Caspian Studio

PUBLISHED STANDARD · VERSION 1.0 · 19 NOVEMBER 2026

The Caspian Studio NMC 2026 Standard

How we make every website, doctor profile, fee page, social post, WhatsApp update, Google profile post, video, print job and newsletter for doctors, mapped clause by clause to the NMC's advertising guidelines of 6 October 2026. With the sign-off sheet our clients use before launch, and contract wording any practice can adapt.

caspianstudio.in/nmc-standard · Version 1.0 · 19 November 2026

VERSION **1.0** PUBLISHED **19 NOVEMBER 2026** NEXT REVIEW **19 FEBRUARY 2027**
BASED ON NMC NOTICE **R-13014/01/2024-ETHICS**

> This is the working standard Caspian Studio builds to. It is written from the published NMC text, not as legal advice. Clause numbers refer to the NMC Guidelines on Ethical Advertising and Public Communication, public notice dated 06/10/2026, in force from that date. For a case of your own, ask your State Medical Council or a health lawyer. For the plain-English background, read our free guide, Marketing your practice inside the NMC code.

What this standard is

The NMC guidelines treat digital, social media, search and platform communication as advertising when it is promotional in character `3.2`. They list websites, WhatsApp, podcasts and online platforms as media `3.5`. And they keep the responsibility with the doctor or institution who approves the content, even when an agency makes it `4.4`.

So a doctor needs to know, for each thing we make, what the guidelines allow, what they require and what stays out. This standard sets that down for nine deliverables. The guidelines leave a wide, clear space for factual information, patient education, formal announcements and a doctor directory `8.2(ii) · 8.3(i) · 9.1`. We build there, and we build it well.

It is versioned. When the NMC issues a clarification `12`, or a council issues a circular, we publish a new version and log the change below.

On every deliverable

Nine rules we apply to everything, before the deliverable-specific checks.

1. The doctor approves every item in writing before it goes live. The responsibility for published content stays with the doctor or institution, so the approval is theirs to give. `4.4`
2. Every item that names a doctor carries the registration line: name, qualifications, registration status, council and registration number. `3.2 Expl. III · 3.2 Expl. IV`
3. We write information, education and formal announcements. We do not run patient-procurement campaigns, because a third party cannot do what the doctor may not do. `8.1(ii) · 8.1(xi)`
4. Our fee is fixed per project or per month. Nothing we are paid is linked to patients, leads, appointments, referrals or specimens. `8.1(vii) · 8.1(viii)`
5. Every claim can be checked. A claim we cannot source is reworded as a plain fact or left out. `8.1(iii) · 8.1(vi) · 8.1(ix)`
6. Patients cannot be identified from anything we publish. Where the law allows a use and consent is needed, the consent is written and can be verified. `6.1 · 6.3 · 6.4 · 7.4`
7. Engagement is earned. We never buy or arrange followers, likes, reviews, comments, views or ranking. `8.1(xii)`
8. Any machine-made image, voice or text in promotional material is clearly labelled, and no real patient or doctor is ever simulated. `7.2 · 7.2(b) · 7.2(c)`
9. Personal data from forms, WhatsApp and email lists is collected with consent and handled under the IT Act and the DPDP Act 2023 and Rules 2025. `7.6 · DPDP`

The deliverable map

Allowed means the guidelines permit it as written. **Required** means it must be present. **Kept out** means the clause rules it out, so we leave it out of the work. The grey tags are clause numbers.

01 Practice or hospital website

Websites and blogs are a listed medium. 3.5

ALLOWED

- ✓ Name, address, contact details, timings and map. 8.3(i) · 9.1
- ✓ Departments, facilities, equipment, services and emergency services, written as facts. 8.3(i) · 9.1 · 3.2 Expl. II
- ✓ Accreditation status, such as NABH or NABL, with the accrediting body named. 8.3(i) · 9.1
- ✓ Charges and packages, stated plainly. 8.3(i) · 8.2(ii)
- ✓ Patient education pages that inform without promoting the practice. 3.2 Expl. I · 5.1
- ✓ Formal announcements: new practice, new address, absence, resumption. 8.2(ii) · 9.3

