

Tobacco and Vaping Products Promotion Restrictions on the Internet and Social Media

Reminder to Manufacturers, Importers, Distributors, Retailers and Festivals and Events Organizers of Tobacco and Vaping Products.

The promotion of tobacco products and vaping products on the internet and social media is regulated under the *Tobacco and Vaping Products Act* (TVPA), as is the case for traditional media.

The TVPA may apply to the posting of comments, photographs and videos that promote tobacco products and/or vaping products on the internet including blogs, discussion forums, all mobile applications and social media channels such as Facebook, Twitter/X, YouTube, Snapchat, Tik Tok etc. Manufacturers, importers, distributors, retailers, and festival and event organizers of tobacco products and vaping products are responsible for ensuring that their promotional activities comply with the applicable rules.

This notice is a reminder that Health Canada monitors compliance with the TVPA including activities on the internet and social media channels.

As a regulated party, it is your responsibility to ensure that you understand how the law applies to you, and to ensure your products, activities, and processes comply with the TVPA and its regulations and all other applicable laws in Canada.

Failure to comply with the requirements of the applicable legislation may result in further compliance and enforcement actions. Failure to comply with the requirements of the applicable legislation may result in penalties, including fines up to \$500,000 or imprisonment for up to two years, or both.

For more information, please contact Health Canada:

By email: tcp.questions-plt@hc-sc.gc.ca

By phone: 1-866-318-1116 (toll free)

The TVPA may be consulted at:

<https://laws-lois.justice.gc.ca/eng/acts/t-11.5/FullText.html>

