LegitScript

CBD Website Application Checklist

Website reviews can be a time consuming process if applicants are unaware of the certification standards that must be met in order to be certified. LegitScript's website application checklist aims to provide insight into the review process and assist prospective applicants in preparing to apply for certification.

Review our CBD Certification Standards to understand the full list of standards assessed during review. Please note, **only** LegitScript certified domains that solely retail individually certified CBD products are eligible for advertising.

Licensure

☐ Be prepared to provide evidence of compliance, and licensure where necessary, in all jurisdiction(s) in which the products on your website are sold and/ or shipped.

- The following states have more specific CBD seller requirements for sales to be compliant: Alaska, Louisiana, Maryland, Michigan, New York, Ohio, Utah, and West Virginia.

- Please ensure that you are in compliance with these specific state laws, or **be able to demonstrate that you do not allow sales to go through to these states.**

Affiliates

☐ **Make sure that your business does not have any problematic domain affiliations!**

- Problematic domain affiliations occur when any entity that participates in your business is affiliated with another entity that violates any standards of our program.

- An example of a problematic affiliation is when a business owns Website X (whose catalog contains only LegitScript-certified products) and also owns Business Y (whose catalog contains products that are not compliant with our program standards, e.g., CBD ingestible products, CBD pet products, CBD tinctures, CBD vapes, CBD supplements, cannabis, etc.)

- In this example, neither business is in scope for our program.

Products

☐ Make sure that all of the CBD products sold on your website are certified by LegitScript in order to be eligible for our program!

☐ Confirm that all of the products that your business manufactures, advertises, or sells — **whether on the website submitted for certification or on any other domain under your control** — comply with federal and state regulations.

- **Examples of products that are not compliant** with federal and state regulations include, but are not limited to, CBD ingestible products, CBD pet products, CBD tinctures, CBD vapes, CBD supplements, cannabis, etc.

Misleading Claims

☐ Confirm that there are no misleading claims anywhere on your website, affiliated websites, or social media accounts pertaining to the effect and/or result of using CBD!

- Any product intended for medicinal use or used to affect the function or structure of the body must be reviewed and approved by the FDA. Since most CBD products are not FDA-approved, any health or structure/function claims are considered to be misleading.

- **Examples of common impermissible misleading claims** include, but are not limited to: "provides pain relief," "manages stress," "assists inflammation," "treats acne," "supports sense of calm," "leads to healthy sleep," etc.

Domain Name / Contact Information

☐ Please be prepared to provide all domain names and websites under your control, as well as documentation referencing the domain name registration information for your website.

Prior Discipline

☐ Be sure to have information on hand regarding/explaining any prior discipline your business was involved in!

Unapproved Advertising

☐ Make sure that any advertising your business partakes in is compliant with the respective platforms' terms of service!

legitscript.com/contact