KEPT OUT

- – Superiority words such as best, No.1, leading, top or most trusted, unless independently verifiable. 8.1(ix)
- – Guaranteed cures, success rates, patient counts, 'painless' or 'miracle' wording. 8.1(iii)
- – Patient testimonials, stories, review widgets and before-and-after images. 3.2 Expl. V · 6.2 · 8.1(v)
- – Fear-based messages, or pages that create demand for tests or procedures. 8.1(i)
- – On a hospital site, promotional portrayal of one individual doctor. 8.3(ii)

REQUIRED

- ◆ The registration line for every doctor shown on the site. 3.2 Expl. III · 3.2 Expl. IV
- ◆ Fees that are factual, complete and not misleading. 8.1(x)
- ◆ A consent notice on every form, and form data kept safely. 7.6

How we build it. Every claim is sourced or removed. The registration line sits in each doctor block and in the footer. We do not embed rating or review widgets.

02 Doctor directory and profile pages

A factual hospital directory serves patient information. 9.1

ALLOWED

- ✓ Name, recognised qualifications, speciality, registration details and availability. 9.1
- ✓ Consultation timings and the consultation fee. 8.2(ii) · 9.3
- ✓ Memberships of professional bodies as plain facts. An award only where it can be independently verified, shown with the awarding body and year, and not promoted as a personal achievement. 8.1(ix) · 8.1(iii)

KEPT OUT

- – Superiority claims about the doctor. 8.1(ix)
- – Success rates and numbers of patients treated. 8.1(iii)
- – A doctor's photograph used as self-advertisement or promotional publicity. 9.2

REQUIRED

- ◆ Registration council, registration number and registration status for each doctor. 3.2 Expl. III · 3.2 Expl. IV
- ◆ Qualifications and titles exactly as the doctor states them and the council records them. 9.1
- ◆ A plain, fair order, such as by department or alphabet, never a paid order. 9.4

How we build it. Profiles are built from the doctor's own documents. Titles are printed exactly as given. Whether a profile photo is used is the doctor's decision, made with clause 9.2 in view.

03 Fee page

Public declaration of charges is a permitted announcement. `8.2(ii) · 9.3`

ALLOWED

- ✓ A public list of consultation fees, test charges and packages. `8.2(ii) · 9.3 · 8.3(i)`
- ✓ What each package includes, and what it does not. `8.1(x)`

KEPT OUT

- – Discounts, limited-period offers, contests, coupons, cashbacks, referral benefits or free procedures that may encourage unnecessary care. `8.1(x)`
- – Countdown timers or 'today only' wording. `8.1(x)`

REQUIRED

- ◆ Fees that are factual, transparent and current, with the date of the last update. `8.1(x)`

How we build it. One fee source feeds every page, so a fee changes in one place. Each fee page shows its last-updated date.

04 Social media posts

Facebook, Instagram, LinkedIn, YouTube and X are covered. Promotional posts, boosted or not, count as advertising. `3.2 · 3.5`

ALLOWED

- ✓ Health education and public awareness posts. `5.1 · 3.2 Expl. I`
- ✓ Greetings on days of national importance and medical days, without promotion. `8.2(v)`
- ✓ Formal announcements: new practice, new address, absence, resumption, fees. `8.2(ii)`
- ✓ Public health talks in the doctor's own name and designation. `8.2(iii)`
- ✓ Government health programme campaigns in the public interest. `7.3 Expl.`

KEPT OUT

- – Requesting or sharing patient testimonials or reviews. `3.2 Expl. V`
- – Patient faces, names or details that can identify them. `6.1 · 7.4`
- – Endorsing a drug, device or product in the doctor's name, photo or voice. `8.1(iv)`
- – Bought followers, likes, comments or views. `8.1(xii)`
- – Influencer or patient posts that do indirectly what the doctor may not do. `8.1(xi)`

REQUIRED

- ◆ The registration line on every post that names a doctor. `3.2 Expl. III · 3.2 Expl. IV`
- ◆ Clear disclosure of any material commercial relationship or sponsor. `8.1(xi)`
- ◆ A label on any machine-made promotional content. `7.2 · 7.2(c)`

How we build it. Posts are written as education first. The doctor sees each post before it is queued. We do not run ad budgets.

