BDIA

Online Purchasing FAQs

About Us

The British Dental Industry Association plays an active role in supporting the regulation of dental and medical devices across the UK. We work closely with Government departments, the MHRA, and other key stakeholders, and our members are bound by of Code of Practice meaning that in choosing to do business with any of them you can have confidence that everything you buy is of guaranteed quality and provenance.

Q. What should I check when visiting a website to make a purchase?

A. It is important to check that all dental and medical devices available for purchase have been placed on the market legally. You should check that the manufacturers of these products have been registered with the Medicines and Healthcare products Regulatory Agency (MHRA) by entering their details at pard.mhra.gov.uk. If a medical device has not been registered with the MHRA it cannot be lawfully placed on the Great Britain market.

Importantly, this registration requirement applies to the manufacturer of the device rather than the supplier offering it for sale. However, if a supplier is offering for sale devices that have not been registered with the MHRA then it is doing so in breach of the regulations.

Q. Will all devices for sale from a .uk, co.uk or similar domain be compliant?

A. The fact that a website has been registered in the United Kingdom does not mean that the products offered for sale are necessarily compliant. The products may lack the necessary CE or UKCA certification, may not have been registered with the MHRA and may be being supplied from outside of the United Kingdom the requirements for importation.

Q. Are devices for sale on online marketplaces/auction sites compliant?

A. A device being available for purchase on well-known online marketplaces or auction sites is no guarantee that the product is genuine or that it complies with legal requirements. We have been made aware of many instances of non-compliant dental products being sold on these platforms.

You should always check that the manufacturers of the products themselves have been registered with the MHRA by entering their details at pard.mhra.gov.uk. If a medical device has not been registered with the MHRA it cannot be lawfully placed on the Great Britain market.

Products available for purchase from these platforms will often be sold from outside of the United Kingdom and may not meet legal requirements for importation, such as the appointment of a UK Responsible Person (UKRP). Medical devices sold from outside the United Kingdom cannot legally be imported unless the importer has been notified to the MHRA by the manufacturer or their UKRP, and this applies to members of the dental team.

For more information about the legal requirements for importing medical devices, please see our FAQ here

Q. Is it legal to purchase from non-UK websites?

A. You should be aware that the importation and supply of medical devices in Great Britain is strictly regulated. Direct personal importation of medical devices from outside of Great Britain may fail to comply with the Medical Devices Regulations 2002 (UK MDR). Medical devices imported in this way may not meet the requirements of the UK MDR 2002 and these devices may not be registered with the MHRA.

However, a website being registered outside of the UK does not necessarily indicate how the devices are being supplied to customers in Great Britain. The supplier should be able to confirm that all products for sale have been registered with the MHRA and that appropriate mechanisms are in place to import them into Great Britain. If in doubt, ensure that you are purchasing from a reputable supplier such as a BDIA member.

Q. I suspect that a website may be supplying devices illegally. What should I do?

A. If you have concerns about a supplier, do not purchase or use any products from them as doing so could put you, your professional registration and your patients at risk.

However, a website being registered outside of the UK does not necessarily indicate how the devices are being supplied to customers in Great Britain. The supplier should be able to confirm that all products for sale have been registered with the MHRA and that appropriate mechanisms are in place to import them into Great Britain. If in doubt, ensure that you are purchasing from a reputable supplier such as a BDIA member.

You can report a suspected counterfeit or non-compliant device to the MHRA via the Yellow Card scheme at yellowcard.mhra.gov.uk or via its service to report suspicious online sales here

Helpful Links and Resources

Check whether a manufacturer is registered with the MHRA
https://pard.mhra.gov.uk/manufacturer-search/

Report a suspected counterfeit or non-compliant device
https://yellowcard.mhra.gov.uk/

Report a suspicious online seller of medical devices
https://report-or-check-suspicious-activity.mhra.gov.uk/report

Read our FAQ on importer requirements
https://bdia.org.uk/wp-content/uploads/2025/10/Importer-Requirements-FAQ.pdf

Additional FAQ Documentation