

Newsletter

Overview of recent regulatory changes: prohibition of advertising on blacklisted resources and new anti-fraud measures

May 15, 2025

Ladies and gentlemen,

Please be informed that the [Law](#) on the prohibition of advertising on blacklisted resources ("**Law No. 72-FZ**")¹ and the [Law](#) on countering telephone and Internet fraud ("**Law No. 41-FZ**")² have been adopted.



Prohibition of advertising on prohibited resources

Law No. 72-FZ introduces a prohibition of advertising on:

- information resources belonging to foreign/international [organizations](#) designated as undesirable in the Russian Federation and on the resources of [extremist](#) and [terrorist](#) organizations;
- any other information resources, access to which is restricted under Russian information legislation.

The changes will come into force on **September 1, 2025**.

Violations of this prohibition may result in administrative liability under Part 1 of Article 14.3 of the Code of Administrative Offenses:

- for officials – from RUB 4,000 to RUB 20,000;
- for legal entities – from RUB 100,000 to RUB 500,000.

Please note that a significant [increases in the fines](#) for violating the prohibition on placing advertising on blacklisted resources are currently under discussion.

In light of these developments, we recommend [conducting an audit](#) of current and planned advertising campaigns, reviewing the channels used for distributing advertising and revising media plans to mitigate any possible risks and [ensure advertisements are not placed on blacklisted resources](#).



Strengthening anti-fraud measures

Law No. 41-FZ introduces comprehensive changes aimed at preventing, suppressing and strengthening liability for illegal acts committed using information and communication technologies.

- **Creation of a state information system for combating fraud**

Effective **March 1, 2026**, a state information system for combating offenses committed using

¹ Federal Law of April 7, 2025, No. 72-FZ "On Amendments to Article 12 of the Federal Law "On Countering Extremist Activity" and the Federal Law "On Advertising"" (in Russian only).

² Federal Law of April 1, 2025, No. 41-FZ "On the Creation of a State Information System for Countering Offenses Committed Using Information and Communication Technologies, and on Amendments to Certain Legislative Acts of the Russian Federation" (in Russian only).

information and communication technologies (the "GIS") will be launched. The Ministry of Digital Development of Russia will operate the GIS.

The GIS will store information about **violators and the phone numbers** used for illegal purposes. A detailed list of the information processed, as well as the procedures and entities authorized to perform data input, will be defined by the Government.

The Prosecutor General's Office, the Investigative Committee, the Central Bank, credit institutions, telecom operators, as well as certain federal executive bodies and other organizations, as determined by the Government, will be granted access to the system.

The following list of changes will come into force on **September 1, 2025**:

- **Restrictions on spam calls and mailings**

Under Law No. 41-FZ, the subscriber gains the right to refuse to receive mass and automatic calls and mailings. The procedure for refusing such calls is to be approved by the Government. Mass calls are permitted only with the subscriber's **explicit prior consent**.

- **Mandatory business number identification**

Telecommunications operators will be required to transmit to users information on any legal entity or individual entrepreneur initiating a telephone call.

This caller identification measure will allow users to identify the person initiating a call to them.

- **Methods of identification and authentication on marketplaces**

New rules are to be introduced for aggregator owners (marketplaces):

- Marketplaces **have the right** to provide an opportunity for sellers and buyers to authenticate themselves through the **Unified Biometric System (UBS)**, if this is possible for the given service³.
- Marketplaces are **obliged** to provide identification through the **Unified Identification and Authentication System ("ESIA")** for sellers who express the desire to undergo such identification. The marketplaces must also indicate on its platform whether a seller has completed ESIA identification, so that consumers can see this when choosing the product or service of a particular seller.

Prohibition on providing clients with information through foreign messengers

From **June 1, 2025**, the employees of banks, non-credit financial institutions, telecom operators, and marketplaces are prohibited from using **foreign messengers to provide** individual clients with information.

To a certain extent, this change is a continuation of the previously introduced measures to restrict the use of foreign messengers. Federal Law No. 584-FZ established a prohibition on the use of foreign messengers for some Russian organizations. **The list** of such messengers was independently compiled by Roskomnadzor. The prohibition was mainly imposed on banks, non-credit financial institutions, and state-owned companies. The amendments were continued by Federal Law No. 277-FZ of June 24, 2023, which introduced **finest** for the use of **prohibited messengers** by such companies.

The period for retaining user message data will increase

Law No. 41-FZ extends the period for which the metadata information of users' messages⁴ is to be

³ Initially, Draft Law No 41-FZ proposed the mandatory integration of aggregator owners with the UBS to identify sellers and buyers, but in the final version, the procedure was softened and made voluntary.

⁴ Instances of receiving, transmitting, delivering and (or) processing voice information, written text, images, sounds, video or other electronic messages on the Internet.

stored by information dissemination organizations ("ORD")⁵ from 1 year to 3 years. The changes will come into force **on January 1, 2026**.

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If you have any questions,
please contact ALRUD
Partner



Maria Ostashenko

Partner

Commercial, Intellectual Property,
Data Protection and Cybersecurity

Best regards,
ALRUD Law Firm

E: mostashenko@alrud.com

⁵ An ORD is considered an owner of a resource which allows users to exchange voice or text messages.

125196, Russia, Moscow, 7 Lesnaya street, 12th floor

T: +7 495 234 96 92, E: info@alrud.com

alrud.com