05 WhatsApp updates

Messaging platforms, including WhatsApp, are a listed medium. 3.5

ALLOWED

- ✓ Practical updates to patients who asked for them: timings, absence, resumption, new address. 8.2(ii)
- ✓ Health education messages and awareness days. 5.1 · 8.2(v)

KEPT OUT

- – Bulk messages to bought, scraped or cold lists. Digital mass solicitation is named as a serious violation. 10.1(iv) · 8.1(ii)
- – Offers, coupons or 'free check-up' pushes. 8.1(x)
- – Forwarding patient feedback or thank-you messages. 3.2 Expl. V

REQUIRED

- ◆ A record of each person's consent to receive messages, and an easy way to stop. 7.6 · DPDP
- ◆ The registration line when a message names a doctor. 3.2 Expl. III

How we build it. Lists are opt-in only, built from people who chose to join. Every broadcast carries a stop instruction.

06 Google Business Profile posts

Search-engine and platform communication with a promotional character counts as advertising. `3.2`

ALLOWED

- ✓ A complete, accurate listing: name, address, hours, services and fees. `9.1 · 8.3(i)`
- ✓ Formal announcements and holiday or absence notices. `8.2(ii)`
- ✓ Awareness posts on health days. `5.1 · 8.2(v)`

KEPT OUT

- – Requesting reviews for promotion, or sharing reviews as promotion. `3.2 Expl. V`
- – Paid, fake or arranged reviews and ratings. `3.2 Expl. V · 8.1(xii)`
- – Keyword stuffing in the business name, or any trick to move the ranking. `8.1(xii)`
- – Patient details in replies to reviews. `6.1 · 7.4`

REQUIRED

- ◆ The registration line on posts that name a doctor. `3.2 Expl. III · 3.2 Expl. IV`
- ◆ Accurate categories and details, so the listing reflects the practice as it is. `8.1(xii)`

How we build it. We keep the facts on the profile right and current. Replies to reviews are courteous and never confirm that anyone is a patient.

07 Video: reels, YouTube and recorded talks

Audio-visual communication and podcasts are listed media. 3.5

ALLOWED

- ✓ Awareness talks in the doctor's own name and designation, without promoting the employer organisation. 8.2(iii)
- ✓ Educational explainers that do not promote the personal practice. 5.1

REQUIRED

- ◆ Name, qualifications and registration on screen or in the description. 3.2 Expl. III
- ◆ Qualifications stated at the start of any health advice, as ASCI's influencer guidelines ask. ASCI
- ◆ Disclosure of any paid partnership or sponsor. 8.1(xi)

KEPT OUT

- – Filming patients, or showing anything that can identify a patient. 6.1 · 6.4 · 7.4
- – Surgical results and before-and-after footage. 8.1(v)
- – Live broadcast of procedures outside the NMC's live-surgery framework. 7.5
- – A synthetic face or voice of a real patient or doctor. 7.2(b)
- – Product endorsements. 8.1(iv)

How we build it. Scripts are checked by a practising consultant before filming. Captions carry the registration line.

08 Print and signage

Print media is a listed medium; signboards and letterheads also follow the 2002 Regulations. 3.5 · 9.2

ALLOWED

- ✓ Hoardings and billboards with factual information on infrastructure and facilities. 5.2
- ✓ Health education pamphlets and brochures for patients visiting the clinic. 8.2(iv)
- ✓ Announcement cards for a new practice or a new address. 8.2(ii)

KEPT OUT

- – A doctor's self-photograph on letterhead or signboard. 9.2
- – Guarantees, superiority or unsubstantiated claims in brochures. 8.2(iv) · 8.1(ix)
- – A doctor's name, photo or signature beside a product advertisement, including in souvenirs. 8.1(iv)

REQUIRED

- ◆ The registration number in the clinic and on prescriptions, certificates and receipts. Reg 1.4.1
- ◆ Signboards and prescription paper carrying only what the 2002 Regulations allow: name, recognised qualifications, titles, speciality and registration number with the council's name. Reg 7.13
- ◆ Only verifiable facts on hoardings. 5.2

How we build it. Signage follows the council's display rules and our NABH signage checklist. Pharma pages in souvenirs carry only the company's own material.

09 Email newsletters

Digital communication with a promotional character counts as advertising. 3.2

ALLOWED

- ✓ Health education, practice news and formal announcements. 5.1 · 8.2(ii)
- ✓ Links to case studies the doctor has published in reputed medical journals. 8.2(i)

REQUIRED

- ◆ Sent only to people who signed up, with an unsubscribe link in every issue. 7.6 · DPDP
- ◆ The registration line in the sign-off. 3.2 Expl. III
- ◆ The sponsor named, if an issue has one. 8.1(xi)

KEPT OUT

- – Patient stories and testimonials, even with consent. 6.2 · 8.1(v)
- – Offers and coupons. 8.1(x)
- – Bought or scraped email lists. 10.1(iv) · 8.1(ii)

How we build it. Lists live in the practice's own account, so the practice keeps its readers. Every issue is approved before sending.

