avoid violations that may expose them to financial fines or complaints from consumers or merchants.

Through this guideline, DED seeks to be a reference for merchants as it works on:



Educating merchants and investors on the laws, regulations, and requirements enforced in Dubai



Creating a premium business environment for merchants and consumers



Reducing the number of violating commercial establishments

DED has classified the information that merchants need to conduct commercial activities as follows:



Protection of IP rights



Protection of commercial agencies



Business protection



Practising Commercial Activities



Offers and sales



Raffles and prizes

The guide will explain the information to help merchants understand the appropriate mechanisms for doing business based on the commercial laws enforced in the emirate.



Protecting Intellectual Property Rights

IP rights are essential elements in commerce to preserve the rights of creative innovations, designs, industrial logos and designs, and trade secrets.

DED works to protect trademark owners and preserve their rights by investigating and combating commercial fraud and counterfeit trademarks. There are important elements that owners of IP rights must know, including:

Trademarks

A trademark is defined as a distinctive mark or indicator used by an individual or institution to indicate that the products or services provided to the consumer displaying the same trademark come from the same source as a distinguishable element. A trademark is usually a word, name, phrase, logo, symbol, design, picture, colour, or smell.

According to Law No. 37 of 1992 on trademarks and their amendments, a trademark is anything that takes a distinct form, including names, words, signatures, letters, numbers, drawings, symbols, addresses, hallmarks, seals, pictures, inscriptions, ads, packages, or any other mark or combination thereof if they are used or intended to be used, either to distinguish goods, products, or services from whatever source or indicate that the goods or products belong to the owner of the trademark due to its manufacture, selection, or trade; or indicate the performance of a service. A sound is considered part of the trademark if it accompanies it.

- All merchants must obtain the necessary permission from the trademark or IP rights owner if they wish to use it



Trade Name and Trademark

The trademark differs from the trade name in terms of its use as a sign or symbol to distinguish a group of types of goods or services from one another; either regarding source, warranty, type, or method of manufacture, whereas the trade name is a name used by the establishment to distinguish it from other facilities that compete in the same field of work.

- **Trademark Counterfeiting** is a complete transfer in conformity with the original or the transfer of the main parts thereof, which makes the counterfeit trademark largely identical to the original trademark.
- **Trademark imitation** is the fabrication of a mark which in its entirety is identical to the identical original mark that would mislead the public regarding the source of the goods that the trademark distinguishes.

Intellectual Works

In accordance with Federal Law No. 7 of 2002 on copyrights and neighbouring rights, a work is defined as any creative authorship in the field of literature, arts or sciences, regardless of its type, mode of expression, importance, or purpose.

The following works are protected by the law:



Books, brochures, articles, and other written works



Computer programmes, applications, databases, and similar works defined by a decision of the Minister



Lectures, speeches, sermons, and other works of a similar nature



Acting, musical, and silent acting works



Musical works with or without accompanying words



Audio, visual, or audio-visual works



Architecture works, drawings, and engineering plans



Works of drawings in lines or in colours, sculpture, engraving, and printing on stone, on fabrics, wood, and metals, and any similar works in the field of fine arts



Photographic works and the like



Applied and plastic art work



Illustrations, geographical maps, diagrams, and 3D works related to geography, topography, architectural designs, etc.



Derived works without prejudice to the prescribed protection of works from which they are derived

Patents

According to Federal Law No. 31 of 2016 amending Federal Law No. 17 of 2002, a patent is granted for every new invention resulting from an innovative idea or an innovative improvement of a patent protected in all areas of technology, where both shall be based on scientific principles and subject to industrial exploitation, whether this relates to new industrial products, new industrial methods or means, or a new application of known industrial methods or means.

A patent shall not be granted for the following:

- Research and plant or animal species or biological methods of plant or animal production, with the exception of microbiology and its products.
- Diagnostic, therapeutic, or surgical methods for treating humans or animals.
- Principles, discoveries, scientific theories, or mathematical methods.
- Plans, rules or methods used to conduct business, practise pure mental activities, or a game.
- Inventions whose publication or exploitation result in a breach of public order or morals.



