ETHICS CODE
REGARDING THE PROMOTION–- SALES OVER THE INTERNET OF CONSUMER HEALTH PRODUCTS
and in particular:
foods & beverages, cosmetics, drugs or dietary supplements.

CHAPTER 1. INTRODUCTION – SCOPE OF THE CODE

1.1 The present code:

- sets forth the ethics principles to be observed by a website promoting and/ or selling foods, beverages, dietary supplements, or drugs, in order to ensure a high ethics level in respect with the protection of consumers rights, and thus those of the relevant market as well.
- It concerns both passive websites (not carrying out sales or other commercial transactions with consumers), and active ones (carrying out such transactions).

1.2 It may be implemented / used in the design of a new website or the improvement of an existing one, or it can even be used to ensure compliance with a necessary ethics in a website, where this is required by the Law, under contracts or any voluntary or optional commitment of any other manner.

1.3 The present code may be also implemented to serve the purpose of confirming the ethics quality of a website and displaying it to any third parties interested, through the obtainment and maintenance of the relevant trust sign. In general terms, it is to the benefit of companies carrying out their activities over the Internet to display a trust sign, which denotes that the given company has committed itself to operate its website in compliance with specific principles and that it is constantly being controlled.

1.4 The code contains generic requirements. Hence the scope, purpose, field of application and method of implementation of and compliance with the present code may vary from business to business, and constitute a separate option of the owners of different websites. However, this must take the following into consideration:

1.4.1 the present ethics code under goes regular amendments, always adapting to the needs arising, hence the company is required to carry out a regular review of the methods used in order to attain compliance with the code, and implement the respective amendments, as required;

1.4.2 the code does not pursue neither a limitation of the creativity of e-promotion and e-sales methods, nor their uniform presentation, but rather solely the prevention of bad practices harming the ethics and the morale of the relevant market, resulting in negative financial effects;

1.4.3 the implementation of the code may lead to significant marketing tools, especially if the obtainment of the relevant trust sign is pursued; However, it should not only be the benefits guiding the implementation of the code, but mainly the philosophy and practice that by promoting a high ethics level, the company can ensure a more permanent and effective relation with consumers, thus to pursue the attainment of its business goals each time in a more effective manner;

1.4.4 implementation of the code is voluntary except for the cases where parts of the code (or even the whole code) have been integrated in or reflect legislative, contractual or

other obligations. From the time the company has accepted the code (voluntary compliance with it) the provisions set forth in Chapter 2 enter into force.

CHAPTER 2. GENERAL CODE PROVISIONS

2.1 Companies involved in e-commerce and falling within the scope of Chapter 1, voluntarily commit to implement the provisions of the present Code.

2.2 Businesses agree with being audited in terms of compliance with the present code by an external body where all involved parties, and necessarily those participating in the core group creating this code, shall be equally represented. This body shall be responsible for:

- formulating principles ensuring the objectivity and transparency of its operation;
- awarding "trust signs" (provided these have been created) to websites meeting the conditions;
- controlling compliance by websites bearing the "sign";
- examining consumer complaints and intervening towards their settlement;
- imposing sanctions to those websites not complying;
- renewing the code at regular intervals, adapting to recent financial, social and legislative developments.

2.3 Companies commit themselves to adapt their method of compliance with the code to any amendments to the latter, and immediately comply with any instructions given by the independent body referred to under point 2.2.

2.4 Companies that are consistent in their compliance with the present code, shall be notified to consumers in any possible manner as reliable e-sales companies.

2.5 The companies agree with the imposition of sanctions to all those in breach of the principles of the present code. Sanctions shall be imposed by the audit body responsible for ensuring compliance with the code, and they shall include the following subsequent actions:

- immediate conformity notification to the company;
- removal of "sign", if there is one;
- publicization of the name of the non compliant company;
- application of other legal procedures provide for by Law should the company continue with the same practice.

CHAPTER 3. GENERAL PROVISIONS REGARDING THE PROMOTION – SALE OF PRODUCTS

3.1 Any company promoting or selling products over the Internet, must implement the relevant national and Community provisions, and display the following in its website[1]:

i. general information about the company;
ii. information to consumers prior to the conclusion of the sales contract;
iii. information about the protection of personal data;
iv. information about the security of the website;
v. information about observation with legislation on:
   - product safety;
   - health-safety of workers;
   - child labor;

[1] See Appendix to the Code.

