



Licensee Consumer Protection Responsibilities

Linthicum, MD (September 14, 2026) – The Maryland Cannabis Administration (MCA) is reminding licensees of their consumer protection responsibilities pertaining to advertising under [Alcoholic Beverages and Cannabis Article §36-903, Annotated Code of Maryland](#).

Specifically, an advertisement for a cannabis licensee, cannabis product, or cannabis-related service may not violate [Title 13, Subtitle 3 of the Commercial Law Article](#), which protects consumers from unfair or deceptive trade practices.

The MCA has received numerous complaints from consumers regarding prices or discounts advertised on a website not being honored at the point of sale, or products ordered online not matching the description upon pick-up, such as percentage of THC, strain name, and other product features. **Prior to taking disciplinary action, the MCA would like to ensure all licensees are familiar with their obligations under the laws related to consumer protection and advertising.**

Maryland law prohibits unfair, abusive, or deceptive trade practices, which include:

- False, falsely disparaging, or misleading oral or written statements, visual descriptions, or other representations of any kind which have the capacity, tendency, or effect of deceiving or misleading consumers;
- Representations that a consumer good has a sponsorship, approval, accessory, characteristic, ingredient, use, benefits, or quantity which they do not have;
- False or misleading representation of fact, which concerns the reason for or the existence or amount of a price reduction or a price in comparison to a price of a competitor or to one's own price at a past or future time;
- Failure to state a material fact if the failure deceives or tends to deceive.

For the complete definition of unfair, abusive, or deceptive trade practices, please reference [Commercial Law Article, §13-301, Annotated Code of Maryland](#).

If a licensee is found to be in violation of [§36-903](#) for unfair, abusive, or deceptive trade practices, the MCA may issue a letter of education or a letter of non compliance requiring corrective action by the licensee, and if no corrective action is taken or prohibited conduct continues, the MCA may take further action, including the issuance of fines in accordance with [14.17.14.06B](#).