Registering Intellectual Property Rights

- Merchants wishing to register IP rights must visit the Ministry of Economy and receive a registration certificate.
- IP rights owners registered with the Ministry of Economy can also register with DED in order to benefit from its services regarding the protection of IP rights by visiting the website via the following link: <https://ipp.dubaided.gov.ae>.



Mechanism for Filing a complaint on Infringement of Intellectual Property Rights

The affected IP rights owner has the right to file a complaint through the IP Gateway via <https://ipp.dubaided.gov.ae>, which is an electronic portal that allows them to file a complaint on infringement of IP rights remotely without the need to visit DED.

Write a description of the complaint and insert the necessary attachments, which contain:

- Infringement data
- The subject of the complaint
- The number of stores and warehouses
- Pictures from the original and imitation sample
- Identifying the similarities in the products in the case of counterfeit of the registered trademark

Conditions for Filing a Complaint

- The complainant must have a certificate of registration for IP rights from the Ministry of Economy.
- The registration certificate must be valid.
- The certificate category issued by the Ministry corresponds to the damage and complaint category.
- The power of attorney of the trademark owner's legal representative must be valid.
- The complainant must fulfil the complaint and inspection fees after accepting the complaint.
- The complainees are licensed in Dubai, with the exception of free zones.

The trademark owner must write a description of the complaint and enter the necessary attachments, which contain:

- Infringement data
- The subject of the complaint
- The number of stores and warehouses
- Pictures from the original and imitation sample
- Identifying the similarities in the products in the case of counterfeit of the registered trademark

- The trademark owner has the right to add more than one retailer (complainees) in one case.

Fee for Studying the Complaint

Complaint fees are determined based on the following:

- **AED 2,020 for studying any trademark dispute (non-refundable)**
If the complaint is accepted:
 - AED 1,000 additional inspection fee for 1 – 3 stores only.
 - AED 300 additional fee for each new store
 - AED 2,500 additional fee for each warehouse.
 - All additions to stores and warehouses are based on the complainant's entries in the portal.
 - The payment mechanism is carried out electronically from the applicant's complaint file at the IP Gateway.

Conducting a Complaint Study

- Checking all the attached documents related to the complaint file and ensuring that the conditions are met.
- Make a decision (accept or reject) to study the complaint.
- Contacting the applicant to present the status of the study (with the reason in case of refusal).

Procedure for Accepted Application

- The inspection fee is paid by the applicant on the portal.
- An inspector is then assigned to each site upon request.
- The inspector controls the goods, checks their condition if they are forged or not, and takes the following procedure:
 - The original merchandise: The inspection request is fulfilled with no infringement.
 - Counterfeit goods: Counterfeit goods are confiscated and destroyed according to the procedure followed by DED.
- The complaint report will then be submitted by violating the complainee.
- The trademark owner must provide DED with a technical report confirming that the goods that contain infringement of IP rights were seized.
- Closing the complaint electronically and receiving inspection reports.

Legal Terms

In the event that a merchant has used the IP rights of other merchants, the following violation action will be taken:

Performing any act that would manufacture, display, sell, market, or promote goods in violation of the legislation enforced at DED.

Violation value: 15,000 AED



Protecting the Rights of Commercial Agencies

The UAE has issued Federal Law No. (18) of 1981 concerning the regulation of commercial agencies, in which it defines the foundations of the commercial agency, which focuses on the importance of registering it in the Ministry of Economy, preserving the rights of both parties, and developing a comprehensive system that benefits all parties.

In this regard, DED works to protect the rights of commercial agencies by preventing the infringement of their rights and their registered products. The following are important elements that the merchant must know about the commercial agencies:

Commercial Agency

It is intended to represent the principal through an agent for distribution, sale, presentation, or provision of a good or service within the country

The Principal Agent

This denotes the product or the manufacturer, locally or globally, or is the exclusive exporter or distributor of the product, provided that the distributor does not engage in marketing activities by itself.

