

# GAC Advice Response Form for Applicants



The Governmental Advisory Committee (GAC) has issued advice to the ICANN Board of Directors regarding New gTLD applications. Please see Section IV, Annex I, and Annex II of the [GAC Beijing Communiqué](#) for the full list of advice on individual strings, categories of strings, and strings that may warrant further GAC consideration.

Respondents should use this form to ensure their responses are appropriately tracked and routed to the ICANN Board for their consideration. Complete this form and submit it as an attachment to the ICANN Customer Service Center via your [CSC Portal](#) with the Subject, “[Application ID] Response to GAC Advice” (for example “1-111-11111 Response to GAC Advice”). All GAC Advice Responses must be received no later than 23:59:59 UTC on 10-May-2013.

## Respondent:

Applicant Name	National Association of Boards of Pharmacy
Application ID	1-1040-55064
Applied for TLD (string)	.PHARMACY

## Response:

In its Beijing Communiqué, the ICANN Governmental Advisory Committee (GAC) identifies the “Health and Fitness” sector, including .PHARMACY, as a regulated industry to which additional safeguards should apply. National Association of Boards of Pharmacy (“NABP”) agrees, and would like to affirm to the ICANN Board our commitment to operating the .PHARMACY gTLD in a manner that reflects our longstanding commitment to promoting public health and patient safety.

NABP is an impartial professional organization that supports the state boards of pharmacy in creating uniform regulations to protect public health. Specifically, NABP recognizes the ongoing and critical need for patients’ medications to be managed by a licensed pharmacist, and for their medications to be appropriately sourced through safe channels, in accordance with applicable laws and standards of care and in order to protect and serve the collective interests of patients as consumers.

NABP plans to operate .PHARMACY in line with this core mission of promoting public health and patient safety. Because the means to easily recognize safe online pharmacies is important for consumers worldwide, NABP will make the new domain available to legitimate online pharmacies and related entities that are located in the United States as well as in other countries. This will create a trusted, hierarchal, and intuitive namespace for legitimate Internet pharmacies and other prescription drug related entities worldwide, including but not limited to:

- Independent community pharmacies,
- Chain pharmacies and any retailers offering pharmacy services,
- Internet pharmacies,
- Pharmacy benefits management companies,
- Veterinary pharmacies,
- Schools and colleges of pharmacy and continuing professional education providers,
- Wholesale drug distributors,

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- Pharmaceutical manufacturers,
- Durable medical equipment, prosthetics, orthotics, and supplies providers,
- Prescription drug-related patient advocacy and consumer education groups,
- Prescription drug information and pharmacy referral sites, and
- Medical professionals advertising services related to a prescription drug.

As such, the .PHARMACY gTLD will provide a powerful tool to educate consumers, distinguish legitimate Internet pharmacies from the thousands of rogue Internet drug outlets, and reinforce the value of purchasing medications only from trusted online sources. A total of 19 organizations have already expressed their support of NABP's vision and plan for operating .PHARMACY.

Through its Advisory Committee, NABP will work with members of the pharmacy community to establish core (common) standards of operation that will be required of all domain registrants within the .PHARMACY gTLD, consistent with the purpose of the .PHARMACY gTLD and the mission of public health. This will include the development of guidelines for vetting each Internet pharmacy or other prescription drug-related entity applying for a .PHARMACY name and the development of a code of conduct and a set of best practices for the .PHARMACY gTLD.

NABP will operate .PHARMACY using a tightly controlled registration policy, that restricts second-level registrations within the gTLD to licensed pharmacies and prescription drug-related entities that are in good standing and in compliance with all applicable laws in the jurisdictions in which they dispense, ship, or sell medications and that agree to conduct business according to all standards of operation. In doing so, we can ensure that all operations within the gTLD will be conducted in line with a strict code of conduct that includes prohibitions against the following types of activity:

- Infringement of intellectual property,
- Online fraud,
- Engagement in spam,
- Harassment,
- Installation of viruses or malicious code, and
- Provision of incomplete or inaccurate registration data.

Additionally, a restricted registration policy allows NABP to assure pharmaceutical consumers that medications sold in .PHARMACY will be sourced through safe channels and that any health or medical data collected within .PHARMACY will be done using appropriate security controls and with adherence to online privacy standards. In doing so, NABP aims to create a safe online space for consumers, free from many of the risks associated with buying medicine online.

