

# REGULATION SPOTLIGHT

## Advertising

### About the Regulation Spotlight

Regulation Spotlights are educational resources to help Registered Massage Therapists (RMTs) reflect on whether they are practising in a way that meets the expectations established in various regulations under the *Massage Therapy Act, 1991*. This document is not a *Standard of Practice* or a regulation.

### What are some of the key expectations within the regulation?

Key expectations around advertising include taking a respectful, honest and evidence-informed approach to promoting a Massage Therapy practice. The regulation also includes requirements that focus on protecting client privacy and preventing conflicts of interest.

### Why are these expectations important?

RMTs have a professional responsibility to communicate with professional integrity to help maintain public trust and confidence in the profession.

### How do you assess whether you are meeting these expectations?

Questions to help you reflect on whether you are meeting advertising (e.g., in print and social media) expectations include:

- What steps do you take to confirm that advertising for your practice is accurate and truthful?
- How do you prevent advertising from including testimonials, endorsements of products and/or comparisons to other RMTs' practices?
- How do you prevent disclosure of client information in advertising?

Additional information is available in CMTO's [Guide to Advertising Requirements](#).