



Department of Agriculture and Food

Specialized Products

Effective: 05/06/2026

Medical Cannabis - Processor Website Inspection Checklist - (4-41a|R66-5)

R66-2-17. Targeted Marketing.

4-41a-604. Advertising.(1)	In accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, the department may make rules establishing conditions under which a cannabis processing facility may engage in targeted marketing.
R66-2-17. Targeted Marketing.(1)	A medical cannabis processor may engage in targeted marketing of the processor's medical cannabis product, medical cannabis brand, or a medical cannabis device pursuant to Section 4-41a-604.
R66-2-17. Targeted Marketing.(2)	Targeted marketing may not: (a) include deceptive, false, or misleading statements; (b) contain any health-related statement that is untrue or tends to create a misleading impression as to the effects on health of cannabis consumption; (c) promote excessive consumption; (d) contain a statement, design, illustration, picture, or representation that: (i) encourages or represents the recreational use of cannabis; (ii) displays the use of cannabis, including the consumption, smoking, or vaping of cannabis; (iii) encourages or promotes cannabis for use as an intoxicant; (iv) is obscene or indecent; (e) include any image designed or likely to appeal to children, such as: (i) cartoons; (ii) toys; (iii) animals; (iv) children; or (v) any other likeness to images, characters, or phrases that are popularly used to advertise to children; (f) contain any language or imagery that is likely to mislead patients to believe that the medical cannabis product has been endorsed, made, or used by the state or any of its representatives, except where specifically authorized; or (g) display medical cannabis products or images of products where the advertisement is visible to members of the public
R66-2-17. Targeted Marketing.(3)	Targeted marketing shall accurately and legibly identify the medical cannabis processor responsible for its content and include a statement that cannabis products are for use by patients only.
R66-2-17. Targeted Marketing.(4)	Any targeted marketing for medical cannabis products that is related to the benefits, safety, or efficacy of the product, including therapeutic or medical claims, shall: (a) be supported by substantial, current clinical evidence or data; and (b) include information on side effects or risks associated with the use of cannabis.
R66-2-17. Targeted Marketing.(5)	A medical cannabis processor may have a link on their website to allow individuals to sign up to receive targeted marketing electronically.

R66-2-18. Violation Categories.

R66-2-18. Violation Categories.(2)	Regulatory Violations: \$1,000-\$5,000 per violation. This category is for violations involving this rule and other applicable state rules including:
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