[X]

Date : May 27th 2021
Subject : EHA2021 Virtual Congress, Amsterdam, 9-17 June 2021

Dear [Mr Y],

Herewith we confirm our understanding regarding the compatibility of the EHA2021 Virtual Congress, 9th – 17th of June 2021 (hereafter Congress) with the Dutch regulation on pharmaceutical advertising.

The Congress is primarily aimed at the healthcare professionals. It only offers scientific sessions, no sessions for the general public. The attendants are mainly medical professionals that are qualified to prescribe and/or supply prescription medicines. Scientists, Lab Specialists, Nurses and other professionals without this qualification have an interest to attend the scientific sessions of the Congress. We agree on the interest that these professionals have access to the information regarding medicinal products.

Since the Congress will take place in a virtual form the circumstances are different compared to a large-scale international conference that takes place in a physical form. The technical possibilities make it easier to completely screen off the small group of attending non-healthcare professionals from advertising claims.

We have concluded from the extensive information we have received in the context of the request for advice that all (technical) measures have been taken to avoid that non-prescribers have access to areas where pharmaceutical advertising might occur.

It remains important that pharmaceutical companies can identify non-prescribing professionals when they interact with them. Pharmaceutical companies are aware that they can inform non-prescribing professionals about their products, but that they cannot promote them. A simple identification of non-prescribers will help pharmaceutical companies to select the materials they can provide to these professionals in their interaction (which also applies to industry (satellite) symposia).

According to the working arrangements we have with the Dutch Inspectorate of Health, it is our competence to develop standards how to comply with the regulation on pharmaceutical advertising. We develop these standards in mutual harmonisation. The Inspectorate respects our assessment of a proposed operation (like the Congress). Therefore, you can use this confirmation as an official assurance to the industry sponsors how the regulation on pharmaceutical advertising will be applied in relation to the Congress. Further, we are prepared to support you with your explanations to sponsors and participants regarding the

advertising rules according to the European Directive on medicinal products and Dutch medicines Act.

For any further explanation, please do not hesitate to contact us.

Kind regards,

CGR