- protection of the environment;

Individual requirements with regard to the above are listed in the Appendix, which is an integral part of the present Code.

3.2 The website must comply with all safe use specifications and be highly reliable.

3.3 It is mandatory for the websites of companies established in Greek territory to display all information in Greek, while it is optional to have the information listed in any other language they wish (preferably one of the official European Union languages).

3.4 In case an award won by a website is presented, the evaluation and awarding criteria (or references to them should be made), the organization granting the award along with its commercial liaisons, the body accrediting such organization and any other data that can provide consumers with objective information about the reliability of such award must be provided.

CHAPTER 4.: GENERAL PROVISIONS REGARDING THE PROMOTION - SALE OF FOODS – BEVERAGES-DRUGS-COSMETICS – DIETARY SUPPLEMENTS

4.1 ARTICLE 1

Companies – businesses involved in the manufacturing, production, distribution, trading or supply of foods, beverages, drugs, and other pharmaceutical products, cosmetics, dietary supplements for sale or trading, due to the special nature of such products and the dangers the present to the health of consumers, are required to comply with additional and more specific specifications, standards and rules set out under relevant legal provisions.
In order to achieve a high level of protection of human life and health, companies are required not only to comply with the general human life and health safety requirement, but in addition to comply with the more specific regulations set out per category, taking into consideration the delicate nature of certain products.

4.2 ARTICLE 2

The company must implement the provisions of Article 2 (7) of Law 2251/94 or any amendments thereto, placing particular emphasis on the prohibition of a liability disclaimer excluding or significantly limiting the company's liability.

4.3 ARTICLE 3 (PRODUCT SAFETY)

The company must clearly and objectively meet any of the following needs that relate to the type of its products and activities:

I. Statement of compliance with applicable legal provisions regarding the products being displayed (e.g. labeling, presentation, packaging, qualitative or quantitative composition, etc.), namely with the most specialized provisions of Greek and Community Law, as well as with international technical standards concerning consumer health and safety, and, where possible, the statement must mention or refer to the relevant applicable legislation.
II. Listing of numbers representing the licenses required by Law, such as, establishment operation license, goods transport license, vehicle sanitary license, etc.
III. Listing of the marketing authorization numbers for such products granted by the competent State authorities (or other relevant necessary numbers).
IV. Provision of information in the context and to the extent that these are required (or may be used) to prove the safety of products, or, are related to issues directly or indirectly affecting such proof, such as:
    - the company's infrastructure (buildings, equipment, support services, etc.);

- the qualification of human resources, and more specifically, their educational background, training, experience, and other skills;
- the working environment / conditions.

V. Supply of information concerning the methods used for assuring product safety, and only to the extent that these are related to recognized practices falling within the scope of the institutional or regulatory framework governing the specific products and market. Relevant information must be easily verifiable and not be misleading consumers. More specifically, when certificates regarding or any other sort of attestation to methods/ practices are listed, attention must be paid to:

- their scope of application;
- the competent body for controlling their implementation and verifying them;
- the date of implementation and entry into force;
- the possibilities of verifying the veracity and accuracy of the information listed;
- the possibility of informing the relevant body should there be any discrepancy between such information and other necessary data, as the case may be.

VI. In case of a product quality or safety assurance system [2] or in any other case concerning product safety and health, information must be accompanied by:

- clear reference to the primary relevant studies (e.g. risk analysis) or in general, by bibliography references concerning the risk reduction methods used; where possible, relevant digital references to such information shall be provided;
- reference to the main records kept and related to their safety;
- reference to the time periods for which such records are kept.

VII. In the event of reference to a certified management system or any other certificate/ attestation not related to the safety or quality of products, but which may, however, be relevant [3], it must be made clear that the certification referred to does not affect/ relate to product quality and safety.

VIII. Reference to the product trading conditions, guaranteeing their safe transport and delivery and minimizing the possibility of risks.

IX. Description of the withdrawal program in place and determination of the conditions - time for its activation. In the event of inappropriate products:

- the ways provided for by the company for the mass return of such products must be determined (collection, refund, return time, etc.);
- there must be a special area in the website listing the products to be withdrawn;
- it should be possible to immediately notify customers (be e-mail or phone) that might have already received withdrawn products.

