ADVERTISING REGULATORY BOARD

ARBIE

A Quick-Start Guide

v1.0

The Intelligent On-line Assistant for ARB Advertising Rulings

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Welcome to ARBIE!

ARBIE (ARB Intelligent Engine) is a smart chatbot that helps you instantly search and explore advertising rulings issued by the Advertising Regulatory Board (ARB) of South Africa. Just ask a question in plain English — ARBIE does the rest.

Quick Access

🔗 **www.arb.org.za/arbie_beta**

No login required. Works on desktop and mobile. Open the link and start asking.

What Can ARBIE Do?

✅ **ARBIE Can**	❌ **ARBIE Cannot**
Search **780+ rulings** (2018–2026)	Provide legal advice
Find rulings by **advertiser, year, or topic**	Calculate totals or statistics
Give you **direct links** to ruling documents	Access documents outside of ARB
Explain rulings in **plain language**	Predict future ruling outcomes

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Try These Example Queries

Just type any of these into ARBIE and press Enter:

1. Search by Advertiser

"Makro rulings"
"Show me Planet42 decisions"
"What rulings involve Vodacom?"

2. Search by Year

"2023 rulings"
"Show me 2024 decisions"
"What happened in 2025?"

3. Search by Topic

"health product advertising"
"comparative advertising cases"
"betting advertisements"
"misleading pricing claims"

4. Combined Search

"2025 betting rulings"
"2023 health products"
"Makro rulings in 2024"

5. Follow-Up Questions

"Show me more"
"Tell me about File 4118"
"Were any of those upheld?"

Understanding Responses

Every ARBIE response includes these elements:

Icon	Element	What It Tells You
📋	**File Number**	Unique ruling ID (e.g., File 4118)
🏢	**Advertiser**	The company or brand involved
📅	**Decision Date**	When the ruling was issued

Icon	Element	What It Tells You
📌	**Status**	**Upheld** = complaint valid · **Dismissed** = complaint not valid
📄	**Summary**	Plain-language overview of the ruling
🔗	**Link**	👆 **Click to view the full ruling document**
⚠️	**Disclaimer**	Legal notice — always read this

⚠️ Important Notes

ARBIE is a Research Tool — Not a Legal Authority

⚠️ **Always read the disclaimer** at the end of each response.

ARBIE provides quick access to ruling information for reference purposes. It does **not** constitute legal advice and should not be treated as such. Always consult the full ruling document and seek professional legal counsel when needed.

💬 Getting Better Results

✅ DO

Tip	Example
Use natural, conversational language	*"Show me rulings about health products"*
Start broad, then narrow down	*"health rulings"* → *"2024 health rulings"*
Ask follow-up questions	*"Show me more"* or *"Tell me about File 4118"*
Try different phrasings	*"Makro cases"* or *"rulings involving Makro"*
Be specific when you know what you want	*"2023 upheld rulings about betting"*

❌ DON'T

Avoid	Why
Ask for exact totals (*"How many rulings in 2023?"*)	ARBIE finds rulings — it doesn't count them
Request legal advice (*"Should I file a complaint?"*)	ARBIE is not a legal advisor
Expect rulings from before 2018	The database covers 2018–2026 only
Ask about non-ARB matters	ARBIE only knows about ARB rulings

🐛 Report Issues

Your feedback makes ARBIE better. Please report if you see:

Issue	What to Look For
🚨 **Fabricated data**	Fake file numbers or invented rulings
🔗 **Broken links**	Document links that don't open
⚠️ **Missing disclaimer**	Response without the legal notice
❌ **Incorrect information**	Wrong dates, names, or statuses
🔄 **Duplicate results**	Same ruling listed multiple times

How to Report

Channel	Details
Feedback Form	ARBIE Feedback Form
Email	info@arb.org.za

When reporting, please include: **your query**, **ARBIE's response** (screenshot if possible), and **what you believe was wrong** with ARBIE's response.

Need More Help?

Resource	Where to Find It
📧 **Support Email**	info@arb.org.za

🏁 Get Started Now!

Step 1: Go to **http://www.arb.org.za/home_beta**

Step 2: Type your first question — try *"Makro ruling"*

Step 3: Explore the results and click links to view full documents

Step 4: Ask follow-up questions to dig deeper if necessary

Step 5: Share your feedback to help us improve!