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PRACTICES OF THE ADVERTISEMENT LEGISLATION OF THE REPUBLIC OF UZBEKISTAN

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Abstract. Uzbekistan's law No. LRU-776 establishes a comprehensive legal framework governing advertising activities, emphasizing ethical practices. This legislation outlines rights, duties, and prohibitions for advertisers, producers, and distributors. Moreover, special provisions protect children. This paper examines key requirements around ad content, data use, outdoor advertising, etc. under the updated regulations. The study assesses the alignment of domestic rules with global responsible advertising standards. The author used a qualitative research approach and analyzed legal provisions under doctrinal methods. Additional clauses explicitly addressing online ads and cross-border activity restrictions could augment protections. Uzbekistan's advertising law provides a robust baseline but requires further upgrades as technologies rapidly evolve to fully realize its vision of transparency and accountability benefiting consumers and businesses.

Keywords: advertisement, legal framework, privacy, child protection, business, online advertising, advertising standards.

O'ZBEKISTON RESPUBLIKASINING REKLAMA TO'G'RISIDAGI QONUNCHILIGINI QO'LLASH AMALIYOTI

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Kiber huquq kafedrası o'qituvchisi

Annotatsiya. O'zbekistonda reklama sohasidagi faoliyatni O'RQ-776-sonli "Reklama to'g'risida"gi Qonun tartibga soladi. Bu qonun bilan reklama beruvchilar, ishlab chiqaruvchilar va tarqatuvchilar uchun huquqlar, majburiyatlar hamda taqiqlar belgilangan. Shu bilan birga, bolalarni himoya qilish uchun maxsus qoidalar kiritilgan. Ushbu maqola reklama to'g'risidagi qonunchilikning amaliyotda qanday ishlashiga bag'ishlangan bo'lib, reklama mazmuni, ma'lumotlardan foydalanish, tashqi reklama va hokazolar bo'yicha asosiy talablarni yangilangan qoidalarga muvofiq ko'rib chiqadi. Maqolada reklama sohasidagi ichki qoidalar xalqaro standartlarga mosligi tahlil qilinadi. Bundan tashqari, onlayn reklamalar va transchegaraviy faoliyat cheklovlariga aniq murojaat qiluvchi qo'shimcha bandlar himoyani kuchaytirishi mumkin. O'zbekistonning reklama qonuni mustahkam bazani taqdim etadi, biroq iste'molchilar va biznesga foyda keltiradigan shaffoflik hamda hisobdorlik haqidagi qarashlarni to'liq amalga oshirish uchun texnologiyalar jadal rivojlanib borayotgani sababli qo'shimcha yangilanishlarni talab qiladi.

Kalit so'zlar: reklama, huquqiy asos, shaxsiy daxlsizlik, bolalarni himoya qilish, biznes, onlayn reklama, reklama standartlari.

ПРАКТИКА ПРИМЕНЕНИЯ ЗАКОНОДАТЕЛЬСТВА РЕСПУБЛИКИ УЗБЕКИСТАН О РЕКЛАМЕ

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Аннотация. Закон Республики Узбекистана №ЗРУ-776 устанавливает комплексную правовую основу, регулирующую рекламную деятельность, уделяя особое внимание этическим нормам. Закон этот определяет права, обязанности и запреты рекламодателей, производителей и дистрибьюторов. Специальные положения направлены на защиту детей. В этом документе рассматриваются ключевые требования к рекламному контенту, использованию данных, наружной рекламе и т. д. в соответствии с обновлёнными правилами. В данном исследовании оценивается соответствие внутренних правил глобальным стандартам ответственной рекламы. В исследовании использовался сравнительный аналитический подход, а правовые положения анализировались доктринальными методами. Дополнительные положения, прямо касающиеся онлайн-рекламы и ограничений трансграничной деятельности, могут усилить защиту. Закон Узбекистана о рекламе обеспечивает надёжную основу, но требует дальнейшего совершенствования, поскольку технологии для полной реализации задачи прозрачности и подотчётности, приносящей пользу потребителям и бизнесу, развиваются очень быстро.

Ключевые слова: реклама, правовая основа, неприкосновенность частной жизни, защита детей, бизнес, онлайн-реклама, рекламные стандарты.

Introduction

In the contemporary digital landscape, online platforms and data-driven technologies underpin advertising systems reaching billions worldwide. However, rapid transformations have opened new risks around privacy, transparency, and vulnerable demographics. For instance, excessive behavioral tracking enables granular micro targeting but erodes autonomy over personal data usage [1]. Misinformation also spreads easily, cloaked as ads. Most concerning, opaque algorithms can disproportionately limit opportunities for already marginalized communities. Self-governance by leading platforms has proven inadequate, necessitating globally unified oversight balancing innovation with public welfare [2]. Largely unregulated online advertising ecosystems pose growing ethical threats eclipsing national jurisdictions. Dominant intermediaries like Google and Facebook also stifle competition, further concentrating

surveillance capacities. In developing markets, citizens may lack the protections available elsewhere against predatory practices. Uzbekistan faces additional pressure to adapt legal frameworks for the platform economy amidst rapid digital adoption and economic reforms [3].

While advertising law provisions exist, gaps persist regarding emerging digital issues warranting specificity around online behavioral targeting, influencer promotions, cross-device tracking, etc. Rights in digital environments remain inconsistently upheld, given enforcement and technical barriers. Global cooperation is also essential to establish level playing fields, address externalities, and strengthen monitoring [4]. Updating advertising governance grows increasingly urgent as personalized data-driven systems penetrate intimate spheres once considered inviolable private spaces. Vulnerable populations require particular safeguards as networked technologies enable

stealthy manipulation at the population scale, threatening social cohesion and democracy itself without checks against echo chambers and opaque viral engines. Economic policy too requires balancing short-term profits with long-term welfare maximization [4].

