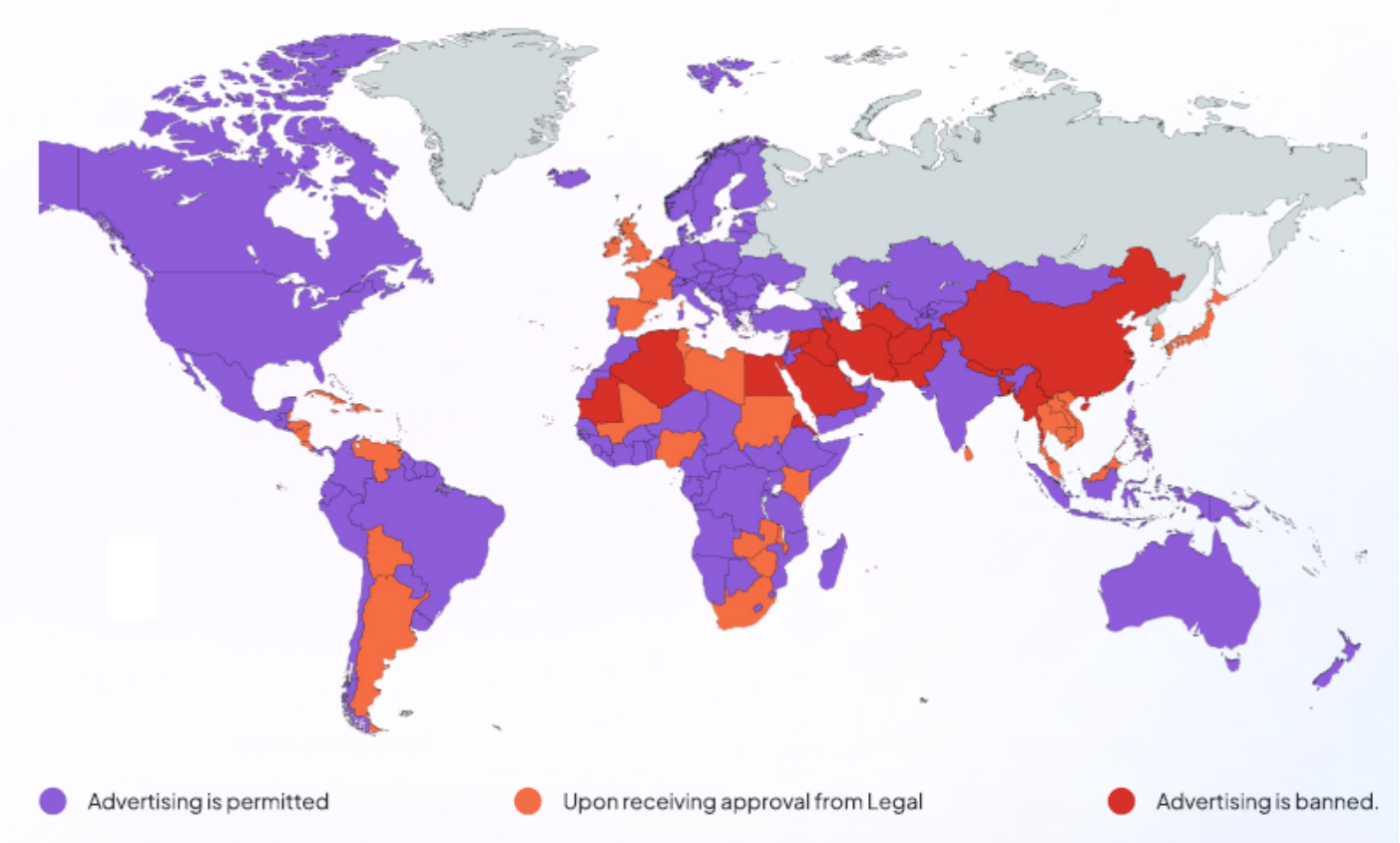
Crypto Guidelines

Guidance for crypto advertising

Cryptocurrency advertising is subject to strict and varying regulations across different countries. What is allowed in one region may be completely prohibited in another. As the regulatory landscape evolves, even minor violations can lead to severe legal penalties, financial losses, or reputational damage. Therefore, it is essential to assess the legal environment of each market before launching any crypto-related advertising campaigns.

The map provided below offers a high-level overview of the legal status of cryptocurrency advertising in different countries. However, final decisions should always be guided by up-to-date legal consultation to ensure compliance with local
laws and regulations.

The map uses the following color coding to reflect legal conditions for crypto ad:



All crypto ads must receive legal approval before launching any campaign. Approval is valid only for the specific country reviewed.

Link to article

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