

## ChatRx Advertising Policy

### Ensuring Compliance with FTC Guidelines

At **ChatRx**, we are committed to transparency, truthfulness, and ethical marketing practices. Our advertising and promotional efforts strictly adhere to **Federal Trade Commission (FTC) guidelines** to ensure fair and responsible communication with our consumers.

#### Key Advertising Principles We Follow:

##### Truthful and Non-Deceptive Claims

- We do **not** make **false, misleading, or exaggerated** claims regarding the capabilities or benefits of ChatRx or ChatMD.
- Our advertising does **not promise guaranteed health outcomes**, cures, or effectiveness beyond scientifically supported and FDA-permitted claims.
- All statements about our product's functionality are **based on evidence and clearly disclosed**.

##### Clear and Accurate Product Representation

- We **accurately describe** the features, limitations, and intended use of **ChatRx's AI-driven telemedicine services** and the **ChatMD medical device**.
- Consumers are **not misled** about what ChatRx can and cannot do, particularly regarding its role in medical care.

##### Authentic Testimonials and Endorsements

- All patient stories, testimonials, or success experiences used in marketing are **real and verifiable** or clearly disclosed as dramatizations.
- Any influencer partnerships, endorsements, or reviews that involve compensation are **clearly disclosed** as per **FTC endorsement guidelines**.

##### Transparency in Sponsored Content

- If an advertisement, blog post, or social media content is **sponsored**, we include **clear and conspicuous disclosures** about any financial, business, or material relationships.

## What ChatRx Will Not Do:

- **No Unproven Medical Claims:**
  - We do **not** claim that ChatRx **cures, prevents, or guarantees relief from** any disease or medical condition.
  - Any medical benefits mentioned are **supported by clinical research or clearly labeled as user experiences, not scientific conclusions.**
- **No Replacement for Emergency Medical Care:**
  - ChatRx **does not replace** in-person medical evaluation for emergencies or life-threatening conditions.
  - We advise users to seek **immediate medical attention** for urgent health concerns.
- **No Misrepresentation of ChatRx's Role in Care:**
  - ChatMD, as a **software medical device**, provides **informational symptom assessments only.**
  - Licensed healthcare providers within the ChatRx system make all final **treatment and prescription decisions.**

## Additional Compliance Measures:

- All ChatRx advertisements, claims, and promotional content undergo **internal regulatory compliance review** to ensure compliance.
- We reference and align with official **FTC** and **FDA** guidelines, ensuring that our marketing reflects **ethical telehealth standards.**

For further details on **FTC advertising compliance**, visit: **FTC Truth-in-Advertising Guide**