

General Circular pursuant to the Health Insurance Law (No 11 of 2013) of the Emirate of Dubai
General Circular Number 3 of 2016 (GC 03/2016)

Subject of this General Circular	Marketing or Advertising Medical Insurance
Applicability of this General Circular	All Insurance Companies and Intermediaries
Purpose of this General Circular	To inform all medical insurance market participants about marketing or advertising requirements going forward
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Publication date	19 June 2016
This document replaces	Not Applicable
This document has been replaced by	Not Applicable
Effective date of this General Circular	Immediately upon publication
Grace period for compliance	None. However a grace period of 5 calendar days from the publication date is allowed for the removal, amendment or replacement of existing marketing materials which contravene the rules of this Standards Notice

Objective of this General Circular

The Health Funding Department (HFD) of Dubai Health Authority has been concerned by the marketing activities of a number of market participants. Therefore going forward any marketing material in regards to Mandatory Health Insurance must be approved by HFD prior to circulation. This applies to all forms of media and is applicable to any parties involved in marketing medical insurance.