

**Table 1 Case Types Administered by Competent Authorities**

	Conduct	Competent Authority
1	The advertising contents of the goods or services that claims, implies or insinuates medical effectiveness.	Ministry of Health and Welfare
2	Labels and advertisements for food, health food, retail dairy products, cosmetic products and medicine.	Ministry of Health and Welfare
3	Advertisements for medical treatment	Ministry of Health and Welfare
4	Advertisement for human organ preservation databases	Ministry of Health and Welfare
5	Labeling of general merchandise	Ministry of Economic Affairs
6	Labels for selling seedlings	Ministry of Agriculture
7	Labels and advertisements for pesticides, fertilizers, feed, livestock and poultry breeding and genetic resources, drugs for animals, and pet food.	Ministry of Agriculture
8	Agricultural product labels for the wholesale market, retail packaged rice labels, product traceability labels, and organic food labels and advertisements.	Ministry of Agriculture
9	Agricultural product advertisements, agricultural product labels for the retail market, and advertisements of retail packaged rice	Ministry of Health and Welfare
10	Veterinarians' advertisements for the promotion of their businesses	Ministry of Agriculture
11	Tobacco and alcohol labels, advertisements for alcohol	National Treasury Administration, Ministry of Finance
12	Advertising by government authorized continuing education schools	Competent educational authority in special municipality, county or county-level city governments
13	False advertisements with respect to employment placement or employee recruitment	Ministry of Labor
14	False recruitment advertisements or brochure contents of vocational training institutions	Ministry of Labor
15	Travel services advertisements	Tourism Administration, MOTC
16	False or misleading advertisements by securities or futures enterprises	Financial Supervisory Commission

17	Advertisements causing people to wrongly assume that an advertiser who has not duly obtained certified public accountant credentials has such credentials	Financial Supervisory Commission
18	Finance-related advertisements	Financial Supervisory Commission
19	Immigration Advertisements	Ministry of the Interior
20	Real Estate brokerage Advertisements regulated by the Real Estate Broking Management Act	Ministry of the Interior
21	Cross-nation marriage matching advertisements	Ministry of the Interior
22	Cases that have been determined to be handled by other government agencies after coordinating with other agencies, or applying the "special law takes precedent over common law" principle	Other competent Authorities