

How to make the Internet a safer place to buy medicines

1. Raising awareness with Tik Tok
2. New surveillance tool to track bad actors on Social Media
3. gTLD DotPharmacy
4. Longitudinal market research

9-10 December 2025





Independent non-profit pan-European organisation dedicated to protecting patient safety by making the internet a safer place to buy medicines.

Operating with 4 main pillars:

- Advocacy to enhance legislation
- Raising public awareness through education
- Market research
- Collaboration with all stakeholders.

Close liaison with sister organisation [ASOP Global](#)





TikTok opportunity

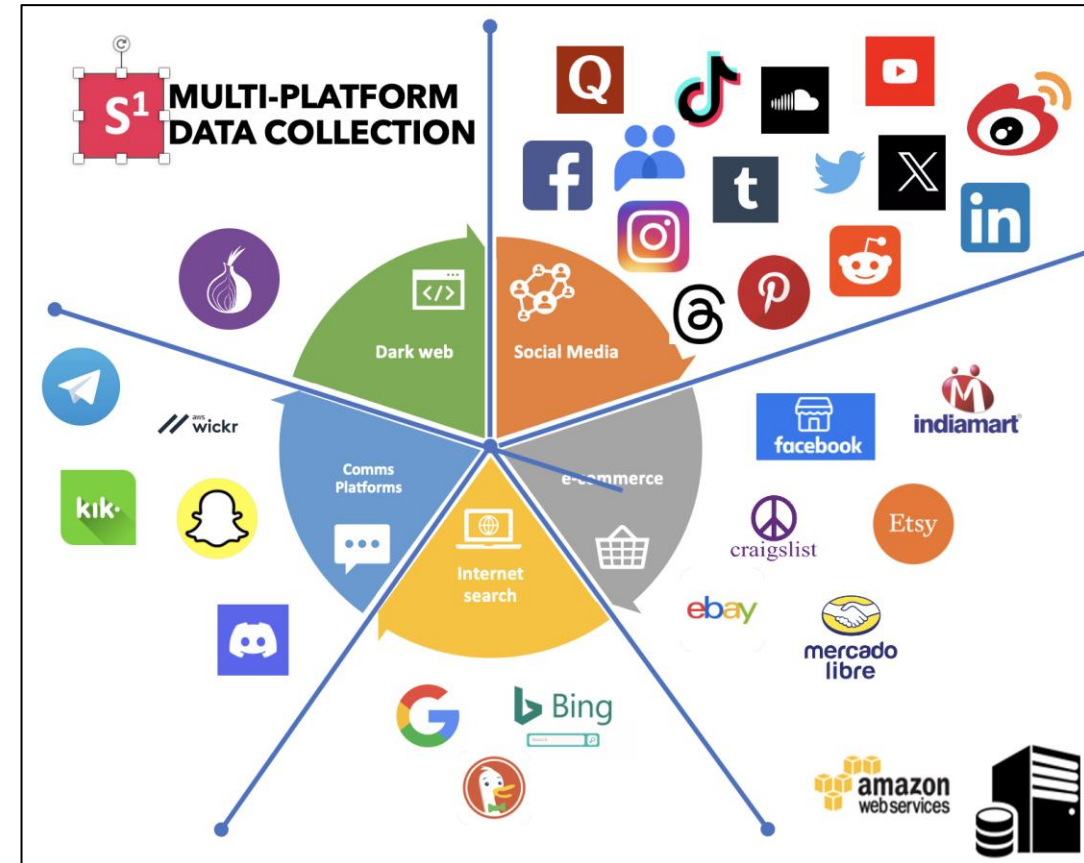
D-S3: Advanced Internet Surveillance Tools - Tracks illegal selling via Social Media and Websites

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Online selling analysis - primary purpose: To support brand holders, manufacturers, and other parties in identifying overall trends for health products that are being illegally sold online (both domains and social media)

Digital Surveillance - Primary Purpose: To support regulators, law enforcement, and brand holders in detection and response to illegal online sellers through generating intelligence