Guided by rights-centric frameworks, contextually adapted advertising regulations addressing contemporary challenges can balance innovation with public protections in Uzbekistan's digital ecosystem. Uzbekistan Law No. LRU-776 establishes comprehensive provisions governing advertising activities, including explicit bans on unethical practices [5]. Rules expanded from prior outdated legislation cover outdoor promotions, sponsorships, children's welfare, and sector-specific guidelines. The designated Agency for Consumer Protection oversees implementation alongside regional authorities and industry associations [6]. However, the complex landscape of online advertising involving extensive data extraction for micro targeting remains less explicitly addressed. With over half of Uzbekistan's population now internet-connected, questions around privacy safeguards, algorithmic accountability, and preventing discrimination grow more urgent [7].

The law's Article 31 on web ads requires upgrades aligned with emerging global standards tailored for digital advertising issues. Strengthening cooperation on oversight, addressing enforcement gaps in cross-border cases, increasing civil society participation, and encouraging self-correction guided by ethical codes also appear necessary for just digital futures as technologies irreversibly reshape information systems worldwide [8]. Uzbekistan must proactively institute multilayered governance prepared for increasingly persuasive advertising techniques to fulfill its vision of transparency and consumer welfare. The suggestions in

this analysis intend to contribute insights towards this goal [9].

Materials and methods

This study utilizes qualitative methods involving a comprehensive analysis of the advertising legislation and provisions outlined across 53 Articles in Uzbekistan's Law No. LRU-776 "On Advertising." A doctrinal research approach is employed, focusing on key facets like ethical advertising practices, data usage norms, outdoor advertising governance, etc. The scope encompasses translated English versions of the law's text, obtained from official government sources [10]. This legal material is systematically examined to assess alignment with emerging global standards around responsible advertising tailored for contemporary issues posed by digital technologies and platforms. Analysis relies on academic scholarship regarding international best practices in online advertising regulations and rights-based frameworks [11].

The investigation focuses on identifying gaps in existing rules and examining clauses explicitly addressing facets like behavioral targeting, influencer promotions, cross-device tracking, and children's welfare. The study also probes enforcement provisions, self-regulatory mechanisms mandated, and punitive measures prescribed for violations - assessing sufficiency given case evidence on prevailing threats that continue circumventing current oversight systems globally [12]. Doctrinal methodology centers on evaluating and interpreting legal documents compared to precedents established through jurisprudence. This qualitative technique enables the derivation of informed, contextually-grounded recommendations from a normative perspective regarding rights and responsibilities. Based on the diagnostic assessment, suggestions are provided for upgrading Uzbekistan's advertising

legislation to fulfill its vision of transparency and consumer welfare in the evolving digital landscape [13].

Research results

An analysis of Uzbekistan's advertising law No. LRU-776 reveals expanded provisions governing various facets like outdoor promotions, sponsorship disclosures, specialized sectoral guidelines, etc. compared to prior outdated legislation. The designated Consumer Protection Agency holds oversight responsibility for ensuring compliance [14]. However, complex issues posed by online advertising ecosystems involving extensive data collection for micro targeting remain less explicitly addressed. No clauses specifically cover emerging practices like cross-device tracking, influencer marketing, or transparency duties around ad auctions. Regarding vulnerable demographics, rules broadly forbid targeting children with harmful products but lack nuance on issues like behavioral profiling based on sensitive inferences that remain unchecked currently.

Self-regulatory mechanisms also appear limited despite mandating an industry association for public monitoring. On the enforcement side, graduated financial penalties are instituted, but they chiefly consist of monetary fines lacking deterrent value for dominant platforms. No provisions account for cross-border advertising investigations or external algorithmic auditing either. While the law constitutes a baseline advancement, it necessitates further upgrades to fulfill its vision on transparency and consumer welfare as digital technologies continue rapidly transforming advertising. Outdated narrow interpretations could enable circumvention absent digital-specific clauses aligned with globally emerging advertising governance standards tailored for contemporary data-driven techniques and business models.

Analysis of research results

The Republic of Uzbekistan Law No. LRU-776, dated June 7, 2022, with an entry into force on September 9, 2022, focuses on the regulation of advertising activities within the country. Enacted by the Legislative Chamber on December 28, 2021, and subsequently approved by the Senate on March 17, 2022, the law aims to govern the production, placement, and dissemination of advertisements, collectively referred to as the advertising industry [16]. The legislation, organized into chapters, commences with the general provisions outlined in Article 1, elucidating the law's purpose: the regulation of relations pertaining to the production, placement, and circulation (hereinafter referred to as advertising turnover) of advertisements within the jurisdiction of Uzbekistan. The law underscores the need for a comprehensive framework to guide and oversee advertising practices in the country [17].

The provisions of this law apply to all matters related to advertising, irrespective of its place of production, if such advertising is directed towards consumption and dissemination within the territory of the Republic of Uzbekistan. However, this law does not apply to:

Materials related to pre-election campaigning;

Information that must be disclosed, disseminated, or made available to users in accordance with the legislation;

Reference, informational, and analytical materials (reviews of domestic and foreign markets, results of scientific research and testing) that do not primarily aim at promoting a product on the market and are not social information;

Information on signboards and indicators that do not contain advertising information;

Advertisements by individuals or legal entities not engaged in entrepreneurial activities;

Information about a product, its manufacturer, importer, or exporter displayed on the product or its packaging;

Any decorative elements on a product or its packaging unrelated to another product;

Mentions of a product, means of its individualization, manufacturer, or seller that are organically integrated into works of science, literature, or art and do not constitute advertising information by themselves;

Information on products produced or sold, placed on the websites of manufacturers and/or sellers or on social media pages, if such information is intended to inform visitors of the website or page about the assortment, usage rules, and other characteristics of the products being sold;

Search engine results in the global Internet network about products or services, generated in response to queries.