Clause by clause

Every clause this standard relies on, in the NMC's order, in plain words, with the deliverables it touches.

3.2

Digital, social media, sponsored, targeted, search-engine and platform communication counts as advertising when it is promotional in character.

Social media posts · Google Business Profile posts · Email newsletters · Contract wording

3.2 Expl. I

Information shared in the normal course, without promotion and without intent for commercial benefit, is not an advertisement.

Practice or hospital website · Social media posts

3.2 Expl. II

Equipment, technology and diagnostic facilities may be described as facts, without claims of superiority, guaranteed accuracy or guaranteed outcomes.

Practice or hospital website

3.2 Expl. III

A doctor's electronic media posts should disclose name, qualifications, registration status and SMR/NMR registration number.

Practice or hospital website · Doctor directory and profile pages · Social media posts · WhatsApp updates · Google Business Profile posts · Video: reels, YouTube and recorded talks · Email newsletters · Every deliverable · Sign-off sheet · Contract wording

3.2 Expl. IV

A clinical establishment's electronic media posts should disclose the names of its doctors with qualifications, registration status and SMR/NMR registration number.

Practice or hospital website · Doctor directory and profile pages · Social media posts · Google Business Profile posts · Every deliverable · Sign-off sheet · Contract wording

3.2 Expl. V

No fake, paid or misleading reviews, ratings or testimonials. A doctor does not request or share patient testimonials or reviews for professional promotion on social media.

Practice or hospital website · Social media posts · WhatsApp updates · Google Business Profile posts · Sign-off sheet · Contract wording · Open questions

3.5

Media covered include print, TV, radio, social media, websites and blogs, messaging platforms such as WhatsApp, podcasts, influencer marketing, sponsored posts and online healthcare platforms.

Practice or hospital website · Social media posts · WhatsApp updates · Video: reels, YouTube and recorded talks · Print and signage

4.2

For doctors, the guidelines are read with the 2002 Regulations and the NMC Act 2019; statutory provisions prevail in an irreconcilable conflict.

Background to the whole standard

4.3

For hospitals, the guidelines are read with the applicable Clinical Establishments Act or state law, which overrides them in an irreconcilable conflict.

Open questions

4.4

Publishing through an agency, platform or influencer does not move responsibility away from the doctor or institution that authorised or permitted the content.

Every deliverable · Sign-off sheet · Contract wording · Open questions

5.1 Doctors may take part in health awareness programmes, public health campaigns and educational content that do not promote personal practice, do not solicit patients and are not monetised through promotional marketing.

Practice or hospital website · Social media posts · WhatsApp updates · Google Business Profile posts · Video: reels, YouTube and recorded talks · Email newsletters · Open questions

5.2 Hoardings and billboards in public space carry only factual information such as infrastructure and facilities.

Print and signage · Sign-off sheet

6.1 Patient information, photographs, videos, records and testimonials are used for advertising only where the law permits and consent and safeguards are in place.

Social media posts · Google Business Profile posts · Video: reels, YouTube and recorded talks · Every deliverable · Sign-off sheet

6.2 Patient consent does not by itself make a testimonial, patient story, before-and-after depiction or success claim permissible.

Practice or hospital website · Email newsletters · Sign-off sheet

6.3 Where consent is needed it is specific, informed, voluntary, documented and capable of verification.

Every deliverable · Sign-off sheet · Contract wording

6.4 Even lawful disclosure uses safeguards: avoid names, and crop, blur or black out identifying marks.

Video: reels, YouTube and recorded talks · Every deliverable · Sign-off sheet · Contract wording

7.2 Machine-generated (AI) promotional campaigns for commercial interest are prohibited. Any AI-generated promotional content that otherwise conforms must carry a source mark saying it is AI.

Social media posts · Every deliverable · Sign-off sheet

7.2(a) AI content is not used to make misleading representations about diagnosis, treatment, outcomes, qualifications or patient experiences.