Registering a Commercial Agency

- Merchants wishing to register a commercial agency must visit the Ministry of Economy and receive a registration certificate.
- Commercial agency owners registered with the Ministry of Economy can also register with DED in order to benefit from its services regarding the protection of IP rights by visiting the website via the following link:
<https://ipp.dubaided.gov.ae>.

Mechanism for Filing a Complaint on Infringement of Commercial Agencies

The affected commercial agency owner has the right to file a complaint through the IP Gateway via <https://ipp.dubaided.gov.ae>, which is an electronic portal that allows IP rights owners to file a complaint on infringement of commercial agencies remotely without the need to visit DED.

Conditions for Filing a Complaint

- The complainant must have a certificate of registration for commercial agencies from the Ministry of Economy.
- The registration certificate must be valid.
- The certificate category issued by the Ministry corresponds to the damage and complaint category.
- The power of attorney of the commercial agency owner's legal representative must be valid.
- The complainant must fulfil the complaint and inspection fees after accepting the complaint.
- The complaine is licensed in Dubai, with the exception of free zones.

The commercial agency owner must write a description of the complaint and enter the necessary attachments, which contain:

- Infringement of data
 - The subject of the complaint.
 - The number of stores.
 - Identifying the similarities
- The commercial agency owner has the right to add more than one retailer (complaine) in one case.

Fee for Studying the Complaint

Complaint fees are determined based on the following:

- AED 2,020 for studying any commercial agency dispute (non-refundable)
If the complaint is accepted:
 - AED 1,000 additional inspection fee for 1 – 3 stores only.
 - AED 300 additional fee for each new store.
 - AED 2,500 additional fee for each warehouse.
 - All additions to stores and warehouses are based on the complainant's entries in the portal.
 - The payment mechanism is carried out electronically from the applicant's complaint file at the IP Gateway.

Conducting a Complaint Study

- Checking all the attached documents related to the complaint file and ensuring that the conditions are met.
- Make a decision (accept or reject) to study the infringement complaint.
- Contacting the applicant to present the status of the study (with the reason in case of refusal).

Procedure for Accepted Application

- The inspection fee is paid by the applicant on the portal.
- An inspector is then assigned to each site upon request.
- The inspector controls the goods, seizes them on-site, and asks the complainees to visit DED .
- The complainees must provide the documents for the source of the goods and provide an undertaking to not violate a commercial agency).
- The complainant shall be notified of the source of the seized goods, and the complaint will be closed.

Legal Terms

In the event that a merchant has been using the IP rights of other merchants, the following violation action will be taken:

Performing any act that would manufacture, display, sell, market, or promote goods in violation of the legislation enforced at DED.

Violation value: 15,000 AED



Business Protection

As part of DED's keenness to expand the economy in the emirate and create a healthy competitive environment, policies and laws have been put in place that help merchants in resolving disputes in a friendly manner, allowing for continued trade relations and preserving the rights of everyone.

Merchants are also required to know some contractual foundations that prevent disputes from occurring and preserve their rights before resorting to DED, namely:

- Checking the commercial record of the company to be contracted with.
- Searching the other party before contracting.
- Securing the sale and purchase contract to ensure the validity of the contract and the preservation of the goods and money

Please see the trade license data before contracting via DED's website: www.dubaided.gov.ae

There are important factors that a merchant should know about in terms of protecting businesses and their procedures, such as:

- A complaint can be submitted using the website or the Dubai Consumer App, available on the Apple and Google stores.
- A complaint fee of AED 2,020 is paid (non-refundable).
- The complaint is studied and communicated with all parties.
- In the absence of the complaine, a notification will be sent.
- Merchants should cooperate with DED to resolve disputes whenever a settlement is called
- The settlement is adopted on an amicable basis that satisfies both parties, as the agreement is signed by both parties and a pledge from the company is given.
- In case the settlement is not approved, the merchants have the right to go to court.



Practising Commercial Activities

In order to preserve the sustainability of businesses and ensure an appropriate environment for merchants and consumers, DED has organised and monitored the practices of merchants in their stores and companies, whereby it asserts clear foundations based on transparency in dealing with the community, honesty and sincerity in the mechanisms of displaying and selling products, and the shop's affairs from the inside and outside, in a way that promotes these principles.