X. Possibility of informing the company on the state and integrity of the products received (broken bottles, spoiled food, etc.).

XI. The filing of complaints accompanied by telephone numbers/ e-mail/ addresses to:

- the competent State authorities and regulatory bodies[4]
- consumer associations.

[2] ISO 9001, ELOT 1416/HACCP, N.E3/833, GMP/ GHP

[3] ISO14001, OSHAS18001, etc.

[4] Single Food Control Authority, National Organization of Pharmaceuticals, Research Center for Biomaterials, ISO 9001/HACCP CERTIFICATION AUTHORITIES, etc.

4.4 ARTICLE 4 (RELIABILITY OF INFORMATION PROVIDED – ADVERTISING)

The following are required:

I. Clear distinction between advertising – commercial communication and information / consultation.
II. Clear distinction between information addressed to specialists (e.g. doctors) and information addressed to non specialized public (e.g. patients).
III. Supply of information on the capacity and reliability of persons providing information in the website, through chat or direct electronic messages.
IV. Information to customers on the existence of any relation of commercial interest between the website and the advice/ information possibly supplied.
V. That advertisements are not misleading in terms of the information they supply, and in particular:
    - the product features, price, factors affecting it;
    - the terms in accordance with which products and services are provided;
    - the capacity, features and rights of the party being advertised.
VI. The persuasiveness of the advertisement must not be based on:
    - the words of people attributed a non existent scientific capacity;
    - its presentation in the form of press research or scientific announcement;
    - the reference of scientific terms or research results, etc., in an attempt to provide to the advertisement an unreal scientific basis.
VII. The advertising must not be unfair and basically it should not create an image of an excessively attractive offer to children, young people and the most vulnerable population groups.
VIII. Avoidance of reference to scientific research not performed on the specific product, and which, as the supplier argues, document the efficiency/ safety of the product, because it is not possible for non specialists to assess the objectivity and reliability of such research, which, given these circumstances, consists deception.
IX. The advertising of the operational properties of products must be made concurrently with a presentation of any possible side effects, unwanted effects or any other negative effects (caused either by excessive consumption or not).
X. The technique of Frequently Asked Questions (FAQs) or the presentation of selective historical, social, financial or other information in such a manner so as to directly or indirectly advertise the products should not be used, and in particular when their features are banned under paragraphs 4.4.I to 4.4.IX above.

4.5 ARTICLE 5 (INFORMATION TO CONSUMERS PRIOR TO THE CONCLUSION OF THE SALES CONTRACT)

Before any buy and sell transaction, the company must provide the following information, in addition to the general information listed in Appendix I:

i. Regarding the product

a) full description of its qualitative and quantitative features, such as name, type, dimensions, weight, quantity, origin (e.g. vegetal, animal, etc.);
b) reference to any possibly applicable maximum consumption limits in conjunction or not with the consumption of other products;
c) information on any possible interactions with other products, when it can be reasonably foreseen that any given product shall be used in conjunction with other products;
d) submission of product labels that must comply with applicable legislation and provide the required information about the type/ weight/ nutritional value/ life time/ ingredients, etc.;
e) reference to the packaging and the container (paper, glass, etc.);

ii. regarding the production conditions:

a) whether it is an organic, conventional or genetically modified product;
b) reference to the place of production – origin of the product;
c) reference to the product and production method certification procedures and results (number and scope of application of certificates, and other mandatory information, pursuant to the regulatory framework), if applicable, including the information required for organic products, marketing licenses, the numbers and issue and expiry dates of quality or safety management systems, etc.

iii. regarding the use of the product

a) clear instructions on the safe use, conservation, maintenance and full use of the product;
b) information on possible risks in its use and conservation;
c) indication of the appropriate measures to take in order to avoid thoughtless, incorrect, or unnecessary use and to decrease the effect of such use;
d) reference to the group of people to which the product is intended;
e) reference to the population subgroups exposed to danger due to the consumption of the product, such as children, phenylketonurics, people allergic to certain substances, etc.;
f) expiration date.

