

Online recommendation services to be regulated in Russia

From 1 October 2023, owners of websites, apps and software with recommendation functionality must comply with new rules.

The new regulation will affect all online resources that provide information based on the collection and analysis of Russian users' preferences. This may include video services, e-book shops, social networks, e-commerce platforms and any other resources that promote content or goods on the basis of user preferences.

What are the new responsibilities?

According to the [amendments](#)* to the Law on Information, the obligations of owners of recommendation systems will now include:

- avoiding the use of recommendation technologies that violate the rights and interests of individuals and organisations or provide information prohibited by Russian law;
- informing users about the use of recommendation systems, and posting the owner's details and email address; and
- publishing rules on the use of recommendation technologies in the Russian language. The rules must contain a description of the processes and methods used in the recommendation system as well as the types of information collected.

What liability arises?

In case of violation of these obligations, Roskomnadzor may issue a request for rectification.

Failure to comply with the request may result in the restriction of access to the website in Russia.

We also anticipate that the legislator will introduce penalties for non-compliance, as is often the case when new digital regulation is introduced.

What to pay attention to?

If your website, app or other online resource includes functionality whereby users are provided recommendations based on the collection and analysis of information about their preferences, we recommend that you get ready for the new rules by taking the following actions:

- checking recommendation system for any potential violations of user rights;
- preparing and publishing rules on the use of recommendation technologies; and
- posting information on your online resource about the use of recommendation technologies.

* *In Russian*

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