The following are important elements that merchants must be informed about concerning the practice of commercial activities:



Consumer Care

- All merchants should focus on fostering a culture of flexibility in dealing with consumers to ensure the improving of their experience in Dubai's market, especially as communication is one of the foundations for the consumer to become a store or market's repeat customer.
- Merchants should avoid disturbing pedestrians by marketing services and products outside the store.
- Merchants must ensure that the store's policy regarding the purchase and replacement process and other conditions is presented in a manner that does not conflict with consumer protection laws, at the cashier desk or at a prominent place in the store.
- Merchants must ensure that the prices quoted on the shelves and the prices at the cashier desk match.

- Merchants must document the data of the agreement with the consumer in the bill or a contract signed between the two parties. This may include, for example, the date of delivery of a product, the implementation of a service, details of a product or service, or the warranty requirements, if any.
- The information of the products and services mentioned in the company announcements (product manuals, posters, brochures, social media, etc.) must be adhered to.
- Practices that violate laws and regulations, such as misleading the consumer or selling counterfeit products , must be avoided..
- The guidelines for consumer protection channels that are available at www.consumerrights.ae must be clearly stated.
- Merchants must clarify the warranty details on a product or service and the validity.
- Merchants must document the condition of the products upon receipt for maintenance or repair, with confirmation of their approval by the consumer.
- The details of the extended warranty contracts must be made clear to consumers.
- Merchants must cooperate with consumer protection officers when receiving consumer complaints.



Storefront

The storefront is considered the first thing that attracts the attention of a consumer. Therefore, ensuring the validity of its information and presentation is necessary in the market. In this sense, DED focuses on the following elements:

- The necessity of installing a main sign on the storefront
- That the trade name is free of language errors
- The Arabic language is available on the sign in the same size as the other language
- The trade name is mentioned clearly
- The sign is kept clean and maintained
- The storefront not tinted by more than 50%
- The prevention of using trademarks without permission
- The obtaining of a prior permit for any additional sign at the same store

Shop's Activity

- Each merchant gets one commercial licence for each authorised store, site, or booth, whereby they are bound to the type of activity approved and the place to practise the activity. Merchants, therefore, must adhere to the aforementioned activities and the place of practice unless an addition or permit was requested.
- Every commercial licence has a specific date and validity, which the merchant must renew in order to continue practising the activity.
- The merchant must refrain from selling or displaying publications, goods, or means that violate public morals, Islamic teachings, or those deemed offensive to the country, customs, or traditions.
- Official working hours in Dubai are considered from morning until midnight, and in case the merchant wants to work additional hours, an additional working hours permit must be obtained from DED
- The merchant must obtain a permit before distributing posters and flyers.
- The merchant has the right to file a grievance against the violation issued by DED.

Location of the Facility

- The merchant is entitled to perform the activity registered in the trade licence.
- Other business licences may be added to the facility's website after obtaining approvals from DED.
- Products are only to be sold within authorised sites.
- Additional offices may be opened for an existing license, with the approval of DED, at the same location as the current licence building.
- Kiosks may be opened in different locations with permission from DED.
- Game devices, ATMs, or any other devices may be placed in or out of the shop with prior permission from DED.

DED's Inspector

- Store representatives should be transparent and cooperate with DED's representatives as they seek to clarify the foundations of doing business, including the interest of the merchant and the consumer, in their field visits.
- Store representatives must display all the required data and documents pertaining to the store and ensure that they are always present in the store whenever they require access to it.
- The merchant must cooperate with DED's inspectors in the case of the seizure or confiscation of the goods.

