

European Commission, DG Sanco, Unit Sanco/D/6  
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**Concerning: Public consultation on implementing act on a common logo for legally-operating online pharmacies/retailers offering medicinal products for human use for sale at a distance to the public**

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Case number.:  
2011092138

The Danish Health and Medicines Authority thanks for the opportunity to comment on the concept paper.

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**Consultation item no. 1 – technical, electronic and cryptographic requirements**

As stated in item 13 in the consultation topic we support in view of fast technical progress, and in order to ensure the efficacy of the system, that it would be preferable not to draw up details for the technical, electronic and cryptographic requirements.

Our ref.: FWM

**Consultation item no. 2 – design of logo**

We suggest option 1.

**Consultation item no. 4 (section 3) – national element and text associated with the common logo**

We would suggest that a flag of the concerned Member State is chosen as a national element.

We would suggest that a text associated with the logo (ex. “Click to check this website”) should be obligatory, and written in a relevant language.

**Consultation item no. 4 (section 4) – size and position of the logo**

A minimum size in pixels and directions on display on the homepage should be described to ensure a uniform use of the logo across different homepages.

We suggest no animation on the logo.

Kind regards



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Senior legal advisor