The legislation governing advertising comprises this present law and other legislative acts. If an international treaty of the Republic of Uzbekistan establishes rules different from those provided for in the legislation of the Republic of Uzbekistan on advertising, then the rules of the international treaty shall apply (Article 3).

Advertising, whether in its entirety or in part, may qualify as a subject of copyright and related rights. In such instances, both copyright and related rights are subject to protection in accordance with the legislation on copyright and related rights and international treaties of the Republic of Uzbekistan. The legal framework governing intellectual property rights safeguards the creative elements embedded in advertisements. This encompasses protection against unauthorized use, reproduction, or distribution, aligning with the principles outlined in copyright and related rights laws. Recognizing the importance of international agreements, Uzbekistan adheres to its obligations under such treaties, reinforcing

the legal protection afforded to the creators of advertising content. This legal foundation aims to uphold the rights of content creators and contributors within the dynamic realm of advertising, ensuring due recognition and safeguarding their intellectual endeavors (Article 4).

The law provides definitions for various advertising concepts including counter-advertising, unethical advertising, social information, improper advertising, misleading advertising, sales promotion, advertising, advertiser, advertising media, advertising site, outdoor advertising, comparative advertising, integrated advertising, covert advertising, sponsor advertising. It distinguishes between different parties involved in advertising, such as advertisers, advertising producers, distributors, and consumers. The principles outlined include prohibitions on unreliable, unethical, hidden, or otherwise improper advertising. Requirements are set regarding advertising content, placement procedures, sponsorships, comparative claims, and special rules for outdoor, online, and children's advertising (Article 5).

In the Republic of Uzbekistan, advertising is disseminated in the state language of the Republic of Uzbekistan. The translation of advertising content into other languages is permissible, subject to the following conditions: the translated text should not distort the primary meaning in the state language of Uzbekistan; the translated text, when displayed through external advertising, must be positioned horizontally at the bottom of the advertisement's text in the state language of Uzbekistan and should not exceed forty percent of the total advertising space; the font size of the translated text should be smaller than the font size of the text in the state language of Uzbekistan; translations in televised, radio, and print advertisements must not exceed twenty percent of the daily overall advertising volume. Certain

exemptions apply to advertising in foreign-language publications, broadcasts in foreign languages, and materials exclusively published in foreign languages on global Internet resources. Registered trademarks, service marks, and typographic lettering (logos) may be presented in their original language (Article 6).

The Cabinet of Ministers of the Republic of Uzbekistan is responsible for overseeing the implementation of a unified state policy regarding the regulation of advertising activities. It establishes the procedures for the production and placement of outdoor advertising, determining differentiated fees for the right to display such advertising. Additionally, the Cabinet of Ministers approves the General Technical Regulation for the safety of structures and objects of outdoor advertising and information. In accordance with the legislation, the Cabinet of Ministers may also exercise other powers. This framework ensures a comprehensive and regulated approach to advertising practices in Uzbekistan, aligning with legal provisions and contributing to the effective management of outdoor advertising within the country (Article 7).

The designated state authority in the field of advertising regulation is the Agency for Consumer Protection under the Antimonopoly Committee of the Republic of Uzbekistan (hereinafter referred to as the authorized state body). The authorized state body is responsible for implementing a unified state policy in the sphere of advertising circulation, ensuring compliance with advertising legislation, developing state programs for advertising circulation, and coordinating the activities of state and economic management bodies as well as local authorities in the field of advertising circulation. It participates in the development of regulatory acts related to advertising, provides explanations on the application of advertising legislation, collaborates with

domestic and foreign research institutions and educational organizations, and formulates the General Technical Regulation on the safety of external advertising structures. The authorized state body, within its powers, issues binding decisions for enforcement by state and economic management bodies, local authorities, and economic entities, including advertising entities (Article 8).

The Cabinet of Ministers of the Republic of Karakalpakstan, as well as the administrations of regions and the city of Tashkent within their respective administrative territories, play a crucial role in facilitating the implementation of a unified state policy in the field of advertising. They actively participate in the execution of state programs related to advertising circulation. Additionally, these authorities compile lists of land plots, buildings, and structures proposed for the placement of external advertising objects and information. Through open electronic auctions via a unified electronic trading platform, they conduct competitions for the right to place external advertising objects and information on state-owned land plots, buildings, and structures. Furthermore, they issue, in accordance with the legislation, passports for advertising spaces of external advertising objects and enter into contracts for their placement on land plots, buildings, and structures, irrespective of ownership forms. The Cabinet of Ministers of the Republic of Karakalpakstan, regional administrations, and the Tashkent city administration may also exercise other powers in accordance with the legislation (Article 9).

The union of advertising entities is constituted as a non-governmental nonprofit organization duly registered, uniting participants in advertising activities. The purpose of this association is to facilitate the creation of favorable conditions for the development of the advertising market

in the Republic of Uzbekistan, based on principles of fair competition, legality, and safeguarding the professional interests of advertising entities. The union actively safeguards the rights and legitimate interests of its members, proposes initiatives for the advancement of advertising activities to governmental authorities, formulates and adopts codes of advertising practice to uphold ethical standards in marketing and advertising, engages in public monitoring and recording of advertising circulation, provides opinions on the compliance of advertisements with legal requirements upon request from authorized government bodies, maintains a registry of its members on its official website, and, as necessary, organizes and participates in specialized events related to advertising circulation, including those with international participation. The union may perform additional functions in accordance with the legislation (Article 10).