Background to the whole standard

7.2(b)	AI is not used to create or alter a patient's image, testimonial, voice or outcome, or a synthetic endorsement by a real patient, doctor or other person. Video: reels, YouTube and recorded talks · Every deliverable · Sign-off sheet
7.2(c)	Where the artificial nature of content matters to the audience's understanding, it is disclosed. Social media posts · Every deliverable · Sign-off sheet
7.2(d)	Patient information used as input to an AI system follows privacy and data-protection law. Background to the whole standard
7.3 Expl.	Campaigns on Government of India and state government programmes in the larger public interest are exempt. Social media posts
7.4	No patient data such as names, faces or anomalies that can identify a patient publicly. Social media posts · Google Business Profile posts Video: reels, YouTube and recorded talks · Every deliverable · Sign-off sheet
7.5	Live broadcast of surgical or clinical procedures follows the NMC's own live-surgery framework. Video: reels, YouTube and recorded talks
7.6	Advertising that uses digital personal data complies with the IT Act 2000 and the DPDP Act 2023 with its 2025 Rules. Practice or hospital website · WhatsApp updates · Email newsletters · Every deliverable · Sign-off sheet · Contract wording
8.1(i)	No advertising that creates unnecessary demand for procedures or diagnostics, and no fear-based marketing. Practice or hospital website · Sign-off sheet
8.1(ii)	No direct or indirect solicitation of patients, no self-promotion, no third party engaged for marketing medical services, and no use of the doctor's name, image or voice to promote services or products. WhatsApp updates · Email newsletters · Every deliverable · Open questions

8.1(iii) No advertising of personal achievements, success rates or number of patients treated, and no phrases such as 'guaranteed cures', 'best doctors', 'No.1 specialist', '100% success', 'painless treatment' or 'miracle treatment'.

Practice or hospital website · Doctor directory and profile pages · Every deliverable · Sign-off sheet

8.1(iv) A doctor gives no endorsement of any drug, device, health product or commercial product for advertising in connection with their name, signature, photograph, voice or professional status.

Social media posts · Video: reels, YouTube and recorded talks · Print and signage · Sign-off sheet

8.1(v) No promotional case publication, surgical results, before-and-after photographs, celebrity patients or personal success stories, except strictly for scientific or educational purposes with anonymised patient consent.

Practice or hospital website · Video: reels, YouTube and recorded talks · Email newsletters · Sign-off sheet

8.1(vi) No statement that creates unrealistic expectations, misrepresents outcomes, conceals risks or promotes unproven therapies.

Every deliverable · Sign-off sheet

8.1(vii) No commission, rebate, referral fee or lead-generation fee connected with the referral or procurement of patients or specimens.

Every deliverable · Sign-off sheet · Contract wording

8.1(viii) Agencies, influencers and platforms are not paid in a way linked to the procurement or referral of individual patients.

Every deliverable · Sign-off sheet · Contract wording

8.1(ix) No 'best', 'No.1', 'leading', 'most trusted', 'top' or similar claims unless objectively verifiable by a transparent, independent method. Any award or ranking used is independently verifiable, with its details disclosed.

Practice or hospital website · Doctor directory and profile pages · Print and signage · Every deliverable · Sign-off sheet · Contract wording

8.1(x) No discounts, limited-period offers, contests, coupons, cashbacks, referral benefits or free procedures likely to encourage unnecessary care. Lawful disclosure of charges is factual, transparent and not misleading.

Practice or hospital website · Fee page · WhatsApp updates · Email newsletters · Sign-off sheet · Open questions

8.1(xi) No celebrity, influencer, patient, employee or third party promotes services through testimonials or endorsements. Any material commercial relationship is disclosed. No intermediary does indirectly what is not allowed directly.

Social media posts · Video: reels, YouTube and recorded talks · Email newsletters · Every deliverable · Sign-off sheet

8.1(xii) No fake followers, likes, reviews, ratings, comments or views, and no manipulation of search rankings or algorithms.

Social media posts · Google Business Profile posts · Every deliverable · Sign-off sheet · Contract wording

8.2(i) Research-based communication, such as case studies published in reputed medical journals, is allowed.

Email newsletters

8.2(ii) Formal announcements are allowed: starting practice, change of type of practice, change of address, temporary absence, resumption, succeeding to a practice, and public declaration of charges.