CHAPTER 5 : "SPECIAL PROVISIONS PER PRODUCT CATEGORY"

5.1 ARTICLE 6 (PHARMACEUTICALS)

5.1.1 The presentation and marketing of pharmaceuticals must comply with the legislated principles applicable to their marketing, labeling methods, and to the respective instructions inserts, as these are set forth in Ministerial Decision Y6a/776/23-6-1993 (Government Gazette Issue No. 536/20-7-93) or any other relevant legislation. Particular attention must be paid to compliance with the requirements of Part III (Chapter II) of the aforementioned Ministerial Decision Y6a/776 (Articles 21-23), by means of which Directive 92/28/EEC is harmonized or with other requirements under national or European legislations on the advertising and marketing of pharmaceuticals to consumers/ the public , including Directive 2001/83/EC, as well as to the clear separation of advertisements aimed at professionals of the sector from advertisements targeted at the public, excluding any possibility of the public receiving messages addressed to professionals.

5.1.2 In any case, the advertising and marketing (sale) of the following over the Internet is prohibited:

- pharmaceuticals that are sold on a doctor's prescription;
- pharmaceuticals containing psychotropic or narcotic substances, as set forth in international conventions, pursuant to the provisions of the applicable national and Community legislation, and provided no other relevant prohibition has been established by the National Organization of Pharmaceuticals.

With regard to prescribed drugs, their advertising and/or trading (sale) is allowed under the following conditions:

- there is not a provision under Greek or Community legislation establishing relevant prohibitions;
- all required marketing licenses have been granted pursuant to Greek or Community Law (providing clear relevant information in the website);
- all the information in a drug advertisement must correspond to the information included in the brief description of the product's characteristics;

- advertising must not be misleading and it must promote the rational use of the specific drug, presenting in an objective manner without exaggerating about its properties;
- written information is provided to customers in the website concerning:
    - preference over drugstores or other bodies authorized to sell drugs, that also own conventional stores;
    - that drugs should be purchased only after consumers have verified or checked in any other manner the identity and reliability of any electronic supplier;
    - the existence of a relevant National Organization of Pharmaceuticals circular – provision banning in genarl the trading, sale and marketing of drugs over the Internet.

5.1.3 Pursuant to paragraphs 5.1.1 and 5.1.2 the advertising of pharmaceuticals targeted on the public must conform with Law. More specifically, advertising must not:

- make consultations with doctors seem unnecessary, making diagnosis or suggesting treatment by mail;
- imply the equivalence/ superiority of the preparation being advertised to others, the absence of side affects, as well as that it can lead to an amelioration of consumers' health;
- imply that the safety and efficiency of the product lies in the fact that the substance being advertised is natural;
- be exclusively or principally addressed to children;
- equate pharmaceuticals to foodstuff, cosmetics or other consumption goods;
- make reference to recommendations by scientists, health professionals or other famous people that, due to their popularity, can promote the consumption of pharmaceuticals;
- reassure, in an excessively alarming or misleading manner, about the attainment of cure;
- use, in an excessively alarming or misleading manner, visual representations of alterations to the human body due to diseases or injuries, or of the action of any pharmaceutical on the human body or parts thereof.

The distribution of free samples, as well as offers are prohibited.

5.1.5 In the event of the promotion of pharmaceuticals that are sold only on a doctor's prescription (or that are not sold on a doctor's prescription but their advertising to the public is not allowed) in a relevant independent e-zine (electronic magazine) (addressed to professionals) to which there is possibility of access by the public, the information presented must include clear indications to the effect that "the information presented is intended only for professionals, and that use of such information by non professionals/ the public is dangerous for them due to any possible misinterpretation caused by the lack of scientific and technical knowledge about pharmaceuticals and their activity".

5.1.6 Under no circumstances is the presentation of information, such as European public reports on pharmaceuticals evaluation, product properties summaries, instructions inserts, etc., allowed in such a manner so as to be of an advertising nature.

5.1.7 It should be clear to users when they exit one of the company's websites or websites funded by such company or when they enter websites belonging to the company. It must also be clear where prescription information can be found, while information related to the product's name, active substances, etc., must be of appropriate length to ensure easy reading.

5.2 ARTICLE 7 (DIETARY SUPPLEMENTS)

5.2.1 Relevant companies are required to comply with the applicable European and national legislation, including Directive 2002/46/EC, and specifically with the provisions applying to the electronic presentation or sale of products. Particular attention must be paid by companies when they advertise dietary supplements, so that they do not attribute to products nor mention properties regarding the prevention of or treatment for a human disease.

