



CONNECTICUT DEPARTMENT OF CONSUMER PROTECTION

RE: Cannabis Establishment Advertisements and Web Sites

The Department of Consumer Protection would like to remind licensed adult-use cannabis establishments of state laws and the Department's policies and procedures pertaining to advertising cannabis and cannabis products.

"Advertisement" is defined in Section 21a-421j-1 of the Department's [policies and procedures](#) as "all representations disseminated in any manner or by any means, other than by labeling, for the purpose of inducing, or which are likely to induce the purchase or use of cannabis or cannabis-related services."

Connecticut General Statutes Section [21a-421bb\(a\)\(2\)](#) prohibits cannabis establishments from "engag[ing] in advertising ... unless the advertiser has reliable evidence that at least ninety per cent of the audience for the advertisement is reasonably expected to be twenty-one years of age or older."

Additionally, [Section 21aa-421bb\(a\)\(13\)](#) requires all web sites advertising or depicting cannabis, cannabis products or cannabis paraphernalia to verify that the entrants or users of the web site are twenty-one years of age or older. The use of an age gate, or age verification popup, is permissible, however, the site may not use cookies or any other component to bypass the age verification for future web visits. The age verification must appear each time the web user accesses the web site.

Section 21aa-421bb(b) also requires, "Any advertisements from a cannabis establishment shall contain the following warning: "Do not use cannabis if you are under twenty-one years of age. Keep cannabis out of the reach of children." In a print or visual medium, such warning shall be conspicuous, easily legible and shall take up not less than ten per cent of the advertisement space. In an audio medium, such warning shall be at the same speed as the rest of the advertisement and be easily intelligible." This applies to all media, including electronic media and webpages, with the exception of signage. *For webpages with advertisements, an adaptive banner the width of the screen that remains at the bottom of the webpage with the aforementioned warning would satisfy the requirement.*

Section 21a-421j-14(c) of the Department's [policies and procedures](#) prohibits advertisements for cannabis and licensed cannabis establishments from containing:

- (3) Any statement, design, representation, picture or illustration that (A) is obscene or indecent, (B) relates to the safety, efficacy, curative or therapeutic effects of cannabis, unless supported by substantial evidence or substantial clinical data, or (C) portrays anyone under the age of twenty-one, anyone reasonably expected to be under the age of twenty-one, objects suggestive of the presence of anyone under the age of twenty-one, or the use of a figure, symbol or language that is customarily associated with anyone under the age of twenty-one.

This includes any references to the lineage used to describe cannabis and cannabis products.

The Department appreciates your cooperation in ensuring compliance with all aspects of state laws and the Department's policies and procedures. For more information, please visit <http://ct.gov/cannabis> or email DCP.Cannabis@ct.gov with specific questions or concerns you may have.