Legal Terms

Merchants and business owners in Dubai’s market must cooperate and communicate with DED’s inspectors, and provide all the data required to ensure the success of the system. Failure to adhere to DED’s conditions in carrying out commercial activities leads to exposure to the following violations:

- Offering goods or providing services outside commercial stores without a permit - AED 1,000
- Obstructing the work of DED's employees - AED 10,000
- Failure to comply with an attendance request to visit DED - AED 500
- Failure to comply with a commitment made to DED, or the instructions, conditions, or controls issued by it - AED 2,000
- Providing incorrect information to DED - AED 20,000
- Disposition of goods that have been seized by DED - AED 5,000
- Possession with the intention of trading or offering products for sale of unknown origin that are not accompanied by documents indicating their source or that contain misleading information - AED 5,000
- Offering products for sale by calling on the road - AED 500
- Sales by way of roaming - AED 1,000
- Erecting a booth / counter / commercial cabin without a licence - AED 2,000
- Distributing and displaying advertisements in public and private places without permission - AED 1,000
- Practising an economic activity without a licence - AED 5,000
- Failure to comply with the terms of a permit - AED 3,000
- Practising an economic activity on an unlicensed site - AED 1,000

- Engaging in an economic activity in a facility during that was closed by DED - AED 10,000
- Failure to renew a licence within the specified time limit - AED 250
- Changing or adding an authorised activity without obtaining the approval of DED or the competent government authority - AED 2,000
- Practising the permitted activity outside the facility - AED 2,500
- Announcing any economic activity in violation of the applicable legislation - AED 5,000
- Failure to comply with the arrangements for going to gymnasiums - AED 2,000
- Promoting a product or service through a phone call or in the housing facilities through customers or delegates - AED 2,000
- Storing goods inside offices and commercial stores - AED 1,000
- The work or presence of men in women's salons, fitness clubs, massage centres, or vice versa - AED 5,000
- Organising and holding (exhibitions or conferences without DED's permission - AED 5,000
- Operating overtime without permission from DED - AED 1,500
- Failure to comply by restaurants and the like with work permits during Ramadan - AED 5,000
- Establishing a commercial tent without a permit - AED 15,000
- Placing an ATM outside a bank or direct-selling devices without permission - AED 3,000
- Restaurants, cafes, and the like operating during Ramadan without a permit - AED 5,000
- Failure to comply with the permit to work overtime - AED 1,000

- Opening an additional office for an existing licence without a permit - AED 2,000
- The declared prices of offered goods do not match those approved by DED - AED 2,000
- Setting up cash-dispensing equipment that depend on luck, profit, or gambling - AED 3,000
- Selling or displaying publications, merchandise, or means that violate public morals, Islamic teachings, or those that offend the country, customs, or traditions - AED 10,000
- Sale of firecrackers or dangerous games or tools - AED 3,000
- Failure to resolve a violation within the deadline set by DED - AED 5,000
- Refusing to sign a violation, confiscation, or sampling report - AED 1,000
- Exploiting a facility's site for a purpose other than authorised - AED 2,000
- Failure to comply with the period specified in the liquidation permit - AED 1,000
- Tinting storefront windows by more than 50% - AED 250
- Placing an advertisement banner inside a facility without a permit - AED 500
- No advertising banner with the trade name - AED 500
- Failure to comply with the advertising conditions approved by DED - AED 1,000
- Placing/exploiting the Dubai Shopping Festival or the Dubai Summer Surprises logos without permission - AED 20,000



Offers & Sales

Offers and sales are a necessary marketing tool for merchants, which makes the process of organising promotion and discount campaigns important to ensure that there are no negative practices, thereby avoid misleading consumers. In order to make offers, sales, and promotional campaigns of all kinds, the merchant must obtain the necessary permits from DED and other competent authorities if necessary

Applicants to the offers service must show credibility and integrity in their presentations, whereby the following are important elements that a merchant should know about regarding offers, sales, promotions and activities as well as their periods of operation.

Types of Promotional Campaigns

Before making a specific offer, the difference between the categories of the offers must be emphasised:

- **Discounts:**
They reduce the price of a product or service by a certain percentage.
- **Sale:**
They have a discount rate range (from% to%) and pre-sale and post-sale prices must be available in the store.
- **Offers:**
The establishment offers another product in exchange for buying the desired product. For example: buy one and get the other for free, or scratch and win.

