

Review and assessment of a chatbot interactive tool available on an Internet website, among European regulations

A pharmaceutical company contacted BlueReg experts on promotional material for review of a non-promotional website and associated chatbot. The chatbot is an interactive tool with which the user can interact. Different information, in relation with the website on which the tool can be found are available on the chatbot. The chatbot will ask questions to the user and the user will have different possibilities of answers.