

Ministerial Regulation

For Product and Service Purchase

On Electronic Commerce Platform, Considered not being direct Marketing

B.E. 2561 (2018)

By virtue of the definition of the term “Direct Marketing” in section 3 outlined in Direct Sales and Direct Marketing Act, B.E. 2545 (2002) which is the additional revision of the Act (Release. 3), B.E. 2560 (2017) and clause 1 in section 4 of the Act, B.E. 2545 (2002), the Prime Minister of Thailand has announced the following statements:

Any product or service selling activities conducted through the channel of electronic commerce as stated below is considered a type not being direct marketing.

- (1) Any product or service selling activities conducted by a natural person who has not registered as a direct marketing operator and earns no more than THB1,800,000 per year from selling products or services through electronic commerce platform.
- (2) Any product or service selling activities conducted by a Small and Medium-sized enterprise which legally registers in accordance with Small and Medium Enterprises Promotion Law.
- (3) Any product or service selling activities conducted by a community enterprise and their networks which legally register in accordance with the Community Enterprise Promotion Law.
- (4) Any product or service selling activities conducted by the cooperatives and the group of farmers who legally register in accordance with the Cooperatives Law.

Issued on 2nd November, 2018

General Prayuth Chan-Ocha

The Prime Minister of Thailand