Practice or hospital website · Doctor directory and profile pages · Fee page · Social media posts · WhatsApp updates · Google Business Profile posts · Print and signage · Email newsletters · Sign-off sheet

8.2(iii) Doctors may give public health talks on TV, radio and electronic media in their own name and designation, without promoting their employer organisation.

Social media posts · Video: reels, YouTube and recorded talks

8.2(iv) Health education pamphlets and brochures may be given to patients visiting the clinic, without guarantees, superiority claims or unsubstantiated claims.

Print and signage

8.2(v) Greetings on days of national importance or related to the medical profession are allowed, without advertisement of professional gains.

Social media posts · WhatsApp updates · Google Business Profile posts

8.3(i) Hospitals may share factual, objective, verifiable information: name, location, contact details, departments, facilities, equipment, services, emergency services, accreditation and charges.

Practice or hospital website · Fee page · Google Business Profile posts

8.3(ii)	Hospital communication carries no solicitation, inducement, superiority claim, guarantee or promotional portrayal of an individual doctor, and its frequency does not turn facts into solicitation. Practice or hospital website
9.1	A hospital website directory with names, recognised qualifications, specialities, registration details and availability of doctors serves patient information and is distinct from a paid or promotional advertisement. Practice or hospital website Doctor directory and profile pages Google Business Profile posts Sign-off sheet
9.2	A doctor's photograph is not used where it is self-advertisement, solicitation or promotional publicity. A self-photograph on letterhead or signboard is governed by Regulations 6.1.1 and 6.1.2 of 2002. Doctor directory and profile pages Print and signage Sign-off sheet Open questions
9.3	Formal announcements are factual, non-promotional and limited in scope, including public declaration of consultation fees. Practice or hospital website Doctor directory and profile pages Fee page
9.4	Healthcare platforms hosting doctors do not sell paid ranking of doctors and keep listings transparent. Doctor directory and profile pages
10.1	State Medical Councils take graded action, from warning and ethics training up to removal from the register. Background to the whole standard
10.1(iv)	Misleading cure claims, inducement of patients and digital mass solicitation are named as serious violations. WhatsApp updates Email newsletters Sign-off sheet
10.2	Penalties follow a show-cause notice and a chance to explain. Contract wording
12	The NMC may issue clarifications, advisories and SOPs. Contract wording Open questions

Read the full text: NMC public notice or the published PDF copy.

Client sign-off sheet

Before launch, the doctor goes through this sheet with the finished work in front of them and signs it. One sheet per launch or per batch of posts. We keep a copy with the approval record.

Caspian Studio

caspianstudio.in/nmc-standard

Client sign-off sheet · NMC 2026 Standard v1.0

PRACTICE OR HOSPITAL

DOCTOR'S NAME

COUNCIL AND REGISTRATION NUMBER

DELIVERABLES IN THIS SIGN-OFF

VERSION OR LINK REVIEWED

CONTACT FOR URGENT TAKEDOWN

#	I CONFIRM THAT	YES	NOT USED
1	I have read every page, post or print item in this delivery and approve it for publishing. `4.4`	☐	☐
2	My name, qualifications, registration status, council and registration number are shown correctly. `3.2 Expl. III · 9.1`	☐	☐
3	Every other doctor named has given their details and agreed to be listed. `3.2 Expl. IV`	☐	☐
4	All fees shown are current, complete and factual. `8.1(x) · 8.2(ii)`	☐	☐
5	There is no discount, offer, coupon, cashback, referral benefit or free procedure that may lead to unnecessary care. `8.1(x)`	☐	☐
6	Words like best, No.1, leading or top are used only where independently verifiable. Any award shows the awarding body and date. `8.1(ix)`	☐	☐
7	There are no guaranteed outcomes, success rates, patient counts, or 'painless' or 'miracle' claims. `8.1(iii) · 8.1(vi)`	☐	☐
8	There are no patient testimonials, reviews, stories, before-and-after images or celebrity patients. `3.2 Expl. V · 6.2 · 8.1(v)`	☐	☐
9	No patient can be identified from any image, video or text. Any permitted use has written consent. `6.1 · 6.3 · 6.4 · 7.4`	☐	☐
10	My photograph is used only as I have agreed, and not as promotional publicity. There is no self-photo on letterhead or signboard. `9.2`	☐	☐
11	There is no endorsement of any drug, device or product in my name, photo, voice or signature. `8.1(iv)`	☐	☐

