
STATUTORY INSTRUMENTS

2012 No. 1916

The Human Medicines Regulations 2012

PART 14

Advertising

CHAPTER 2

Requirements relating to advertising

Advertising to persons qualified to prescribe or supply etc

Medical sales representatives

299.—(1) This regulation applies in relation to the promotion by a medical sales representative of medicinal products to persons qualified to prescribe or supply such products.

(2) During each visit for promotional purposes the representative must give to, or have available for, each person visited a copy of the summary of the product characteristics for each product promoted.

(3) The representative must report all information, with particular reference to any adverse reactions, that—

- (a) is received from persons visited for promotional purposes; and
- (b) relates to the use of a product promoted,

to the scientific service established in accordance with regulation 281(2) by the holder of the [^{F1}UK marketing authorisation, EU marketing authorisation] certificate of registration, traditional herbal registration or Article 126a authorisation for the product.

Textual Amendments

- F1** Words in reg. 299(3) substituted (31.12.2020) by S.I. 2019/775, **reg. 217** (as amended by [The Human Medicines \(Amendment etc.\) \(EU Exit\) Regulations 2020](#) (S.I. 2020/1488), **reg. 1, Sch. 2 para. 176**); 2020 c. 1, **Sch. 5 para. 1(1)**

Changes to legislation:

There are currently no known outstanding effects for the The Human Medicines Regulations 2012, Section 299.