Under the proposed plan, NABP and stakeholders would also implement steps to educate consumers and build recognition and trust in the .PHARMACY gTLD. The consumer education campaign would seek to make .PHARMACY the recognized sign of a legitimate, safe, trusted Internet pharmacy, just as many Internet users now recognize .GOV as an official site of a US government agency, or .EDU as an official Web site for an institution of higher education. Building consumer trust in the proposed .PHARMACY gTLD will help protect consumers by empowering them with the knowledge to locate legitimate Internet pharmacies and to avoid illegally operating Internet drug outlets. In the words of NABP president, Michael A. Burleson, RPh. "The ultimate benefactors of NABP's vision for this new gTLD will be the health care community and patients worldwide, who will be assured that all pharmacy sites ending in the .PHARMACY gTLD are safe and legitimate... By vetting .PHARMACY registrants for compliance

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with international standards, NABP seeks to protect patients worldwide from the health risks that can result when drug sellers circumvent supply chain safeguards.”

Finally, given NABP’s longstanding commitment to public health, we maintain relationships with pharmaceutical regulators, standard setting bodies, and law enforcement agents, both within the United States and globally. In developing its .PHARMACY proposal, NABP has partnered with international regulators, pharmacy organizations, and law enforcement agencies that share our concern about illegal online drug sellers distributing products that endanger patient health. NABP has worked with these actors in setting the standards of operation for registrants within .PHARMACY and will continue to engage these entities in conjunction with the operation of the .PHARMACY gTLD.

We hope this response to the GAC’s Beijing Communiqué quells any concerns that the Board might have in association with the .PHARMACY gTLD. We invite further dialogue with the Board if it has any remaining concerns regarding NABP’s .PHARMACY application.

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(1) Today, the vast majority of Web sites selling prescription drugs online are doing so illegally – many of them selling unapproved, substandard, and counterfeit medicine. NABP recently reviewed nearly 10,000 Internet drug outlets selling prescription medications and found nearly 97% to be out of compliance with pharmacy laws and practice standards established in the United States to protect the public health. Of these Web sites identified as Not Recommended, nearly half offer foreign or non-Food and Drug Administration-approved drugs, and many distribute dangerous counterfeits to unsuspecting consumers. To read the full report, please visit:

[http://www.nabp.net/system/redactor\\_assets/documents/453/NABP\\_Internet\\_Drug\\_Outlet\\_Report\\_Apr2013.pdf](http://www.nabp.net/system/redactor_assets/documents/453/NABP_Internet_Drug_Outlet_Report_Apr2013.pdf)

(2) NABP received support on many levels from stakeholders who believe NABP to be best equipped to establish the .PHARMACY space as a secure and trustworthy destination where consumers can be sure the medications they buy online are authentic and safe. Stakeholders that have provided financial support or public endorsements for NABP’s .PHARMACY application include Eli Lilly and Company; Merck & Co., Inc.; Gilead; Janssen Therapeutics; Amgen Inc.; Alliance for Safe Online Pharmacies; British Brands Group; Boehringer Ingelheim; Drugdepot.com; DrugSource, Inc.; EnforceTheAct.org; European Alliance for Access to Safe Medicines; Indiana Board of Pharmacy; International Pharmaceutical Federation; Ipsen Pharma; LegitScript; National Association of Pharmacy Regulatory Authorities; North Dakota State Board of Pharmacy; Novo Nordisk, Inc.; RX Direct, Inc; and Sanofi. More details regarding support for .PHARMACY can be found here: <http://www.nabp.net/programs/pharmacy/pharmacy-and-nabp/coalition-support>.

(3) As a guideline, the standards that NABP currently employs in association with pharmacies conducting pharmacy service over the Internet and other businesses or persons conducting drug-related services over the internet are set forth here:

<http://www.nabp.net/programs/accreditation/e-advertiser-approval-program/standards>.

(4) “NABP’s Vision for .PHARMACY Generic Top-Level Domain Provides a Secure Online Space for Pharmacy Consumers Around the World.” Wall Street Journal. 15 April 2013. See Article:

[http://online.wsj.com/article/PR-CO-20130415-909676.html?goback=%2Egmp\\_1840166%2Egde\\_1840166\\_member\\_232608974](http://online.wsj.com/article/PR-CO-20130415-909676.html?goback=%2Egmp_1840166%2Egde_1840166_member_232608974).