
Jay Bradner's Community Guidelines

Hello, I'm Jay Bradner, President of the Novartis Institutes for BioMedical Research. I'm happy to connect with people interested in biomedical research on Twitter and LinkedIn. Below are community guidelines for my social media pages.

I like hearing from colleagues and members of the scientific community via @mentions and replies on Twitter, or in the comments of my updates and posts on LinkedIn, on topics spanning therapeutic science, disease biology, and a little sports (Chicago forever). However, I'm required to note that I work in a regulated industry with a unique legal situation. This means that I can't engage in on certain topics, or discussion(s) about products – my employer's or other companies' - or treatment options on Twitter or LinkedIn.

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

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

My posts and the accounts I follow on either Twitter or LinkedIn reflect my own views/opinions and do not represent the views of my employer, nor are they necessarily endorsements of those mentioned or followed via my Twitter and LinkedIn accounts.

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.

Novartis suggests sharing as little personal information as possible on Twitter and LinkedIn, especially sharing a specific data concerning your personal health should be avoided. Should you, however, decide to direct tweets or messages to me which detail any side effects, I or my employer may need to contact you to find out more information.

Storing and using private information

Novartis does not aim to store or use your Twitter or LinkedIn profile unique ID, email or other personal details.

However, in case of an adverse event or product issue you report to us, Novartis needs to store and use identifying information about you, such as your name, location, health related information or similar 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 for five years for auditing purposes. Please kindly note that we are using 3rd party service providers to help us manage your comments and 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 and LinkedIn each have access to information you share with me. For more details read the Twitter [Privacy Policy](#) and LinkedIn [Privacy Policy](#).

Thank you for reading and for following me.