



Key Information on POFMA

For Digital Advertising Intermediaries and Service Providers



01

What is the Protection from Online Falsehoods and Manipulation Act (“POFMA”)?

- POFMA came into force on 2 October 2019.
- Seeks to stem the spread of online falsehoods, and to safeguard against the use of online platforms for the communication of such falsehoods.
- Puts in place calibrated measures to counteract the damaging effect of such communication, and to prevent the misuse of online accounts and bots.
- May be applied if:
 - **A false statement of fact is communicated in Singapore.**
 - **It is in the public interest to take action.**

02

What are Digital Advertising Intermediaries and Service Providers?

Digital Advertising Intermediary (“DAI”):

any person who, in the ordinary course of business, facilitates the communication of paid content in any place by acting as the link or part of the link between –

- (a) the owners or operators of online locations
 - (b) advertisers and service providers
- by means of an **internet-based service**.

Examples of DAIs are persons who provide any of the following:

- Advertising exchange
- Demand side platform
- Supply side platform

Service Provider:

any person (other than a DAI) who, in the ordinary course of business, provides advisory or other services relating to the communication of paid content in any place.

- **DAIs and service providers may include advertising, media and marketing communications, professionals, agencies and related businesses.**
- **If you or your company participate in providing digital advertising services, you will fall into the above category.**



What are Declared Online Locations (“DOLs”)?

These are online locations that have carried **3 or more** different online falsehoods, that were subject to active Directions under POFMA, within the 6-month period before the Declaration.

03



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How does POFMA affect Digital Advertising Intermediaries and Service Providers?

POFMA requires DAIs and service providers to take reasonable steps, in and outside Singapore, to ensure that any paid content (e.g. advertisements), included or caused to be included on a DOL, is not communicated in Singapore.



This ensures that people do not profit from running websites that spread falsehoods in Singapore.

05

What should you do?

If you represent a DAI or service provider:

- **Familiarise** yourself with your obligations under the Act
- **Clarify** any doubts if unsure
- **Check** the Registry of Declared Online Locations regularly

For more information on POFMA and the DOL registry, please refer to



www.pofmaoffice.gov.sg

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