

A registered pharmacy that offers to sell or supply medicines (or other pharmaceutical products) to patients and the public over the internet can apply to the GPhC for permission to display the voluntary internet pharmacy logo on its website.

### **GPhC voluntary Internet Pharmacy Logo- Conditions for Use**

Outlined below are the conditions for use of the GPhC voluntary Internet Pharmacy Logo. The conditions must be complied with in order to use the GPhC voluntary Internet Pharmacy logo.

Failure to comply with these conditions could result in withdrawal of permission to use the logo.

1. The logo will be issued by the GPhC only after verification that the request has come from the operator (i.e. owner or superintendent) of a registered pharmacy.
2. The logo can only be used on websites associated with a registered pharmacy that is offering to sell or supply medicines (or other pharmaceutical products) to patients and the public over the internet from the registered pharmacy to which the logo / register entry relates.
3. The logo will only be issued to registered pharmacies that have registered with the MHRA and are displaying the EU common logo on websites associated with their pharmacy.
4. The logo must not be replicated or duplicated or used otherwise than on the website associated with the registered pharmacy for which it has been granted.
5. Once granted, the logo must not be supplied for use by a third party.
6. No modification of the logo will be permitted and no words or additional logos may be superimposed on the logo itself.
7. The logo must not be used in any context that could be regarded as undignified or unprofessional.
8. Information contained on the website must be legal, decent and truthful.
9. The website must comply with any relevant legislation (for instance advertising of medicines to the public and electronic commerce regulations). The pharmacy must also meet our standards for registered pharmacies and demonstrate how they use our guidance for registered pharmacies providing pharmacy services at a distance, including on the internet to safeguard patients and users of pharmacy services.
10. The pharmacy website must clearly display:
  - a. The name of the owner of the business
  - b. The address of the pharmacy at which the business is conducted
  - c. Where applicable, the name of the superintendent pharmacist
  - d. Information about how to confirm that the registration status of the pharmacy and pharmacist (i.e. by contacting the GPhC)
  - e. Details of how to make a complaint about the on-line services provided.
11. The GPhC must be notified if the website is to be shut down or moved to another website address.
12. The GPhC must be notified of any change of ownership, and the new owner must apply for use of the internet pharmacy logo.
13. The £57 application fee will be paid to the GPhC when requested.