The entities involved in advertising activities consist of advertisers, creators of advertisements, and distributors of advertising materials. Advertisers, as the primary subjects, are the individuals or organizations seeking to promote their products, services, or messages. They initiate and fund advertising campaigns to reach a target audience. The creators of advertising, often referred to as advertising producers or agencies, play a crucial role in designing and crafting the actual promotional content. These professionals use their creative skills to develop compelling messages and visuals that align with the advertisers' objectives. Lastly, the distributors of advertising materials, such as media outlets or platforms, facilitate the dissemination of the created content to the intended audience through various channels. Together, these subjects form the essential components of the advertising ecosystem, each contributing to the overall promotional process (Article 11).

The advertiser has the right to make a public offer for the conclusion of an advertising contract (a public offer), including in electronic form. They also have the autonomy to determine the advertising tools as well as the sizes and forms of presenting advertising materials, except in cases stipulated by law. The advertiser is obligated to provide, if necessary, documentary evidence of the accuracy of advertising information upon the request of the manufacturer and/or distributor of the advertisement. The advertiser must submit the appropriate license or permit documentation if the advertised activity requires licensing or the conduct of which necessitates obtaining a permit document. In the case of advertising a certified product, the advertiser must present a certificate. Furthermore, upon the decision of the authorized state body, the advertiser must carry out counter-advertising within the specified period if violations of advertising legislation are established. Upon the request of the authorized state body, the advertiser must submit documents and materials related to advertising information within the specified period. Upon the request of the Cabinet of Ministers of the Republic of Karakalpakstan, the khokimiyats of regions, and the city of Tashkent, the advertiser must provide documents and materials related to the use of outdoor advertising objects. The advertiser may have additional rights and obligations in accordance with the legislation (Article 12).

The manufacturer and distributor of advertising have the right to implement their goods (works, services) in advertising activities at prices and tariffs set independently, based on market conditions or on a contractual basis, except in cases provided by law. The manufacturer and distributor of advertising are obligated to request the appropriate license, permit documents, and a certificate of conformity

from the advertiser in cases specified in the third paragraph of the second article of this law. They must ensure the confidentiality of information obtained from other participants in advertising activities on the terms of confidentiality. Upon request from the authorized state body, they must submit documents and materials of advertising information within the established timeframe. Upon request from the Council of Ministers of the Republic of Karakalpakstan, the hokimiyats of regions, and the city of Tashkent, they must submit documents and materials related to the use of outdoor advertising objects. The manufacturer and distributor of advertising may have other rights and responsibilities in accordance with the legislation (Article 13).

Entities engaged in advertising activities are obligated, upon a reasoned request from the authorized state body, as well as the Council of Ministers of the Republic of Karakalpakstan, the hokimiyats of regions, and the city of Tashkent, to provide truthful documents and explanations within a seven-day period from the date of receipt of such a request. This requirement extends to oral or written forms, video and audio recordings, and any other information deemed necessary by these authorities to fulfill the powers stipulated by this law. Compliance with this provision ensures transparency and accountability in advertising practices, aligning with the regulatory framework outlined in the present legislation (Article 14).

Documents and materials of advertising information consist of contracts for the preparation, distribution (placement) of advertising, the quantity of advertising in natural and monetary forms, printed and published materials (advertising), samples, video and audio materials, as well as other recorded means. Entities engaged in advertising activities are obligated to retain documents and materials of advertising

information or their copies, including all subsequent amendments, for a period of three years from the date of the last publication (transmission, distribution) of the advertising, except in cases where the legislation prescribes longer storage periods for advertising documents and materials. In the event of a dispute regarding advertising, these records must be kept until the resolution of the dispute in accordance with the law (Article 15).

The regulations outlined above in the Republic of Uzbekistan govern advertising practices, emphasizing the prohibition of improper advertising. While comparative advertising is allowed, factual evidence supporting the comparison must be presented, ensuring that the advertisement does not mislead users, tarnish a competitor's reputation, or violate legal standards. The guidelines explicitly forbid discrimination based on various criteria and discourage actions that could lead to legal violations, harm to individuals or the environment, and disregard for safety measures. Additionally, the use of copyrighted material, unauthorized utilization of individuals' names or images, promotion of prohibited goods, and dissemination of pornography are strictly prohibited. Advertisers are also cautioned against imitating state symbols and are required to provide essential information about products, avoiding the use of conflicting expressions with national and family traditions. Furthermore, certain products face additional requirements, and advertising is restricted when both the advertiser and distributor are non-residents of Uzbekistan simultaneously (Article 16).

In order to safeguard minors from potential abuses of their trust and lack of experience in advertising, certain prohibitions are imposed. These include the prohibition of using images of minors consuming or utilizing products prohibited for their age group, as well as the display of

minors in hazardous situations that may incite actions jeopardizing their life or health. It is also forbidden to urge minors to purchase goods or encourage them to approach third parties for the acquisition of advertised products. The use of real or toy weapons is strictly prohibited in advertising targeting minors. Furthermore, discrediting parents and guardians, undermining trust in them among minors, and advertising products forbidden for purchase or consumption by minors on channels specifically designed for them are also expressly prohibited (Article 17).

