

## Guidelines on the use of the Ethical Committee for the Pharmaceutical Industry's name and logos

The Ethical Committee for the Pharmaceutical Industry (ENLI) is an industry self-regulation committee, which has been set in place by The Danish Association of the Pharmaceutical Industry (Lif), The Danish Generic Medicines Industry Association (IGL) and The Danish Association of Parallel Distributors of Pharmaceuticals (PFL), with a wish to ensure a professional and highly ethical contact and cooperation between the associated pharmaceutical companies and health care stakeholders.

ENLI serves as a voluntary supplement to the control carried out by the Danish authorities regarding compliance with Danish legislation. ENLI's code of practice includes regulation that in some cases go significantly beyond Danish law, which reflects that the affiliated companies have a strong focus on ethics.

The purpose of ENLI is to ensure a professional, objective and independent cooperation between the associated pharmaceutical companies and health care stakeholders. Furthermore, the purpose is to ensure transparency on the affiliated companies' cooperation with their stakeholders. ENLI's work and name is thus connected with a strong focus on ethics and professionalism for the regarded activities.

### *Use of ENLI's name and logos in a commercial context*

#### § 1

Use of ENLI's name and logos in a commercial context always requires a prior agreement with ENLI.

### *Use of ENLI's certification mark*

#### § 2

*Sec. 1.* The following certification mark can be used by ENLI-affiliated companies or associations, cf. the regulations hereof:



*Sec. 2.* ENLI's certification mark reflects a voluntary control, whereas the company or association has a strong focus on ethics and professionalism in the cooperation with relevant health care stakeholders.

*Sec. 3.* The certification mark can be used in connection with activities which ENLI controls, e.g. combined with a notification requirement of the activity to ENLI for the purpose of randomized control.

*Sec. 4.* Use of the certification mark always requires a prior written agreement with ENLI.

*Sec. 5.* The certification mark may be used in connection with the companies and the associations' activities to relevant partners in health care, which falls under the rules, controlled by ENLI.

*Sec. 6.* The member companies and associations will not be charged a fee for the use of the certification mark, as this is considered a part of the affiliation with ENLI.

*Sec. 7.* ENLI's certification mark is registered with the Danish Patent and Trademark Office as a common label, cf. No. FA 2015 00007.

#### *Monitoring the use of ENLI's name and logos, including certification mark*

##### *§ 3*

ENLI carries out random checks on companies and associations use of ENLI's name and logos, including the certification mark, to investigate whether this is in accordance with the agreed provisions.

##### *§ 4*

Using ENLI's name and logos, including the certification mark must never:

- a) give the impression that an activity is approved by ENLI, unless an approval from ENLI has been granted
- b) give the impression that ENLI is responsible for the activity

##### *§ 5*

The name and logos of ENLI must not be changed (color, layout, proportional aspect ratio, etc.) by use thereof.

##### *§ 6*

ENLI will draw up a list of companies and associations approved by ENLI to use ENLI's name and logos, including the certification mark.

#### *Termination and revocation*

##### *§ 7*

Upon termination of the affiliation with ENLI, the right to use ENLI's name and logos, including the certification mark will also terminate.

##### *§ 8*

ENLI may immediately revoke a permission to use ENLI's name and logos, including the certification mark, if the company or the association has used them in violation of the agreed or otherwise has caused damage to the reputation associated with ENLI's name and competence.

### *Responsibility and liability*

#### § 9

If using ENLI's name and logos, including the certification mark, is in breach of current conditions, anyone can demand that ENLI makes claims against the offender, just as any to ENLI affiliated company and association, as well as others who may have permission to use ENLI's name and logo, that becomes aware of a violation, immediately must notify this to ENLI.

#### § 10

ENLI shall in no event be liable for affiliated companies and associations and others who may have permission to use ENLI's name and logo, business interruptions, loss of business profits or similar indirect loss by using ENLI's name and logos, including the certification mark.

### *Appeals*

#### § 11

Affiliated companies and associations, as well as others who may have permission to use ENLI's name and logo, can appeal decisions on the use of ENLI's name and logos, including the certification mark to the steering committee of ENLI.

### *Notification of changes and entry into force*

#### § 12

These guidelines are continuously revised. To the extent ENLI determines that a review of conditions substantially change the obligations, the affected companies and associations will be informed of the change. The applicable conditions are always available on [www.enli.dk](http://www.enli.dk)

#### § 13

These guidelines shall enter into force on 13 May 2016.