

## **DIGITAL MEDIA CHECKLIST**

The following is a list of things for you to check on your company's website and other internet assets to ensure compliance when placing unauthorised veterinary products on the UK market. It is the responsibility of the company placing a product on the UK market, to ensure that it is done in accordance with the Veterinary Medicines Regulations (VMR).

**Page headers and addresses** – These will be displayed in browser tabs and internet search engine results.

**Company background material** – This includes “about us” pages and information on individuals or groups whose activities have an impact on the company. Claims for a medicinal intent for the unauthorised products presented on the website should be removed. This includes claims such as, “We have always believed that prevention is better than cure...” and “...was developed as part of our work in treating...”

**Product descriptions** – The description of unauthorised products present on the website must not imply a medicinal capacity, such as references to detrimental states of health or make claims to restore, correct or modify physiological functions.

**Testimonials** – All testimonials and customer reviews published on a website used in the presentation of unauthorised products are considered to be the responsibility of the company administering the site, or the organisation that the website is being administered on behalf of. Consequently testimonials and reviews are treated no differently from other forms of marketing material and are subject to the same restrictions on claims.

**Multimedia objects** – Any animations, photos and video footage should be checked to ensure that their content does not imply that the products they are used in

the presentation of are intended for or can be used for medicinal purposes.

**Social media** – All social media assets (Facebook pages, Twitter feeds, forums) used in the promotion of unauthorised products are subject to the same restrictions. It is the administrator's responsibility to monitor posts to social media assets to ensure they do not breach the Regulations.

**Blogs** – “Expert blogs”, “news blogs” and responses to those postings should be reviewed to ensure that their content does not breach the regulations.

**References and links** – These include published studies, Wikipedia entries, anecdotal case studies and links to other websites containing medicinal information. If the material behind the links presents the products or ingredients in a medicinal capacity outlined above they should be removed.

**Downloadable material** – These include leaflets, product sheets, brochures, etc. Any downloadable material containing medicinal claims should be removed until it has been amended to remove those claims.

**Press releases** – All press releases should be checked *before publication* to ensure that they do not present any unauthorised products in a medicinal capacity.

Further guidance on the marketing of unauthorised products is also available on the gov.uk website by searching for “veterinary medicines guidance”.

The VMD Enforcement Team can also provide a decision on the suitability of draft material if it is referred before publication. Such enquiries should be sent to the Enforcement Mailbox at [enforcement@vmd.gov.uk](mailto:enforcement@vmd.gov.uk)