Appendix 1. List of visited online pharmacies in our study.

**Polish market:** We selected the most popular online drugstores based on the Gemini report on “E-commerce in Poland 2017” Geminus for E-commerce Poland.

https://www.gemius.pl/wszystkie-artykuly-aktualnosci/leki-sprawdzamy-w-sieci-kupujemy-tradycyjnie.html

**Spanish market:** We used the most popular pharmacies as stated on the website: https://www.esdemarketing.com/mejores-farmacias-online/.

|  |  |
| --- | --- |
| **Polish on-line drugstores** | **Spanish on-line drugstores** |
| https://doz.pl | https://www.mifarma.es |
| https://aptekagemini.pl | https://www.dosfarma.com |
| https://ziko.pl | https://mifarmaciaonline.es |
| https://apteka-melissa.pl | https://www.promofarma.com/es |
| https://cefarm24.pl | https://www.farmavazquez.com |