Conditions for Promotional Campaigns

- Based on the permit issued by DED, the merchant must adhere to the details mentioned in the permit in terms of:
 - **Promotion sites:**
 - **Promotion type**, such as instant prizes, raffles, special offers, discounts, and liquidations among others.
 - **The duration of the promotional campaign:** Each event has a specific time for the start and end of the event, as the merchant is required to adhere to this period and not start offers before an authorised date as well as not continue offers beyond the end of the stated period in the permit without the necessary approval to extend the duration of the campaign.
- Merchants can display promotional posters for campaigns.
- Some occasions have specific issues relevant to the existence of a specific design, where a merchant may use these designs inside stores after taking the necessary permits.

The merchant must adhere to these terms that were established to preserve their rights and the rights of consumers. Failure to comply may cause the establishment to be exposed to the following violations:

- Failure to comply with promotional campaign activities - AED 5,000
- Extension of a promotional campaign without DED's approval - AED 3,000
- Carrying out a promotional campaign in a manner contrary to what was authorised - AED 5,000
- Non-settlement of the status of a promotional campaign within two months - AED 3,000
- No posters or advertisements for Dubai Shopping Festival or Dubai Summer Surprises within a participant's facilities - AED 1,000
- Using posters or advertisements for Dubai Shopping Festival or Dubai Summer Surprises without permission - AED 5,000
- Conducting sales, liquidations, offers, promotions, or granting prizes without permission - AED 10,000
- Failure to maintain the price list approved by DED during the process of a sales or special offer - AED 500
- Failure to comply with the period specified in the permit to sell at discounted prices (sales/special offers) - AED 1,000
- Not placing merchandise price tags (discounts/special offers) - AED 500
- Failure to comply with the space allotted in the permit for sales, liquidations, or special offers - AED 2,000



Draws & Prizes

Draws and prizes are considered one of the most important ways to activate the market and ensure the interaction of a regional consumer audience. DED organises the raffles and ensures the rights of both the merchant and the consumer by setting procedures for registering the raffles as well as educating consumers and merchants regarding the raffle system in detail.

The following are important elements that a merchant should know about in terms of raffles and prizes:

Conditions for Raffle Permit

The raffle permit is the first step to making raffles in the emirate, which includes the following:

- Campaign name
- Raffle type
- Duration of the offer
- Campaign end date
- The date of raffle
- Prize description
- The value of the prize
- The name of the company's representative
- Representative's contact numbers

Raffle Stage

- Raffles made by establishments are subject to supervision by CCCP inspectors for the following reasons:
 - To ensure the transparency of the raffle process
 - To ensure winners receive their prizes
 - To ensure the winner is notified by the company in the presence of a representative from DED
 - To ensure that the specified prizes, winner's name, or coupons and their data are not changed
- The raffle process is illegal in the absence of an inspector from DED, whereby DED has the right to cancel the raffle or take any legal according to the applied procedures.

After the Raffle

- Checking the raffle files to:
- Ensure that the prize is delivered to the winner within a period not exceeding 60 working days
- To verify the statement sent by the establishment about the end of the promotional campaign with all results and should include:
 - The names of the winners
 - The prize type
 - And prize value

Proof of Receipt of Documents

- In the event that the prize is not received by the raffle winner, the prize will be transferred to DED

Legal Terms

Merchants wishing to make raffles in Dubai must cooperate with CCCP's inspectors and provide all the required data to ensure the success of the system. Failure to adhere to DED's conditions in conducting raffles and promoting them leads to exposure to the following violations:

- Tampering with a raffle - AED 15,000
- Conducting raffles without the presence of a DED representative - AED 10,000
- Failure to deliver prizes to raffle winners within a period specified by DED - AED 5,000
- Failure to comply with the deadline for a raffle - AED 2,000
- Selling promotional campaign tickets without permission - AED 5,000

For More Information

   Dubai_Consumers

 600545555

 consumerrights.ae

 Business Protection



مستهلك دبي
DUBAI CONSUMER

اكتشف المزيد على
AppGallery

ANDROID APP ON
Google play

Available on the iPhone
App Store



بوابة الملكية الفكرية
IP GATEWAY

ANDROID APP ON
Google play

Available on the iPhone
App Store