

## **Novartis Twitter Community Guidelines** <sup>[1]</sup>

We welcome the opportunity to hear from you via @mentions and replies, however, would like to remind you that we work in regulated industries with a unique legal situation in the healthcare space. As such, we can't engage in sensitive topics, or discussion(s) about products - ours or other companies' - or treatment options on Twitter.

We may not be able to respond to @mentions and replies that:

- Mention products
- Include profanity, defamatory, libelous, offensive, abusive, discriminatory or demeaning content (including images, videos and links);
- Are disparaging, threatening, condone violence or illegal behavior;
- Offer health or medical advice;
- Are commercial, e.g. sell products and services, or recruit fans and followers;
- Are excessively repetitive and/or disruptive to the community or are spam;
- Violate Twitter's Platform Rules.

Our Twitter feed is English speaking only and as such any non-English tweets may not be responded to.

Twitter accounts that Novartis follows or is followed by are not an indication of Novartis' endorsement of these accounts or the content they produce.

## **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) <sup>[2]</sup>.

We suggest sharing as little personal information as possible on Twitter especially sharing a specific data concerning your personal health should be avoided. Should you, however, decide to direct tweets at @Novartis which detail any side effects, Novartis may need to contact you to find out more information.

## **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 3rd 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 3rd party service providers are contractually bound to ensure an adequate protection and security of your personal information.

Please note that Twitter also has access to information you share with us through their platform. For more details read the [Twitter Privacy Policy](#) [3].

For additional information about privacy at Novartis, read our [Privacy Policy](#) [4].

Thank you for reading and for following Novartis on Twitter.

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**Source URL:** <https://www.novartis.com/guidelines/novartis-twitter-community-guidelines>

#### **Links**

[1] <https://www.novartis.com/guidelines/novartis-twitter-community-guidelines>

[2] <https://psi.novartis.com/>

[3] <https://twitter.com/en/privacy>

[4] <https://www.novartis.com/privacy-policy>