



Department of Agriculture and Food

Specialized Products

Effective:05/06/2026

Medical Cannabis - Pharmacy Website Inspection Checklist - (4-41a|R66-5) Updated 02/10/26

R66-5-11. Targeted Marketing.

1	4-41a-1104 Advertising.(1)	<p>Except as provided in this section, a person may not advertise in any medium regarding a medical cannabis pharmacy or the dispensing of medical cannabis within the state.</p> <p>A medical cannabis pharmacy may:</p> <ul style="list-style-type: none"> (a) advertise an employment opportunity at the medical cannabis pharmacy; (b) notwithstanding any municipal or county ordinance prohibiting signage, use signage on the outside of the medical cannabis pharmacy that: <ul style="list-style-type: none"> (i) includes only: <ul style="list-style-type: none"> (A) in accordance with Subsection 4-41a-109(4), the medical cannabis pharmacy's name, logo, and hours of operation; and (B) a green cross; and (ii) complies with local ordinances regulating signage; (c) advertise in any medium: <ul style="list-style-type: none"> (i) the pharmacy's name and logo; (ii) the location and hours of operation of the medical cannabis pharmacy; (iii) a service available at the medical cannabis pharmacy; (iv) personnel affiliated with the medical cannabis pharmacy; (v) whether the medical cannabis pharmacy is licensed as a home delivery medical cannabis pharmacy; (vi) best practices that the medical cannabis pharmacy upholds; and (vii) educational material related to the medical use of cannabis, as defined by the department; (d) hold an educational event for the public or medical providers in accordance with Subsection (3) and the rules described in Subsection (4); (e) maintain on the medical cannabis pharmacy's website non-promotional information regarding the medical cannabis pharmacy's inventory; or (f) engage in targeted marketing, as determined by the department through rule, for advertising a particular medical cannabis product, medical cannabis device, or medical cannabis brand.
2	4-41a-1104 Advertising.(2)	<p>A medical cannabis pharmacy may not include in an educational event described in Subsection (2)(d):</p> <ul style="list-style-type: none"> (a) any topic that conflicts with this chapter or Title 26B, Chapter 4, Part 2, Cannabinoid Research and Medical Cannabis; (b) any gift items or merchandise other than educational materials, as those terms are defined by the department; (c) any marketing for a specific product from the medical cannabis pharmacy or any other statement, claim, or information that would violate the federal Food, Drug, and Cosmetic Act, 21 U.S.C. Sec. 301, et seq.; or (d) a presenter other than the following: <ul style="list-style-type: none"> (i) a pharmacist licensed under Title 58, Chapter 17b, Pharmacy Practice Act; (ii) an advanced practice registered nurse licensed under Title 58, Chapter 31b, Nurse Practice Act; (iii) a physician licensed under Title 58, Chapter 67, Utah Medical Practice Act, or Title 58, Chapter 68, Utah Osteopathic Medical Practice Act; (iv) a physician assistant licensed under Title 58, Chapter 70a, Utah Physician Assistant Act; (v) a medical practitioner, similar to a practitioner described in Subsections (3)(d)(i) through (iv), who is licensed in another state or country; (vi) a state employee; or (vii) if the presentation relates to a cannabis topic other than medical treatment or medical conditions, an individual whom the department approves based on the individual's background and credentials in the presented topic..
3	4-41a-1104 Advertising.(3)	<p>The department shall make rules, in accordance with Title 63G, Chapter 3, Utah Administrative Rulemaking Act, to define:</p> <ul style="list-style-type: none"> (a) the educational material described in Subsection (2)(c)(vii); and (b) the elements of and restrictions on the educational event described in Subsection (3), including: <ul style="list-style-type: none"> (i) a minimum age of 21 years old for attendees; and (ii) an exception to the minimum age for a medical cannabis patient cardholder who is at least 18 years old..
4	4-41a-1104 Advertising.(4)	<p>A medical cannabis pharmacy may engage in targeted marketing pursuant to Subsection 4-41a-1104(2)(f).</p> <p>Targeted marketing may not:</p> <ul style="list-style-type: none"> (a) include deceptive, false, or misleading statements; (b) contain any health-related statement that is untrue or tends to create a misleading impression as to the effects on health of cannabis consumption; (c) promote excessive consumption; (d) contain a statement, design, illustration, picture, or representation that: <ul style="list-style-type: none"> (i) encourages or represents the recreational use of cannabis; (ii) displays the use of cannabis, including the consumption, smoking, or vaping of cannabis; (iii) encourages or promotes cannabis for use as an intoxicant; or (iv) is obscene or indecent; (e) include any image designed or likely to appeal to children, such as: <ul style="list-style-type: none"> (i) cartoons; (ii) toys; (iii) animals; (iv) children; or (v) any other likeness to images, characters, or phrases that are popularly used to advertise to children; (f) contain any language or imagery that is likely to mislead patients to believe that the medical cannabis product has been endorsed, made, or used by the state or any of its representatives, except where specifically authorized; or (g) display medical cannabis products or images of products where the advertisement is visible to members of the public.
5	R66-5-11. Targeted Marketing. (1)	<p>Targeted marketing shall accurately and legibly identify:</p> <ul style="list-style-type: none"> (a) the medical cannabis pharmacy responsible for its content; and (b) a statement that cannabis products are for use by patients only.
6	R66-5-11. Targeted Marketing. (2)	<p>Any targeted marketing for medical cannabis products that is related to the benefits, safety, or efficacy of the product, including therapeutic or medical claims, shall:</p> <ul style="list-style-type: none"> (a) be supported by substantial, current clinical evidence or data; and (b) include information on side effects or risks associated with the use of cannabis.
7	R66-5-11. Targeted Marketing. (3)	<p>A medical cannabis pharmacy may have a link on its website to allow individuals to sign up to receive targeted marketing electronically</p>
8	R66-5-11. Targeted Marketing. (5)	

R66-5-16. Violation Categories.

1	R66-5-16. Violation Categories. (2)(g)	<p>Regulatory Violations: \$1,000 - \$5,000 per violation. This category is for violations involving this rule and other applicable state rules:</p> <ul style="list-style-type: none"> (g) failure to follow targeted marketing requirements;
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