5.2.2 In the event that a product is labeled as a dietary supplement, then information must be provided about he source establishing that the preparation being promoted and offered is indeed a dietary supplement, and the relevant licenses issued by competent authorities (e.g. numbers of marketing authorizations issued by the National Organization of Pharmaceuticals, the General State Chemical Laboratory or other competent domestic or foreign authorities).

5.2.3 Within the framework of the requirements under paragraph 5.2.2, clear reference must be made to the authorization or license number regarding their marketing on the Greek or European market, as well as to the name of the authority granting such license.

5.3 ARTICLE 8 (FOODS (& BEVERAGES))

5.3.1 Foodstuff companies must comply with the applicable provisions of Greek and Community legislation on foods and beverages (Code of Foods and Beverages, Sanitary Provisions, Veterinary Code, non harmonized but applicable EU directives, Regulation (EC) 178/2002, Joint Ministerial Decision No. 487/2000, etc.), to the extent that they apply to the electronic presentation or sales of products. Particular attention must be paid to the following:

I. Food companies are responsible for ensuring the safety of the foodstuff they supply to consumers.
II. All foodstuff marketed on the market must comply with special national and Community provisions governing their safety.
III. Unsafe foodstuff may not be marketed. Foodstuffs are considered unsafe particularly when:
   - they are harmful to health (e.g. when they have short term negative effects such as the ones usually brought about by microbiological or natural risks, or long term effects such as those of chemical risks);
   - they are inadequate for human consumption (e.g. spoiled foodstuff).
IV. Food companies ought to provide consumers with any possible information about preventing negative effects on their health, by taking the following into account:
   - all possible direct and/ or short term and/ or long term effects of a given foodstuff on consumers health;
   - any possible accumulated toxic effects;
   - particular health sensitivities of a certain consumers group, when a foodstuff is intended for such group;
   - the cases of negative effects due to short or long term excessive consumption, indicating the suggested limits (e.g. excessive consumption of fats and oils).
V. Any statement or advertising of any foodstuff directly or indirectly implying the following about the said foodstuff is prohibited:
   - that the given foodstuff has properties that it really lacks when used;
   - that the given foodstuff is appropriate for preventing or curing diseases.
VI. Any statement about or advertisement of a foodstuff implying directly or indirectly that such foodstuff is particularly high (or low, as the case may be) in one or more of its main nutrients, or that it is particularly high or low, as the case may be, than usual in such nutrient(s) without the approval of the competent State authority (Supreme Chemistry Board, National Organization of Pharmaceuticals, etc.) is prohibited.
VII. Alcoholic beverages companies must have in place systems preventing the ordering of their products by minors.

VIII. Alcoholic beverages companies must list the alcohol content and the anticipated effect on humans as a function of the quantity consumed and the time period in which such quantity has been consumed (with attached precaution and prevention instructions).

IX. Should it be mentioned that the product has been checked (or that controls are effected on the products) then the control points, methods (e.g. standards, etc.) must be stated, and there must be a statement about the keeping of relevant records (accompanied by the explanations required in each case).

X. Should the quality of a foodstuff – beverage be advertised, clear information must be furnished about the specific quality characteristics of the given foodstuff – beverage that the company considers to attribute to the product the property of a high quality product, and all relevant statements must be accompanied by objective information providing proof of such quality.

5.4 ARTICLE 9 (COSMETICS)

5.4.1 Cosmetics manufacturing – marketing companies are responsible for the safety of their products, as well as for compliance with Greek and Community legislation (Directive 76/768/EEC, and amendments thereto, including the relevant circulars of the National Organization of Pharmaceuticals) in the framework of the electronic presentation – promotion of their products.

5.4.2 At least the following information in Greek must be clearly stated in the website with regard to each product being promoted or on sale:

I.
- product and company name;
- quality composition, as this is listed on the product packaging, and always in compliance with the requirements of applicable legislation;
- quantitative composition regarding the substances that have been classified as dangerous under Directive 67/548/EOK (and any possible amendments thereto);
- information about side effects (frequency and type) when these appear under normal use conditions;

II.
- instructions for use;
- conservation instructions;
- special use precautions.

III. the way in which records for any given product are kept, the number of the operation license of the laboratory preparing it (for domestic products), and the representative (for imported products);

IV. any other information listed on the product label.

5.4.3 In offers regarding the sale of cosmetics or cosmetics advertisements, the text, names, marks, pictures, or other symbols, illustrative or not, must not be used to attribute to such products properties they lack or that cannot be proven through independent and reliable sources, and any positive or negative claims must comply with applicable legislation.