#	I CONFIRM THAT	YES	NOT USED
12	Any sponsor or commercial relationship in the content is disclosed. `8.1(xi)`	☐	☐
13	Any machine-made image, voice or text is labelled, and none shows a real patient or doctor. `7.2 · 7.2(b) · 7.2(c)`	☐	☐
14	Messages are calm and factual. Nothing uses fear or creates demand for tests or procedures. `8.1(i)`	☐	☐
15	WhatsApp and email go only to people who chose to receive them, with a way to stop. `7.6 · 10.1(iv)`	☐	☐
16	The studio's fee is fixed. No payment to anyone is linked to patients, leads or referrals. `8.1(vii) · 8.1(viii)`	☐	☐
17	No followers, likes, reviews or ranking have been bought or arranged. `8.1(xii)`	☐	☐
18	Hoardings and boards carry factual information only. `5.2`	☐	☐

Photo decision (clause 9.2): ☐ no doctor photo ☐ photo in the directory only ☐ photo as listed here: _____

DOCTOR'S SIGNATURE AND DATE

FOR CASPIAN STUDIO: REVIEWER'S SIGNATURE AND DATE

Clause numbers refer to the NMC Guidelines on Ethical Advertising and Public Communication, public notice No. R-13014/01/2024-Ethics dated 06/10/2026. Keep this sheet with the approval record for three years.

Model contract wording

Clauses for an agreement between a doctor or hospital and any agency or consultant who makes their content. We use this wording in our own agreements. Words in square brackets are for the parties to fill in. Have your own lawyer read it for your case.

1. Roles

The Client is the registered medical practitioner or clinical establishment named above and is the publisher of all content. The Studio designs, writes, builds and publishes content only on the Client's instructions and approval. The Studio does not solicit, procure or refer patients. The parties record that responsibility for published content stays with the Client under clause 4.4 of the NMC Guidelines of 6 October 2026, which is why clauses 2 to 6 give the Client full control.

2. Content approval

Nothing is published until the Client, or a person the Client names in writing, approves the final version in writing (email or a written message). The Studio publishes the approved version without change. The Studio keeps a dated record of each approval for [three] years and gives the Client a copy on request. Silence is not approval.

3. Registration details

The Client gives the Studio a copy of each doctor's registration certificate. Every page, post or print item that names a doctor shows the doctor's name, qualifications, registration status, council and registration number, as required by clause 3.2, Explanations III and IV. The Client tells the Studio within [seven] days of any change in these details.

4. Images, names and consent

(a) The Client confirms it holds the rights to every photograph, logo and document it supplies. (b) The Studio uses only licensed or original images, and keeps the licence records. (c) No patient image or identifiable patient detail is used. Where the law permits a use, the Client obtains written consent that is specific, informed, voluntary and verifiable (clause 6.3), and the Studio blurs or crops any identifying mark (clause 6.4). (d) The Client licenses the Studio to use the names and images of its doctors only on the Client's own channels and only for the agreed work. (e) The Studio may show the finished website in its portfolio, with no patient data, unless the Client says no in writing.

5. Takedown and correction

On the Client's written request, or on any notice from a State Medical Council, the NMC or another authority, the Studio removes or hides the item from every channel it controls within [one working day], and asks third-party platforms to remove it within the same time, following up until it is done. Corrections to facts are made within [three working days]. Takedowns and corrections the Client asks for are not charged.

6. Fees and no per-patient payments

The Studio's fees are fixed per project or per month as set out in the quotation. No fee, bonus, commission or other consideration is linked to the number of patients, leads, enquiries, appointments, referrals or specimens, in line with clauses 8.1(vii) and 8.1(viii). Neither party will offer or accept any such payment from anyone in connection with this work.

7. **Fair engagement**
   Neither party will buy, arrange or manipulate followers, likes, reviews, ratings, comments, views or search rankings (clause 8.1(xii)), or ask patients for reviews or testimonials for promotion (clause 3.2, Explanation V).

8. **Claims**
   Every factual claim is supplied or confirmed by the Client and can be verified. No superiority claim is used unless it is objectively verifiable, and any award or ranking is shown with the awarding body, method and date (clause 8.1(ix)).

9. **Data protection**
   Personal data collected through forms, messaging or email lists belongs to the Client. The Studio processes it only to deliver the agreed work, keeps it secure, and deletes or returns it at the end of the engagement, under the IT Act 2000 and the DPDP Act 2023 and its Rules (clause 7.6).