NABP

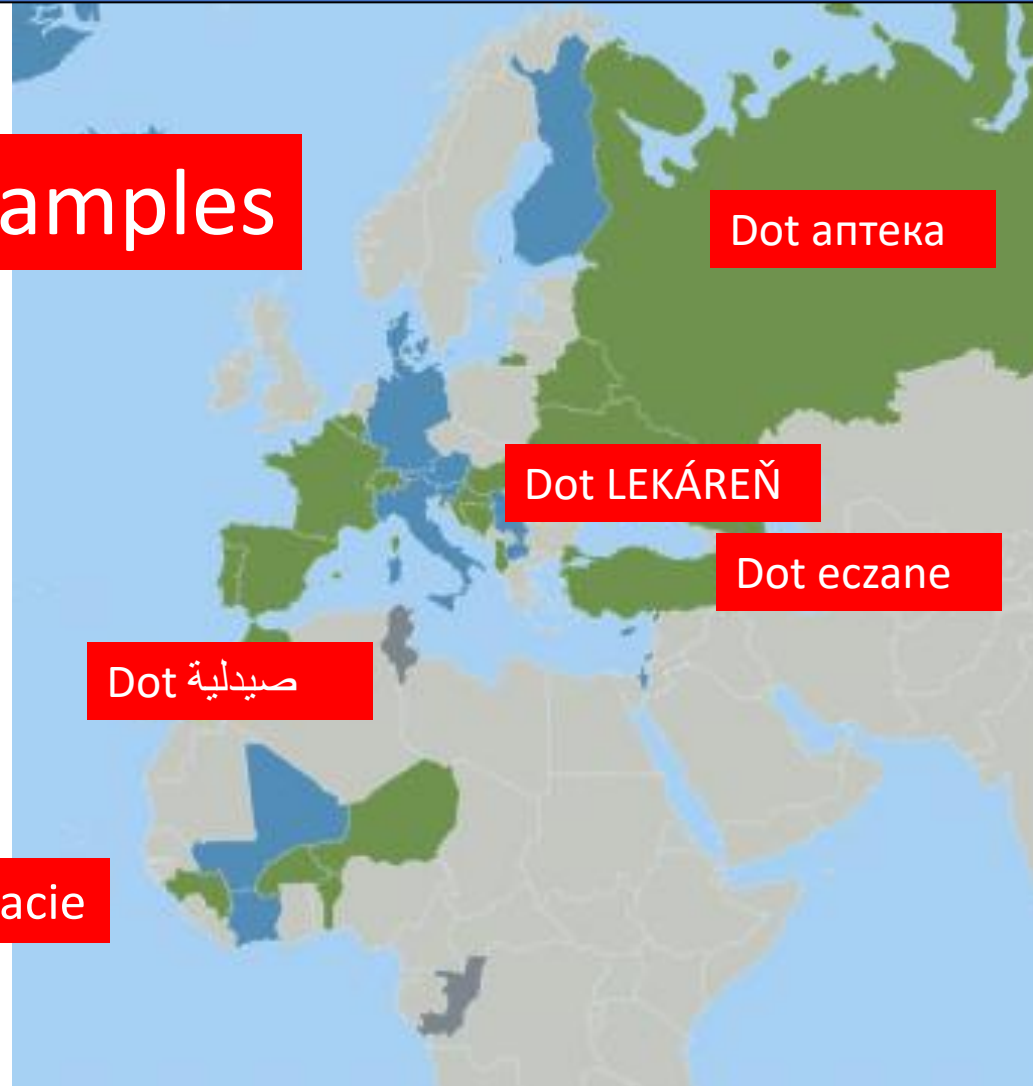
.Pharmacy Verified Websites Program



- <https://nabp.pharmacy/programs/dotpharmacy/#:~:text=NABP%20reviews%20pharmacies%20with%20an,to%20the%20verified%20websites%20list.>

A gTLD DotPharmacy for all ratified Medicrime Convention countries?

Some Examples



ASOP Global Foundation 2025 U.S. Consumer Behavior Survey

- **38% of U.S. adults** purchased prescription medicines online - among these **55%** now **buy all or most** prescriptions online.
- **65%** **falsely believe** all websites offering online Rx/health services are **reviewed/approved by FDA or state regulators**
- **51%** **falsely believe** that **only safe, verified sellers** appear on the **first page** of search results.
- **44%** **falsely believe** an online pharmacy can sell a prescription **without a prescription** if medical-history information is provided.
- **27%** **report** having personally received **substandard/counterfeit** medicine or being **harmed** by a medicine they bought online.
- **40% have purchased GLP-1 medications online - report having received substandard or counterfeit prescription medicines or been harmed by prescription medicine bought online, nearly double the prevalence reported by online purchasers of all other medications.**
- <https://buysaferx.pharmacy/wp-content/uploads/2025/11/ASOP-Foundation-2025-Consumer-Behavior-Survey.pdf>

Objective of the market research programme

ASOP EU is proposing that the Medicrime Convention Committee of the Parties embark on a longitudinal multi-country market research project to ascertain behaviours and track trends of falsified medicines



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Thank you



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