Advertising must be clearly separated from other information, regardless of the format or means of dissemination, so that it can be readily identified as advertising. This requirement does not apply to integrated advertising. On television and radio, advertisements should be distinctively separated from other programs at the beginning and end, using audio, video, combined means, or host commentary. In print publications, advertising must be differentiated from other content with the inclusion of the word “Advertising.” Informational, authored, or editorial material published with the aim of directly or indirectly generating revenue for the advertiser, intentionally drawing the attention of advertising recipients to a specific brand (name, model, article) of a product or its manufacturer to generate interest and promote product sales, or containing contact details (credentials) of the person producing or distributing the specified product, is considered advertising and must be placed under the heading “Advertising.” (Article 18)

In the production of televised and radio broadcasts, as well as the organization of theatrical, concert, sports, and other events, sponsors and partners may participate. Information about sponsors and partners of the broadcasted programs

must be succinctly and prominently indicated at the beginning and end of the transmission. Alongside the sponsor’s name (or designation), their trademark or service mark may be specified. Sponsorship and partnership designations may include statements such as “Program Sponsor” and/or “Program Partner.” The duration of sponsorship and partnership acknowledgments on television channels should not exceed five seconds, while on radio channels, it should be limited to twenty seconds. These regulations aim to ensure transparent and concise communication of sponsorship and partnership affiliations in accordance with legal standards governing televised and radio broadcasts (Article 19).

The circulation of social information is subject to all requirements established for advertising. Social information can be disseminated by government authorities, individuals, and legal entities. The activities of individuals and legal entities involved in the production and distribution (placement) of social information on a gratuitous basis, as well as the transfer of their property (including financial resources) to other individuals for the production and distribution (placement) of social information, are considered charitable. Such entities enjoy the benefits provided by legislation. It is stipulated that social information must not mention specific brands (names, models, articles) of goods, trademarks (service marks) of manufacturers, or other means of their individualization. Furthermore, the pursuit of direct or indirect profit (income) goals is not allowed in social information.

In radio and television programs, mentions of sponsors in social information are limited to three seconds, occupying no more than seven percent of the frame area. In other means of dissemination, such mentions are restricted to five percent of the advertising space. Mass media, external

advertising distributors, and information providers are obligated to allocate at least five percent of the total monthly airtime, print, or advertising space designated for advertising to social information. Advertisers whose activities are fully financed by the state budget of the Republic of Uzbekistan and/or with a government share in their charter capital of fifty percent or more, at the request of state management bodies and local government authorities, place social information free of charge. Refer to articles 14-15 of the law of the Republic of Uzbekistan “On Charity,” as well as articles 159, 211, 308, and 324 of the Tax Code (Article 20).

The advertiser is mandated to publish, prior to the commencement of any promotional campaign involving giveaways or prize drawings, the terms of participation in mass media and/or freely accessible online platforms. The publication must encompass the campaign’s rules, including duration, prize details, quantities, distribution locations, and procedures, along with any pertinent information. It should include the advertiser’s name, address, and contact details, as well as the legal name, postal address, and contact information of the promotional campaign organizer. When disseminating conditions on the internet, open access should be available for at least six months post-campaign conclusion. Stimulating actions, possibly involving free product distribution or exchanges, are permissible, provided the prize fund and campaign expenses are not funded by participant contributions or the sale of unrelated items. Participation should solely serve advertising purposes and aim to enhance the promoted product’s sales, while information must refrain from overstating winning probabilities, and organizing such actions without a corresponding prize fund is prohibited (Article 21).

In the event that a violation of advertising legislation is established by the authorized

state body, the infringer is obligated, within the specified timeframe, to undertake counter-advertising as per the decision of said body. Counter-advertising may be voluntarily conducted or in accordance with the resolution of the authorized state body or a court decision. If the infringer fails to carry out counter-advertising within the stipulated period, the authorized state body is empowered to decide on the complete or partial suspension of the infringer’s advertising until the counter-advertising is executed, notifying the parties who entered into contracts with the advertising law violator. The content of the counter-advertising is coordinated with the authorized state body that identified the violation and made the decision for its rectification. In exceptional cases, this body may permit the substitution of advertising means, duration, space, location, and manner for counter-advertising. All expenses related to counter-advertising are borne by the violator (Article 22).

The regulations pertaining to outdoor advertising structures and information dissemination means within the urban environment of the Republic of Karakalpakstan. These structures, such as billboards, video screens, and electronic displays, are strategically placed on various surfaces, including land plots, building facades, bridges, and public transport stops. The Council of Ministers of the Republic of Karakalpakstan, as well as the regional administrations and the city of Tashkent, are responsible for approving territorial zoning, establishing norms for distances between advertising structures, and overseeing the placement and operation of advanced advertising technologies. Schemes for placing these structures must align with urban planning documents, ensuring compliance with architectural aesthetics, urban planning norms, and safety requirements, and must undergo prior approval from authorized

government bodies before publication on official websites (Article 23).

The right to place outdoor advertising and information objects (structures) on land plots, buildings, and structures may be granted to legal or natural persons. For land plots, buildings, and structures owned by the state, the right to place such objects (structures) is provided through open electronic auctions via a unified electronic trading platform, except in cases specified in the third part of this article. Legal and natural persons who were issued a location passport in accordance with the legislation in force at the time of issuance of the passport have the right to place outdoor advertising and information objects (structures) on land plots, buildings, and structures without conducting open electronic auctions through a unified electronic trading platform. After the expiration of the location passport, legal or natural persons may acquire the right to place such objects (structures) through the results of an open electronic auction via a unified electronic trading platform. The right to place outdoor advertising and information objects (structures) on privatized land plots, as well as buildings and structures in private ownership, may be granted to legal or natural persons based on contracts concluded with the owners of privatized land plots, buildings, and structures (Article 24).

