

**Table No. (1) Annexed to Cabinet Resolution No. (57) of 2024  
Concerning the Administrative Violations and Penalties Imposed on  
Companies that Violate the Provisions of  
Cabinet Resolution No. (56) of 2024  
Concerning the Telemarketing Regulations**

SN	Violation Description	Legal Reference	Administrative Fine (AED)		
			First Time	Second Time	Third Time
1	Failure to obtain prior approval to practice telemarketing activities from the competent authority	Article (4) Clause (1)	75,000	100,000	150,000
2	No provision of comprehensive training to the company's marketers on code of conduct in making marketing calls with consumers	Article (4) Clause (2)	10,000	25,000	50,000

	and basic principles of using DNCR.				
3	Phone marketing for products of services through numbers that are not registered under the commercial license of the company that is licensed to operate in the State.	Article (4) Clause (3)	25,000	50,000	75,000
4	Calling for the purpose of marketing products or services for consumers whose numbers are included in the DNCR.	Article (4) Clause (5)	50,000	75,000	150,000
5	Failure to keep a register for all marketing phone calls made according to the form prepared	Article (4) Clause (6)	10,000	25,000	50,000

	by the competent authority.				
<b>6</b>	Failure to record marketing phone calls with the consumer.	Article (4) Clause (7)	10,000	25,000	50,000
<b>7</b>	Failure to notify the consumer with recording the marketing phone calls at the start of the call.	Article (4) Clause (7)	10,000	20,000	30,000
<b>8</b>	Failure to provide periodical reports to the competent authority concerning the marketing phone calls that were made within a month as of maturity date of the report.	Article (4) Clause (8)	10,000	20,000	30,000
<b>9</b>	No identification for the company and	Article (4) Clause (11)	10,000	20,000	30,000

	the purpose of the call at the beginning of the marketing phone call.				
<b>10</b>	Failure to disclose the source from which phone numbers and data of the consumer were obtained when requested by the competent authority.	Article (4) Clause (12)	25,000	50,000	75,000
<b>11</b>	Using marketing methods that form unreasonable pressures on the consumer to persuade him with the product or service.	Article (5) Clause (1)	10,000	25,000	50,000
<b>12</b>	Using fraud and cheating while phone marketing the product or	Article (5) Clause (2)	25,000	50,000	75,000

	service to the consumer.				
<b>13</b>	Making phone calls for the purpose of marketing not within the designated period from 9:00 am to 6:00 pm.	Article (5) Clause (3)	10,000	25,000	50,000
<b>14</b>	Calling back when the consumer refuses the product or service in the first call.	Article (5) Clause (4)	10,000	25,000	50,000
<b>15</b>	Calling back when the consumer does not answer or rend the call more than one time per day and more than two times per week.	Article (5) Clause (5)	10,000	25,000	50,000
<b>16</b>	Using automatic calling or marketing, promotion and	Article (5) Clause (6)	10,000	25,000	50,000

	advertisement of products or services provided by the company in violation of provisions of this Resolution.				
<b>17</b>	No question about the consumer's desire to complete the phone call or not before starting marketing, promotion and advertising the product or the service provided.	Article (5) Clause (7)	10,000	20,000	30,000
<b>18</b>	Disclosing personal data of the consumer without his consent, or trading such data for the purpose of reprocessing in order to be used in	Article (6) Clause (4)	50,000	75,000	150,000

	marketing phone calls.				
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**Table No. (2) Annexed to Cabinet Resolution No. (57) of 2024  
Concerning the Administrative Violations and Penalties Imposed on  
Natural Persons Violating the Provisions of  
Cabinet Resolution No. (56) of 2024  
Concerning the Telemarketing Regulations**

SN	Violation Description	Legal Reference	Administrative Penalty		
			First Time	Second Time	Third Time
1	Making marketing phone calls by the natural person for products or services in his name or the name of is delegate through a number of a fixed or mobile phone that	Article (3) Clause (2)	AED 5,000, in addition to cutting all numbers of fixed or mobile phones that are registered under the natural person's name until the	AED 20,000, in addition to cutting all fixed or mobile phones that are registered under the natural person's name for (3) three months in case such person commits the	AED 50,000, in addition to preventing the natural person to get any service from the telecommunications companies that are licensed in the State for (12) twelve months in case such person commits the same violation within (30) thirty days from the date on which the



	is licensed in the name of such natural person.		payment of the due financial fine.	same violation within (30) thirty days from the date on which the administrative penalty is imposed at the first time.	administrative penalty is imposed at the second time.
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