10. **Indemnity, both ways**
    (a) The Client indemnifies the Studio against claims, penalties and costs arising from content the Client supplied or approved, including clinical statements, fees, consents and registration details. (b) The Studio indemnifies the Client against claims, penalties and costs arising from content the Studio published without the Client's written approval, or in a form different from the approved version, or from any image or material the Studio supplied that infringes another person's rights. (c) Except for wilful breach, each party's total liability is limited to the fees paid under this agreement in the [twelve] months before the claim.

11. **Cooperation**
    If either party receives a show-cause notice or complaint about content under this agreement (clause 10.2), the other party gives all records, approvals and drafts it holds within [two working days].

12. **Changes in the rules**
    If the NMC issues a clarification, advisory or SOP (clause 12), or a council issues a circular, the Studio updates its Standard and tells the Client within [seven] days which live items are affected and what it suggests. Changes needed only because of new rules are made at no charge for items the Studio built.

Other codes we follow

The NMC guidelines are read with other laws and codes `4.2 · 4.3`. These four come up most in our work.

ASCI influencer guidelines

Where a doctor gives health advice in video or posts, ASCI's guidelines for influencer advertising, with Addendum II for health and finance influencers as updated in April 2025, ask that qualifications are shown prominently: on screen or at the start of the video, and before the main text in posts. A paid partnership carries an upfront label. We follow both, alongside the NMC registration line. Source

---

UCPMP 2024

When a pharmaceutical company sponsors a souvenir, newsletter or event material, the Uniform Code for Pharmaceutical Marketing Practices 2024 applies to the company. It bars gifts and personal benefits to doctors and their families, and asks companies to disclose what they spend on CME events. We keep sponsor pages to the company's own material, and keep doctors' names and photos away from product pages. Source

---

Drugs and Magic Remedies (Objectionable Advertisements) Act 1954

This Act bars advertisements that suggest a drug or remedy for the diagnosis, cure or treatment of the conditions in its schedule, and it applies to any person, not only doctors. We do not write cure or reversal claims for any condition. Source

---

DPDP Act 2023 and Rules 2025

Forms, WhatsApp lists and email lists collect personal data. We ask for consent in plain words, collect only what is needed and give an easy way out. The NMC guidelines point to this law in clause 7.6. The Rules were notified on 13 November 2025, and the main notice and consent duties apply from May 2027. We follow them now, so our clients are ready. Source

---

Questions the NMC has not settled

Where the text leaves room, we say so, and the doctor decides with the clause in view.

Doctor photographs

Clause 9.2 limits a doctor's photograph where it is self-advertisement or promotional publicity. It does not say whether a plain photo in a factual directory, or in an education post, is acceptable. Until the NMC clarifies, the doctor decides, and we record that decision on the sign-off sheet. `9.2 · 12`

Google reviews

The guidelines do not name Google Business Profile. Clause 3.2, Explanation V speaks of requesting or sharing reviews for professional promotion on social media. We build nothing that asks for or shows reviews, and the doctor decides on any private feedback process. `3.2 Expl. V`

Working with an agency

Clause 8.1(ii) says a doctor does not engage a third party for marketing medical services. Clause 4.4 accepts that content may be published through an agency, and keeps the responsibility with the doctor. We read the two together: an agency may help a doctor publish what the doctor may publish (facts, education, announcements), with the doctor's approval, and does not market for patients. This is how we work. `8.1(ii) · 4.4`

Health camps

Camps are not named. Clause 8.1(x) is about free procedures and offers that encourage unnecessary care, and clause 5.1 allows awareness programmes that do not solicit patients. We present camps as awareness, with no paid follow-on push. `8.1(x) · 5.1`

Which law governs hospitals

For hospitals, the guidelines are read with the applicable Clinical Establishments Act or state law, and that law prevails where the two cannot be reconciled. We follow the stricter of the two. `4.3`

Version and change log

Current version 1.0, published 19 November 2026. We review it every three months, and sooner when the NMC or a council issues anything new. Next review: 19 February 2027.

VERSION	DATE	WHAT CHANGED
v1.0	19 November 2026	First publication. Built against the NMC public notice of 6 October 2026, read clause by clause from the published PDF. Covers nine deliverables, a client sign-off sheet and model contract wording.

Older versions stay available on request, so a client can see the standard their work was signed off against.