



Our Commitment to You: Ethics, Transparency, and Safety

At this event, your trust and safety are our highest priorities. We are proud to work with pharmaceutical partners who adhere to the [ABPI Code of Practice](#). This is a strict set of rules that ensures the pharmaceutical industry operates in a professional, ethical, and transparent way to benefit patients.

What is the ABPI Code?

The Code ensures that the work of pharmaceutical companies is always in the best interest of patients. It places patients at the heart of everything the industry does and demands high standards of conduct at all times.

How We Keep This Event Safe and Respectful

To ensure you can access high-quality education in an open and transparent environment, we have taken the following steps in accordance with these industry standards:

- **No "hidden" advertising:** UK law and the ABPI Code strictly prohibit the advertising of prescription-only medicines to the public. You will not see any product-branded materials or promotional displays at this event.
- **Factual and balanced information:** Any information shared by our sponsors must be factual, balanced, and non-promotional. It is designed to help you understand more about living with secondary breast cancer, without ever pressuring you to ask for a specific medicine.

- **Respecting our independence:** While we value the support of our sponsors, they do not influence the educational content of our talks. Our relationship is based on mutual respect and ensures that the views of patients and the charity remain independent.
- **Clear transparency:** We will always tell you exactly which companies have supported this event. Their involvement is clearly acknowledged so you can be confident that all interactions are open and honest.
- **Your wellbeing is paramount:** Patient safety is the primary concern of both our charity and our industry partners. We actively encourage the reporting of side effects through the [MHRA Yellow Card scheme](#), and our partners are required to act immediately on any safety information they receive.

Our Core Principles

In everything we do, Make 2nds Count follows four key principles derived from the Code:

1. Benefiting patients: ensuring everything we do ultimately supports your health and safety.
2. Integrity: engaging in relationships that are responsible and ethical.
3. Transparency: being open about our activities and any financial support received.
4. Respect: approaching every interaction with mutual respect for the needs of patients.