

# EUROPEAN CHARTER FOR THE QUALITY OF ONLINE PHARMACIES

A commitment to safe, accessible, and responsible digital healthcare

European online pharmacies are nowadays part and parcel of Europe's healthcare system, providing healthcare by digital means. Online pharmacies are much more than just pharmacies operating digital pharmacy services; they are not only linked to a brick-and-mortar pharmacy displaying the EU Common Logo: they are also comprehensive healthcare providers responsible for ensuring safe access, transparent information, and high-quality pharmaceutical care is only ever one click away in the digital domain. This Charter sets out the quality of online pharmacies by means of concrete points.

In all that we do as members of EAEP, the patient is at the very centre of our actions: patient safety, patient satisfaction, and the delivery of high-quality products and services are our ultimate priority and guiding principle.

1

## We operate legally under EU and national pharmacy regulations

We are a fully authorised pharmacy, registered with the respective national competent authorities. Our registration details and the official EU distance-selling logo are displayed clearly so patients can verify our legitimacy through their national competent authority, as mandated by the EU Falsified Medicines Directive. We are legally required to adhere to the same professional standards as physical pharmacies, including the clinical responsibility to dispense prescription medicines in jurisdictions where it is permitted.

2

## We supply only genuine and safe medicines

All medicines come from authorised EU wholesalers or manufacturers and comply with the Falsified Medicines Directive (including safety seals, batch tracking, and serialisation).

3

## We respect prescription requirements without exception

Prescription-only medicines are dispensed only upon receipt and validation of a legitimate prescription issued by a licensed prescriber. We follow all national and EU rules regarding telemedicine/telepharmacy and cross-border prescribing, as enshrined in the European Health Data Space (EHDS) Regulation and the Cross-Border Healthcare Directive.

# 4

## We safeguard personal and health data

We apply the highest standards of cybersecurity and data protection in full compliance with GDPR and NIS 2. Patient information, including medication history and clinical records, is processed lawfully, stored securely, and never shared without consent.

# 5

## We promote safe and responsible use of medicines

We support patients with pharmacist advice, ensure that medicines are suitable for their intended use, and take responsible actions to prevent misuse or excessive ordering. Online pharmacies have an important role to play to improve therapy adherence and medication management. The advice of licensed professionals is actively accessible via secure digital channels. This ensures that digital pharmaceutical care is equivalent in quality and expertise to traditional face-to-face consultations.

# 6

## We ensure secure, trackable, and temperature-appropriate delivery

Medicines are packed, stored, and shipped according to applicable standards. The pharmacy manager must ensure that the medicines are packaged and delivered in such a way that their quality and efficacy are preserved during shipping/courier delivery. Online pharmacies take all necessary measures to this end until delivery to the patient. Therefore, online pharmacies work with trusted logistics partners to ensure orders arrive safely and in proper condition.

# 7

## We participate in continuous quality & safety monitoring

We maintain systems for:

Reporting and managing adverse drug reactions

Conducting recalls where required

Regularly reviewing internal quality procedures

Monitoring supply chain integrity

# 8

## We champion patient rights and informed choice

Patients have the right to privacy, safety, transparency, access to professional support, and the freedom to choose a trusted and legally compliant online pharmacy anywhere in the EU. Registered e-pharmacies act as a safe haven for patients, ensuring all health-related content is scientifically sound and professionally reviewed. Every individual has the right to choose where they receive their personal healthcare. In order to guarantee this right, the same rules must apply to all pharmacies, regardless of their form. Discrimination or disadvantage of any kind against online pharmacies not only restricts them, but also curtails the right to free choice of pharmacy. The right to free choice must apply without exception, across the board and without restrictions.

# 9

## We advance equitable healthcare access

Online pharmacies are key facilitators of equitable healthcare access, breaking down geographic, mobility, and information barriers to ensure that all consumers—including vulnerable groups such as immobile people, chronic patients, or those that live in rural areas — can obtain safe and appropriate medicines at lowest possible cost.

# 10

## We provide flexible services tailored to patients whenever needed

Thanks to their digital nature, online pharmacy services can be accessed flexibly. They are tailored to patients in terms of time and location and provide care exactly when and where patients want it. Whether on the go, at the office or at home on the sofa, online pharmacy services can be accessed anytime, anywhere and are as flexible as the lives of patients themselves.