



Medicines & Healthcare products Regulatory Agency

MHRA Central Freedom of
Information Team
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[MHRA Website](https://www.mhra.gov.uk)

Our Ref: **FOI2026/00765**

11 August 2026

Dear [REDACTED]

Thank you for your Freedom of Information (FOI) request received on 14 July 2026. You wrote:

Under the FOI Act 2000, please provide, for 2019 to present:

- 1. The number of complaints/cases the MHRA has received concerning the advertising or promotion of cannabis-based medicinal products or the services of medical-cannabis clinics to the public.*
- 2. Of those, how many were investigated, how many upheld, and what action resulted (e.g. voluntary withdrawal, corrective statement, referral, enforcement).*
- 3. Any cases involving promotion via social-media influencers or celebrity endorsement of medical-cannabis clinics or products.*
- 4. Any guidance the MHRA has issued specific to advertising by medical-cannabis clinics.*

MHRA Response

We can neither confirm nor deny we hold information falling within the description specified in your request under Section 12(2) of the Freedom of Information Act, as to do so would exceed the cost limit.

This is because we estimate the cost of checking if we hold the requested information or not would exceed the cost limit of £600 specified in the Freedom of Information and Data Protection (Appropriate Limit and Fees) Regulations 2004. This represents the estimated cost of at least one person spending 3½ working days (equivalent to 24 staff-hours) in determining whether the Agency holds the information, and locating, retrieving and extracting it.

Under Section 12(2) of the FOI Act the Agency is not therefore obliged to comply with your request and we will not be processing it further. The reason being that in order to comply fully with Question 1, would require the checking of thousands of emails from 2019 to now by both our Advertising and Borderlines departments, to see if any are relevant to the request. Even

at a fast rate of 2 minutes per email, this would take us over the 24 working hours stipulated in the FOI Act.

Under Section 16 of the FOI Act we should help you narrow your request so that it may fall beneath the cost limit. We suggest that you narrow your request in Question 1 down to a smaller time period of a few months, to reduce the volume of emails that would need to be checked.

Please note Question 2 (how many investigated, how many upheld and what action) and Question 3 (cases involving celebrity or social media influencers) of your request is available in the public domain, as MHRA publishes all completed advertising investigations (please see link below).

<https://www.gov.uk/government/collections/advertising-investigations-by-mhra>

Please note Question 4 (any guidance MHRA has issued specific to advertising by medical cannabis clinics), there is no specific guidance issued. However, the requester may find the Blue Guide (concerning advertising of medicines) and MHRA Guidance Note 14 (concerning the supply of unlicensed medicinal products) useful, which we have linked below.

<https://www.gov.uk/government/publications/blue-guide-advertising-and-promoting-medicines>

[The supply of unlicensed medicinal products special GN14.pdf](#)

If you have any queries about this letter, please contact us quoting the reference number above.

Yours sincerely,

MHRA Central Freedom of Information Team
Medicines & Healthcare products Regulatory Agency

Your right to complain under the Freedom of Information Act

If you are not happy with this response you may request an internal review by e-mailing foi.request@mhra.gov.uk or by writing to: MHRA Central Freedom of Information Team, 10 South, Colonnade, Canary Wharf, London, E14 4PU

Any request for an internal review must be received by us within 40 working days of the date of this letter. Please note we are not obliged to provide a review if it is requested after more than 40 working days.

If you are not content with the outcome of the internal review you may apply directly to the Information Commissioner's Office for a decision. Generally, the Commissioner cannot make a decision unless you have exhausted our own complaints procedure. The Information Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Website: [ICO Contact Information](#) or telephone 0303 123 1113.

Re-use of our information

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