




# **DIRECTIVE ON EXTERNAL COMMUNICATIONS**

**VERSION: 1.0**

**UPDATED: 24TH NOVEMBER 2023**





Directive 7 of 2023

In exercise of the power conferred by Article 38(7) and 52 of SL 628.01, the Authority for the Responsible Use of Cannabis (“the Authority”) is hereby issuing the following binding instrument in the form of a directive about specific aspects of the Associations’ governance and operations.

This binding instrument shall be deemed as an extension to the provisions of Cap 537, Art 7A(2)(f) of the Code of Laws. Sanctions for non-compliance are stipulated in SL 628.01.

The Authority reserves the right to amend this instrument at any time. The Authority shall not be held liable for any costs incurred in ensuring compliance to this instrument, including costs incurred in adjusting operations in line with subsequent amendments.

Effective date: 24th November 2023

# PREAMBLE

This binding instrument shall govern how the associations shall portray themselves with third parties and, where indicated, with the members. Any form of communication which is not listed in this instrument shall be deemed as not acceptable. The indicated limitations shall not be construed such that no additional limitations are applicable in the associations' interactions with their members, which are not within the scope of this instrument except where indicated.

## **PHYSICAL PRESENCE**

01. A sign may be affixed at the entrance of the distribution site and at the registered address to indicate that the site is used by the association. The design and text of the sign shall be provided by the Authority. No other sign may be affixed.

## **PHOTOS**

02. Photos showing the cultivation and distribution sites may not be circulated with third parties.

## **WEBSITE**

03. Associations may request the Authority's consent to have their own domain and website. The landing page of the website may include the name, approved logo and other details provided on the Authority's website. Access to all other content within the website must only be accessible through login credentials secured through two-factor authentication. Credentials may only be assigned to registered members, and rights must be revoked upon termination of membership.

## **SOCIAL MEDIA**

04. Associations may have their own social media pages and other digital channels as long as the chosen media allow for the content to be set as "private", i.e. visible by pre-approved individuals only. Access may only be granted to registered members and must be revoked upon termination of membership. The Authority is to be informed of the social media platforms on which the association is present.



## **GEO-LOCATION**

05. Associations may include the details of the distribution site including the opening hours on online map servers and similar platforms which aid users to locate a property. The description of the service provided shall read “Cannabis Harm Reduction Association” with no further information.

## **BOOSTING**

06. The use of techniques which artificially improve the visibility of the association’s website in search algorithms and other digital means of communication is not allowed.

## **MAILING LISTS**

07. The use of mailing lists, whether physical or electronic, is allowed provided correspondence is sent to registered members only. The accuracy of the mailing list must be verified prior to each correspondence.

## **INTERVIEWS AND OPINION ARTICLES**

08. Information which may promote the association over others may not be disclosed even if requested by journalists. Publication of the available strains and prices is not allowed.

# APPLICABILITY OF THE REGULATIONS

09.1 Where applicable, these regulations apply, mutatis mutandis, to the founders, administrators, and employees of the association. Particularly, the individuals' personal open social media accounts may not be used to bypass these regulations.

09.2 Associations are to request their members to submit a signed declaration stating that they shall adhere to these regulations. Associations must take disciplinary actions if they are informed or become aware that one of their members is not compliant. Gross infringements and repeated minor infringements must lead to dismissal.

09.3 Associations are expected to take reasonable caution so as not to encourage third parties to promote their operations in conflict with these regulations. Associations, founders, administrators, and employees who actively seek to encourage third parties to breach these regulations shall be held liable for the actions of the third parties as though they would have themselves committed such actions.