Individuals or legal entities, following an open electronic auction on a unified electronic trading platform, acquire the right to obtain a passport for advertising space on state-owned land plots for ten years and on state-owned buildings and structures for five years. For privately-owned land plots and structures, individuals or legal entities secure the right through contracts with the respective owners, with the passport's validity not exceeding ten years as stipulated in these agreements. The holder of the advertising space passport on state-owned land is granted a corresponding lease, while

for state-owned buildings, a lease agreement is reached. In cases where temporary use of the designated space is not possible due to construction or renovation activities, equivalent alternatives are provided with compensation for installation, dismantling, and relocation costs. If the original location becomes available again after development or improvement projects, the previous passport holder may receive a renewed passport with compensation for associated costs, according to the law. Objects lacking an advertising space passport are subject to removal based on decisions by the authorized state entity (Article 25).

The regulations governing external advertising and information structures emphasize compliance with safety standards outlined in the General Technical Regulations for the Safety of External Advertising and Information Structures. These structures are permitted solely for the purpose of advertising, as specified in the corresponding location's advertising space passport. Installation must occur within six months of the passport issuance date, adhering to the designated placement scheme. Prohibitions include placing structures with access to roadways and advertising on cultural heritage sites, road signs, traffic lights, or any traffic regulation apparatus, as well as violating the aesthetics of the surrounding area. Adherence to these rules is crucial for advertising space passport holders, who must promptly pay for the installed structures, as failure to comply may result in passport annulment, leading to the potential sale of advertising rights on state-owned properties through an open electronic auction platform (Article 26).

The regulations outlined stipulate restrictions on the duration and placement of advertising in televised content, emphasizing that the cumulative duration of disseminated advertisements should not exceed twenty percent of broadcast time within an hour

and not surpass fifteen percent within a day. Exceptions are granted to channels exclusively dedicated to advertising programs. Additionally, interruptions for advertising in broadcasts of events, including sports competitions, are permissible only during breaks or stoppages, as specified in channel agreements with rights holders. Prohibitions include interrupting state events for advertising purposes, adjusting advertisement volume levels higher than interrupted content, using scrolling banners during broadcasts (except during commercial breaks), and inserting video overlays exceeding ten percent of the screen size, restricted to the bottom in horizontal orientation. Exceptions are granted for program information, channel logos, and program details, exempt from the specified regulations. In cases where compliance with advertising requirements is impractical, foreign channel broadcasts should provide users with ad-free program options (Article 27).

The regulations governing radio advertising stipulate that the total duration of broadcasted advertisements should not exceed twenty percent of airtime within an hour and not surpass fifteen percent of daily broadcasting. However, this requirement does not apply to radio channels exclusively dedicated to advertising programs. Additionally, live or recorded broadcasts of sporting events, including matches, games, fights, or races, are allowed to include advertisements only during breaks in the competitions or during their halts, unless otherwise specified in the radio channel's agreement with the rights holder. Certain prohibitions are in place, such as interrupting broadcasts of state events and ceremonies for advertising purposes, as well as setting the volume of advertising and announcements higher than that of interrupted ads and broadcasting announcements about advertising. In cases where it is impossible to comply with the advertising information

requirements outlined in Article 16 of this law, during the retransmission of foreign radio channels, the programs of such channels are provided to users without advertising content (Article 28).

The regulation stipulates that the volume of advertising in print media should not exceed forty percent of the total content within a single issue of a periodical publication. However, this requirement does not apply to print media outlets that exclusively specialize in advertising. This policy aims to strike a balance in the dissemination of information, ensuring that the majority of the content in periodical publications remains substantive and diverse while acknowledging the existence of specialized publications dedicated solely to advertising. Adhering to these guidelines contributes to maintaining the integrity and informational value of print media in the broader landscape of mass communication (Article 29).

The dissemination of advertising in the provision of telecommunications services is permissible only with the prior consent of the subscriber. In the context of directory telephone services, advertising should be presented only after providing the requested information, with the time devoted to advertising not factored into the determination of service costs. Recipients of advertising via local, long-distance, or international voice communication must be pre-informed that the provided information is promotional. Additionally, they should be made aware of the paid or complimentary nature of the advertising information and its associated costs, as well as any age or other restrictions mandated by legislation or the service provider regarding the advertised product. Utilizing emergency service numbers for advertising distribution is expressly prohibited (Article 30).

Advertising disseminated through the worldwide web must adhere to the

fundamental requirements outlined in Article 16 of this Law, including the prohibition of distributing advertisements when both the advertiser and the advertisement distributor are non-residents of the Republic of Uzbekistan. Additional requirements for advertising circulation on information resources in the “UZ” domain on the global internet may be established by legislation. Adherence to these regulations ensures that online advertising aligns with legal standards and safeguards against the simultaneous involvement of non-residents in the advertising process within the Republic of Uzbekistan (Article 31).

Internal advertising refers to promotional content displayed within indoor spaces. The placement formats for internal advertising are determined by the owner of the location where it is situated. However, it is explicitly prohibited to place internal advertising within the premises of government bodies, citizen self-governance bodies, preschool educational institutions, general secondary, secondary specialized, and professional educational organizations, except for cases involving social information or situations specified by legislation. This restriction underscores the careful consideration required when implementing internal advertising strategies, ensuring compliance with legal norms, and respecting certain designated spaces (Article 32).

Advertising on vehicles is conducted in accordance with road traffic safety regulations based on agreements with vehicle owners and individuals holding other property rights to the vehicles. Distribution of advertisements through audio systems notifying passengers in public transport, on metro stations, at railway stations, ports, and airports is prohibited. This measure ensures adherence to safety protocols and prevents potential disruptions in public spaces. Advertisers must comply with contractual arrangements with vehicle owners while

respecting restrictions in specific locations to maintain a responsible and safe advertising environment (Article 33).

