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CHECKLIST FOR CLINICS AND DOCTORS IN INDIA

Advertise your clinic within the rules.

A one-sitting check of your website, Google profile, social media and ads against the National Medical Commission's advertising guidelines of 6 October 2026.

8 sections	About 20 minutes	October 2026
Website to ads	Tick as you go	Check for updates

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Pune, Maharashtra

01 Which rules apply to you

Most clinics are covered by more than one set of rules. Know yours before changing anything.

- [ ] **Doctors registered with NMC or a State Medical Council:** the NMC Guidelines on Ethical Advertising and Public Communication (public notice R-13014/01/2024-Ethics, 6 October 2026), read with the IMC Professional Conduct Regulations, 2002. In force immediately.
- [ ] **Dentists:** the Dental Council of India's code of ethics applies, not NMC. Its advertising limits are similar; use this checklist as a baseline and check the DCI code.
- [ ] **Hospitals and clinics as establishments:** the same NMC guidelines, plus the Clinical Establishments Act and your state's rules, which prevail where they differ.
- [ ] **Everyone:** the Digital Personal Data Protection Act, 2023 and its 2025 Rules (patient data), the Drugs and Magic Remedies Act, 1954 (no cure claims for listed conditions), ASCI's advertising code, and Google's and Meta's health ad policies.

02 Your website

- [ ] Every doctor shown has **name, qualifications, registration status and SMR/NMR registration number**. NMC 3.2
- [ ] Information is **factual and verifiable**: location, timings, contact, departments, facilities, equipment, accreditation. 8.3, 9.1
- [ ] Fees, if shown, are **plain and accurate**. No "starting from" that nobody pays, no strike-through prices. 8.1(x), 9.3
- [ ] No **best, No. 1, top, leading, painless, guaranteed, 100%** or success rates you can't verify. 8.1(iii), (ix)
- [ ] No **before/after photos, patient success stories or celebrity patients** used to promote. 8.1(v)
- [ ] No **patient testimonials or reviews** embedded or quoted to promote the clinic. 3.2, 8.1(xi)
- [ ] No **offers, discounts, free consultations, coupons or limited-time deals**. 8.1(x)
- [ ] Treatment pages **explain risks and limits**, not only benefits. No unproven therapies. 8.1(vi)
- [ ] Doctor profiles read as **information, not promotion**. A plain directory is fine. 9.1
- [ ] Contact forms and WhatsApp links have a **privacy notice and clear consent**; you collect only what you need. DPDP Act

03 Google Business Profile and reviews

- [ ] Name, address, phone, timings and categories are **accurate and match your website**.
- [ ] You **never buy, swap, incentivise or write** reviews, and no one does it on your behalf. 3.2, 8.1(xii)
- [ ] You don't run "review us for a discount" or similar drives at the front desk.
- [ ] Replies to reviews **never confirm someone is a patient** or mention treatment details.
- [ ] Photos show the **clinic, not patients**.

04 Social media, videos and WhatsApp

- [ ] Posts **educate**: what a treatment involves, who it suits, risks, recovery. Education is allowed; soliciting patients is not. 5.1
- [ ] Every post by a doctor carries **name, qualifications and registration number** (bio or caption). 3.2
- [ ] No **fear-based content** that pushes tests or procedures people don't need. 8.1(i)
- [ ] No patient faces, names, reports or voices without **specific, documented consent**, and even then never as a testimonial. Blur or crop identifying details. 6.1–6.4
- [ ] No **influencer, celebrity or employee endorsements**; no paid collaborations promoting your practice. 8.1(xi)
- [ ] No **bought followers, likes, views or comments**. 8.1(xii)
- [ ] Doctors **don't endorse** drugs, devices, supplements or products, paid or unpaid. 8.1(iv)
- [ ] Live or recorded surgery is shown only within NMC's framework on consent, privacy and education. 7.5

05 AI-made content

- [ ] Any compliant AI-generated content **says clearly that it is AI-generated**. 3.3, 7.2
- [ ] No AI-generated patients, doctors, voices or testimonials. No AI claims about outcomes or qualifications. 7.2
- [ ] No AI promotional campaigns run for commercial gain. 7.2
- [ ] Patient data is never pasted into AI tools without a lawful basis and consent. 7.4

06 Online ads (Google, Meta and others)

- [ ] Ad text and landing pages pass **every check in sections 02 and 04**; the same rules apply to paid content. 3.2
- [ ] Ads state **facts**: treatment offered, location, timings, how to book. No inducements, no urgency tricks. 8.1(x)
- [ ] Meta: ad text doesn't **assume or name a person's health condition** ("Suffering from hair loss?"). Meta's personal attributes policy.
- [ ] Google: ads follow its **Healthcare and medicines** policy; some treatments need certification or are restricted.
- [ ] Targeting **doesn't use sensitive health data** you hold about patients (uploaded patient lists need consent under the DPDP Act).

07 If an agency or freelancer helps you

- [ ] You **approve everything** before it's published. Using an agency doesn't move responsibility off you. 4.4
- [ ] The agency is paid a **fixed fee**, never per patient, per lead or as commission on referrals. 8.1(vii), (viii)
- [ ] The agency **doesn't buy reviews, followers or rankings** for you. 8.1(xii)
- [ ] Your website, domain, ad accounts and patient data **are in the clinic's name**.
- [ ] Your contract covers patient data handling under the DPDP Act.

08 Quick reference

Generally fine

- Factual clinic and facility information
- Doctor directory with registration numbers
- Plain fee disclosure
- Health education and awareness
- Announcing a new clinic, address or timings
- Lectures and articles in your own name

Not allowed

- Testimonials, success stories, before/after
- Offers, discounts, free procedures
- Superlatives and guaranteed outcomes
- Fake or bought reviews and followers
- Paying anyone per patient referred
- Product endorsements by doctors

Words to search your website and posts for

~~best~~ ~~No. 1~~ ~~top~~ ~~leading~~ ~~guaranteed~~ ~~100%~~ ~~painless~~ ~~permanent cure~~ ~~miracle~~ ~~cheapest~~ ~~free~~ ~~offer~~ ~~discount~~ ~~limited time~~ ~~success rate~~ ~~before and after~~

What happens if a complaint is upheld (NMC 10.1)

Violation	Action
First	Warning and mandatory ethics training
Second	Censure and a monetary penalty
Third	Registration suspended for 3–6 months
Serious (e.g. misleading cure claims, inducements, mass digital solicitation)	Suspension for 6–12 months
Repeated	Removal from the register for 1–3 years

Want us to run this check for you?

Our growth audit covers your website, Google presence and these rules.

webcof.com/audit
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General information, not legal advice. Prepared by Webcof from the NMC Guidelines on Ethical Advertising and Public Communication (public notice R-13014/01/2024-Ethics dated 6 October 2026) and the other laws named in section 01, as read in October 2026. Clause numbers refer to the NMC guidelines. Rules change; check the latest notice at nmc.org.in and take professional advice for your situation. © 2026 Webcof.