



California State Board of Pharmacy

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BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY

DEPARTMENT OF CONSUMER AFFAIRS

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**California State Board of Pharmacy’s Website Guidelines
Developed by the Communication and Public Education Committee**

The following are guidelines to be used in determining appropriateness of website links posted at the California State Board of Pharmacy’s website.

The board will utilize the following guidelines when determining what outside links to provide on the board’s website – www.pharmacy.ca.gov

Links should be provided when they benefit consumers, applicants, licensees and other board stakeholders who utilize the board’s website as a resource for information and reference in accordance with the board’s mission statement:

“The Board of Pharmacy protects and promotes the health and safety of Californians by pursuing the highest quality of pharmacist’s care and the appropriate use of pharmaceuticals through education, communication, licensing, legislation, regulation, and enforcement.”

Additionally, all links posted to the board’s website in accordance with these guidelines should uphold the board’s statutory mandate of public protection as referenced in Business and Professions Code section 4001.1:

“Protection of the public shall be the highest priority for the California State Board of Pharmacy in exercising its licensing, regulatory, and disciplinary functions. Whenever the protection of the public is inconsistent with other interests sought to be promoted, the protection of the public shall be paramount.”

Examples of appropriate links include:

- Local, State, Federal Agencies/Governments
- Consumer Protection Entities
- National Association of Boards of Pharmacy
- Accrediting Entities Referenced in Statute or Regulation
- Industry Associations
- Industry Related Organizations or Non-Profit Organizations
- Licensing Entities for other US States or Territories
- Links to media sites with consumer/licensee appropriate information, new stories, journals, etc.

Examples of links that are not appropriate:

- Commercial websites endorsing a product/concept/class for sale to a consumer/licensee population
- Links to websites of licensees
- Any link whereby posting it to the board’s website would provide an unfair competitive real or perceived benefit to an entity.