APPENDIX

I. General information about the company

- Full data, such as: name, owner – supplier name, physical address, telephone and fax numbers, e-mail address;
- customer service telephone numbers and working hours;
- registration number regarding registration with the registers of the public surveillance authority, tax offices and the professional association in which it belongs.

II. Information to consumers prior to the conclusion of the sales contract

Before consumers do anything, they must be clearly informed about:

- the product final price, including all charges (particular emphasis being placed on any taxes, such as VAT, transport expenses, etc.);
- the possibility of choosing the terms of payment;
- receiving a relevant receipt/ other document along with the merchandise, or that the full information of their ordered shall be sent to them electronically in a printable format;
- the case of a higher telecommunications cost for accessing and using the given website, should this be the case when using certain possibilities provided in the website;
- the duration of validity of the cited offer or price;
- the possibility of canceling or editing the order;
- the tentative date of delivery of their order;
- the fact that a confirmation of their order items shall be sent to them;
- the tentative date of reception of the products;
- any possible delays in the delivery of the products;
- the new delivery date;
- the product return policy;
- after sales guarantee;
- the complaints policy and the customer service procedure;
- the possibility of a refund should there be any problem;
- existing out of court settlement arrangements in Greece[5], as well as about those applying to cross-border disputes, at European [6] and international [7] level;
- Courts competent for the judicial settlement of any possible disputes;
- the filing of claims – complaints, accompanied with telephone numbers/ addresses, with:
  - competent State authorities;
  - consumers associations.

III. Information about the protection of personal data

[5] - Amicable Settlement Committees of the various Prefectures
- Amicable Settlement Committees of Public Utilities Companies
National Ombudsman: tel: 210 72 82 9600 fax 210 72 92 129 www.sinigoros.gr/
- Bank Ombudsman: tel 210 33 76 700 fax 210 32 38 821 e-mail: contact@ bank-omb.gr http:// www. bank-omb.gr/

[6] European Out of Court Dispute Settlement Network: tel 210 3841 773, fax: 210 3829 640, e-mail: info@efpolis.gr http://www.efpolis.gr

[7] Ms. Kyriakopoulou, tel: 210 3821 618, fax: 210 3803 422 e-mail: kyriako@gge.gr www.econsumer.gov (American website)

The following are to be ensured through the following information and resulting actions:

- collection of only absolutely necessary data and within the applicable legal framework;
- keeping of such data only while they are of need to the company and for the time period to which the consumer has consented;
- provision to consumers of the possibility to revoke at any time their consent regarding the processing of their personal data;
- access/ security policy and privacy policy;
- the consumer must be asked whether they consent to any possible use of their data for marketing purposes;
- the consumer must be asked whether they accept cookies;
- the consumer must be asked whether they wish to go to links with similar products/ services and/ or receive electronic advertisements;
- spaming is not allowed without the consumer's prior consent.
- Consumers must:
    - have access to their personal data stored in the website at any time;
    - be have access to them and be able to edit them;
    - be able to receive information about their use by the company.

IV. Website reliability - safety

The following are to be ensured through the following information and resulting actions:

- multiple order confirmation by customers (triple click);
- clear final status of order;
- Safe connection. Distinct data concerning the safety of connection and of the relevant information (e.g. safety protocol, safety certificate, etc.);
- website reliability (resolution of issues regarding website instability, activation or incomplete connection, dead end websites and websites under construction, etc., to the extent that such issues may mislead consumers);
- system protecting against the sending of incorrectly completed forms;
- indication of the date of last update of the page; indication of the frequency with which the site is updated;
- not necessary display of advertisements covering the website text;
- a way of confirming that products are purchased by adults.

V. Corporate social responsibility

The following are to be ensured through the following information and resulting actions:

- Statement of compliance with legislation regarding:
    - safety of products;
    - the health and safety of employees;
    - child labor;
    - protection of the environment.

Clear reference to whether the website may be used by the disabled.