The regulations on pharmaceutical advertising in the Republic of Uzbekistan are comprehensive and aim to ensure responsible promotion. Prohibited are advertisements for prescription medications, those containing narcotics or psychotropic substances, and those not approved for medical use or lacking registration with the Ministry of Health. Restrictions include refraining from featuring recognizable individuals mimicking medical professionals, using endorsements from scientists or medical personnel, and creating misleading visuals of bodily changes due to disease or drug effects. The promotion of self-treatment without medical consultation, provocations for excessive medication use, and claims of guaranteed effects are also disallowed. Over-the-counter drug ads must avoid misleading claims, incorrect comparisons, and implying potential health deterioration without product use. Additionally, promotional activities targeting medical professionals must adhere strictly to scientific data, providing comprehensive information on active ingredients, side effects, contraindications, and references to reputable sources (Article 34).

The advertising of dietary supplements and food additives must adhere to several guidelines. It should refrain from conveying the impression that these products are medicinal or possess healing properties. The inclusion of references to specific cases of people being cured or experiencing improvements due to their use is prohibited. Expressions of gratitude from individuals related to their consumption are also not allowed. The promotion should not encourage the abandonment of healthy eating habits and should avoid suggesting the superiority of dietary supplements over pharmaceuticals through references to

research, government registration, or other study results. Additionally, the use of images of children in ads for dietary supplements restricted for minors is prohibited. Each advertisement must include a disclaimer stating that the promoted product is not a medicinal substance. Furthermore, engaging in promotional activities such as stimulating campaigns for these supplements is not permitted (Article 35).

The advertising of breast milk substitutes is prohibited (Article 36), and energy drink promotions are subject to specific regulations. Advertisements for energy drinks must include warnings about the potential harm of excessive consumption and information on individuals for whom such beverages are not recommended. Prohibited practices include depicting the consumption process, showcasing successful athletes, and creating the impression that energy drink consumption is crucial for social, sporting, or physical and mental well-being. Additionally, TV and radio ads for energy drinks are restricted from 7:00 a.m. to 10:00 p.m., and various other limitations apply, such as no promotion in print media targeting children, adolescents, or within medical, sports, and educational institutions. Stimulating promotions involving energy drinks are also not allowed (Article 37).

The advertisement of alcoholic beverages of any strength is prohibited, except in cases stipulated by Article 39 of this law. It is forbidden to stimulate the sale of alcoholic products through the gratuitous distribution of samples, sponsorship of events using the name, trademark, or image of alcoholic products, and the sale of goods (such as T-shirts, headwear, games, etc.) featuring the name, trademark, or image of alcoholic products, as well as alcoholic products resembling children's toys, candies, or other children's items. Additionally, any other forms of stimulating action are prohibited. For advertisements

of other goods, the demonstration of alcohol consumption processes is not allowed, nor can an impression be created that such consumption is crucial for achieving social, sporting success, or improving the physical and mental well-being of the advertisement's audience (Article 38).

Advertising for beer, natural, and sparkling wines produced in the Republic of Uzbekistan is permitted in specific circumstances outlined as follows: within hotel, trade, and catering establishments where such products are sold, as well as during their presentation and tasting; on official websites on the global Internet of manufacturers and entities engaged in the sale of beer, natural, and sparkling wines produced in the Republic of Uzbekistan, with age classification information; in railway and air transport facilities; and on television and radio between 23:00 and 07:00 local time. However, these advertisements must include a warning about the harm of excessive consumption, covering at least ten percent of the main area and time of the advertisement, along with information on individuals for whom the consumption of such products is not recommended. Moreover, the advertising should refrain from depicting consumption processes as crucial for social or sporting success or for improving physical and mental well-being. Additionally, it must not be based on actions promoting ideas or views that convey the harmlessness of their consumption or utilize human images (Article 39).

The promotion of tobacco products and devices for nicotine consumption is strictly prohibited. This includes actions such as distributing free samples, offering discounts, sponsoring events using tobacco-related branding, selling merchandise featuring tobacco product imagery, and displaying tobacco-related information on storefronts. Additionally, the use of terms, symbols, or imagery associated with tobacco in the

production of non-tobacco goods is not allowed. Furthermore, any advertising for other products must refrain from depicting the consumption of tobacco or the use of nicotine devices and should not imply that these activities contribute to social, sporting, or overall well-being success (Article 40).

Advertising of pyrotechnic devices, all types of weapons and ammunition, their components, explosive substances, and military equipment, except for permitted hunting and sports firearms, is strictly prohibited. Promotion of hunting and sports firearms is only allowed in specialized publications, within the premises of retail organizations authorized to sell such weapons, or at relevant exhibitions and events. Advertisements for hunting and sports firearms must not target minors or utilize images of minors. These regulations aim to ensure responsible advertising practices and safeguard against inappropriate promotion within the specified boundaries of legal and acceptable firearm use (Article 41).

Advertising of securities and services related to fundraising from the public, including banking, insurance, and other licensed activities, is only permissible with the appropriate license or regulatory approval confirming the right to engage in such activities. In the promotion of securities and services (excluding bank deposits) associated with fundraising or the entities providing these services, certain prohibitions apply. These include refraining from presenting information unrelated to the advertised services or securities, making guarantees regarding income or dividend amounts from ordinary shares, disclosing details about expected income and future profits, advertising unregistered securities, and cautioning that the use of these services may result in capital loss (Article 42).

