

International Marketing and Disclosure Compliance Group

Overview

King & Spalding's International Marketing and Disclosure Compliance Group (the "International Ad Hoc Compliance Group") is a subscription service that offers life sciences companies comprehensive guidance on global transparency requirements in a practical and cost-effective manner. Membership in the coalition of pharmaceutical, biotechnology and medical device companies provides access to a suite of international resources and services.

King & Spalding established the International Ad Hoc Compliance Group to provide a resource to companies on regional and country-specific laws, regulations, and industry codes of conduct outside the U.S. that target life sciences manufacturers' sales and marketing interactions with healthcare professionals. The International Ad Hoc Compliance Group also provides a resource to companies on related laws including anti-bribery and data privacy laws. Member companies are invited to offer input regarding specific countries and regions that they would like the International Ad Hoc Compliance Group to monitor. Currently, we provide guidance to the International Ad Hoc Compliance Group on a wide range of laws and codes, including:

- **Marketing, promotion and advertising disclosure laws and codes** (e.g., Australia, Belgium, Brazil, Colombia, EFPIA, France, Iceland, Japan, MedTech Europe, the Netherlands, the Philippines, Saudi Arabia, South Korea, the UK, European Union country-specific trade associations, etc.)
- **Anti-bribery laws** (e.g., Brazil, Germany, Russia and the UK)
- **Data privacy laws** (e.g., laws from the European Union and the UK)
- **Countrywide industry codes of conduct** (e.g., codes in Australia, Brazil, Canada, Denmark, India, Japan, Mexico, the Netherlands, the UK, etc.)
- **Regional industry codes of conduct** (e.g., codes from the IFPMA, EFPIA, MedTech Europe, etc.)

Group Member Benefits

King & Spalding provides a number of resources to members of the International Ad Hoc Compliance Group, including:

- **Regular email updates on developments.** Email updates notify members of various international law and country code developments, including significant legislative activity, regulatory activity, and updates to guidance documents.

We have a team of more than nine King & Spalding life sciences professionals across several offices supporting the International Marketing and Disclosure Ad Hoc Compliance Group.

- **Conference calls on the issues.** Conference calls provide overview and analysis of new or noteworthy international transparency requirements; analysis, where feasible, on implementation under existing requirements; and discussion of relevant pending requirements. Calls provide an opportunity for information sharing about international developments with a broader group of life sciences manufacturers. In addition, all calls are recorded for replay by members who may be unable to dial-in to scheduled calls. King & Spalding antitrust counsel are present on all conference calls and email communications.
- **PowerPoint slide presentations summarizing new requirements.** These presentations cover new or noteworthy international transparency requirements in an accessible and user-friendly format. In-house attorneys and compliance professionals may use these presentations to educate and/or train internal clients.
- **Compliance toolkit items.** Toolkit items assist compliance professionals. Members are encouraged to suggest work product that adds value to the group. Examples of toolkit items include comparison charts, quick-reference tools, summaries of laws/regulations/codes/etc., transparency heat maps, and benchmarking surveys of member company activities.
- **Members-only website.** The members-only website is a repository of resources that contains downloadable copies of laws and regulations, codes of conduct, regulatory guidance, toolkit items, links to important websites, and archived copies of emails and conference call slide presentations.
- **Access to King & Spalding professionals.** A team of more than nine attorneys, consultants and paralegals in King & Spalding's Washington, D.C., London, Moscow, Paris, Frankfurt, Tokyo, Abu Dhabi, Singapore and other global offices who focus on these issues. We are available to assist International Ad Hoc Compliance Group members with any general international transparency law or code inquiries, as well as questions about member resources.

Member companies may authorize access to these resources for as many in-house attorneys and compliance professionals as they wish.

Company-Specific International Marketing and Disclosure Law and Code Counseling When You Need It

In addition to the subscription service we provide through the International Marketing and Disclosure Compliance Group, King & Spalding can leverage its offices in France, Germany, Japan, Russia, Saudi Arabia, Singapore, Switzerland, the United Arab Emirates and the UK to provide company-specific counseling to companies that engage King & Spalding on an individual client basis.

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