

Novartis Hong Kong LinkedIn Community Guidelines

Welcome to the Novartis Hong Kong LinkedIn page!

The following are our community guidelines. These guidelines have been made to protect your experience and ensure we meet our responsibilities and comply with industry regulations.

We 'd love to hear from you via your comments, tags and messages but please understand that we work in a heavily regulated industry and cannot engage in sensitive topics, such as discussions about products - ours or other companies ' - or treatment options on this page. These discussions are best held privately with your healthcare professional. We seek your understanding and ask that you respect other members of our community. Comments that include any of the following items may be deleted from the company page:

- Product related / Mention Medicinal Product
- Profanity, defamatory, libelous, offensive, abusive, discriminatory or demeaning content (including images, videos and links);
- Post that are disparaging, threatening, condone violence or illegal behavior;
- Off-topic posts;
- Health or medical advice;
- Personal information e.g. names of individuals, email address or phone number;
- Post that violates another's copyright or intellectual property;
- Commercial posts, e.g. sells products, services, or recruit fans and followers;
- Excessively repetitive and/or disruptive posts to the community or spam;
- Proprietary, confidential, sensitive, or nonpublic information;
- Posts that do not follow LinkedIn's User Agreement.

Please be aware that fans who continuously and repeatedly contravene the above rules may be blocked from our LinkedIn page. In this case the user would no longer be able to follow our news or comment on our posts.

LinkedIn accounts that Novartis Hong Kong is followed by are not an indication of our endorsement of these accounts or the content they produce. Any content that Novartis Hong Kong shares or reacts to is not an endorsement of the content itself, nor the producer of the content. Media articles we share

on our page that we find insightful and provide information on the condition/co-morbidities, the views, opinions, ideas etc. expressed therein are solely those of the author/ publication house and are shared “as is”. Novartis does not certify the accuracy, completeness, currency of any information and shall not be responsible or in any way liable for any errors, omissions or inaccuracies in such information. Novartis is not liable to you for any decision made or action or non-action taken by you in reliance upon the information provided.

Information provided on our social media channels is as of the date content is posted and we do not undertake any obligation to retrospectively update it in the future.

Medical side effects or adverse events

If you believe that you have experienced any medical side effects or reactions from a Novartis product, you should consult your physician, pharmacist or other healthcare professional immediately. You can also report these to us directly using the information found on [Novartis.com](https://www.novartis.com)

We suggest sharing as little personal information as possible on the LinkedIn Page, especially sharing any specific data concerning your personal health should be avoided. Once your personal information has been disclosed publicly, your privacy can no longer be guaranteed.

Should you, however, decide to include a post detailing any side effects, Novartis may need to contact you to find out more information. Posts of this nature may not appear or may need to be removed from our LinkedIn Page; this is due to legal obligations concerning drug safety reporting.

Adverse Event if any, needs to be reported to Novartis Patient Safety and the reporting should be done within 24 hours to Novartis through our email at safety.hk@novartis.com or via our Novartis online adverse events tool (<https://psi.novartis.com>)

Storing and using private information

Content you share in this channel is available to the public. Novartis may process, store and use information you chose to share through this channel for reasons such as improving its products and services, reporting adverse events or providing you with assistance upon your request. To facilitate requests, we may ask for additional information which will only be used for the purpose it was initially collected.

In case of an adverse event or product issue you report to us, we will need to store and use identifying information you provide in accordance with the applicable laws. This information is required to be submitted to the Novartis Drug Safety department and/or regulatory authorities. In such case, we are also required to store your personal data to comply with legal and regulatory requirements/obligations. If you share personal information relating to other people, you represent that you have the authority to lawfully do so and to permit us to use the information.

Please kindly note that we may use third party service providers to help us manage your comments and direct messages which means that they too would have access to any personal information you share with us. Such third-party service providers are contractually bound to ensure an adequate protection and security of your personal information. Please note that LinkedIn also has access to information you share with us through their platform. For more details read the LinkedIn Privacy Policy.

Novartis is committed to protecting the privacy and personal data of all patients, employees, consumers and investors. For additional information about privacy at Novartis, please visit our website [here](#).

Please note that by continuing to visit this page and/or commenting on this community, you acknowledge that you understand and agree to accept all the above.

Thank you for reading and being a part of the community.

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