Advertising financial services or information about them must be presented

in a manner that avoids exploiting the trust of the ad viewer and does not intend to take advantage of their lack of experience and knowledge. The content should refrain from including information unrelated to the advertised services. Additionally, it is crucial for the advertising to transparently disclose the significant terms of the agreements related to the provision of these financial services. This ensures that consumers are well-informed and can make educated decisions regarding their involvement with the promoted financial offerings (Article 43).

When incorporating a pre-recorded soundtrack into a theatrical or concert event, it is imperative that promotional materials for the occasion explicitly highlight the utilization of a phonogram. This crucial information serves to inform prospective attendees about the unique audio elements integrated into the performance. By including details about the presence of a phonogram in the advertising, organizers ensure that the audience is well-prepared for an enhanced auditory experience. This transparency fosters a deeper appreciation for the artistic components of the event, contributing to a more informed and engaged audience (Article 44).

Advertising of traditional medicine products should refrain from including links to specific cases of disease cure or improvement in health conditions resulting from the use of such products. It must not convey the impression that consulting a doctor is unnecessary. The products should not be presented as medicinal, dietary supplements, or food additives. Additionally, the advertising should not create a perception of the need for healthy individuals to use traditional medicine products. Targeting minors is prohibited, and claims about research and state registration should be accurate. Emphatically, assertions about the guaranteed safety, effectiveness, and absence of side effects due to their

natural origin are not allowed. Each advertisement must include warnings about contraindications and the importance of consulting specialists before use, while any promotional incentives are strictly prohibited (Article 45).

Advertising of gambling and other risk-based games, including those organized using telecommunications networks and the global Internet, is prohibited. In each instance, lottery advertisements must be accompanied by a warning about the ineligibility of minors to participate in lotteries (Article 46). Disputes arising in the field of advertising are resolved in accordance with the procedures established by legislation (Article 48).

Financial sanctions for violations of advertising legislation are imposed in the form of monetary fines. For the dissemination of advertising concerning products whose production, sale, or advertising is prohibited or restricted by legislation, a fine equivalent to one hundred basic calculation amounts is applied. In cases of improper advertising or refusal to provide counter-advertising, a penalty of seventy basic calculation amounts is levied. Violations related to the advertising of energy drinks, alcoholic beverages, tobacco products, and devices for tobacco and nicotine consumption, as well as breaches of rules governing external advertising and information placement, result in a fine of fifty basic calculation amounts. Violations regarding advertising aimed at minors, pharmaceuticals, dietary supplements, and children's food products incur a penalty of thirty basic calculation amounts. Legal entities engaged in advertising activities found guilty of such offenses face financial sanctions imposed by authorized government bodies, with disputes resolved through legal proceedings. It is emphasized that the imposition of financial sanctions does not exempt legal entities engaged in advertising from complying with decisions or

directives issued by authorized government bodies as mandated by advertising legislation (Article 47).

Individuals responsible for violating advertising legislation are held accountable according to established procedures. The advertiser is held responsible for breaches of advertising legislation concerning the content of information submitted for advertisement production, unless it can be proven that such violations occurred due to the fault of the ad producer or distributor. The ad producer is accountable for infringements of advertising legislation related to the production of advertisements, while the ad distributor bears responsibility for violations pertaining to the timing, location, and means of advertising dissemination (Article 49).

The specified legal provisions of the Republic of Uzbekistan, ranging from the Law of December 25, 1998, No. 723-I, "On Advertising," to the amendment introduced by the law of April 21, 2021, No. LRU-683, have been officially deemed null and void. The decision to declare these laws obsolete is documented in various resolutions and amendments passed by the Oliy Majlis of the Republic of Uzbekistan. This legislative action reflects a comprehensive effort to refine and streamline the legal framework governing advertising practices, incorporating changes over the years to adapt to evolving societal and economic needs (Article 50).

It emphasizes the responsibility of the Antimonopoly Committee to ensure the enforcement, dissemination, and clarification of the essence and significance of this legislation among the population. The committee is tasked with executing and explaining the law to those responsible, fostering understanding among the public (Article 51). Additionally, the Cabinet of Ministers must align government decisions with the current law and mandate the review and annulment of regulatory acts by state

bodies that contradict this legislation (Article 52). Furthermore, the law comes into effect three months after its official publication, as declared by President Sh. Mirziyoyev on June 7, 2022 (Article 53).

Conclusion

Uzbekistan's law No. LRU-776 markedly upgrades the legal framework governing advertising activities, emphasizing transparency and public welfare. The updated provisions cover crucial facets like promotions, disclosures, and sectoral guidelines. However, intricate issues posed by online advertising ecosystems involving extensive data usage remain less explicitly addressed. With over half of Uzbekistan's population now internet-connected, concerns around privacy safeguards, preventing discrimination, and algorithmic accountability intensify, requiring specificity in regulations. This analysis reveals gaps in existing rules on emerging practices like cross-device tracking or influencer marketing. Enforcement mechanisms also warrant

strengthening to match platform scale, including graduated penalties, cross-border cooperation avenues, and external auditing of automated ad systems.

Addressing these complexities through rights-centric, globally aligned digital advertising governance emerges as an urgent priority as personalized data-driven techniques continue rapidly advancing. Outdated interpretations risk enabling circumvention, necessitating proactive upgrades incorporating international standards on responsible regulation tailored for contemporary technologies. Fulfilling the legislation's vision of emphasizing transparency and consumer welfare necessitates further action on protections, oversight procedures, and encouraging ethical self-correction among advertisers. The continued enhancement of Uzbekistan's forward-looking legal foundation remains vital for realizing a balanced advertising ecosystem that benefits businesses and the public alike as digital transformations reshape society.

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