

## **Social Media Community Guidelines**

We understand the importance in communicating and engaging with our community through our presence on social media. In order to ensure that any social media activity we conduct is grounded in responsible, ethical, and legally compliant communications, we have set out the following Community Guidelines.

Set out on this page are the guidelines we'll be following, and we kindly ask that our community does the same.

### **Our Social Media Platforms**

We are currently active on the following Social Media platforms, which were created and are managed by EUSA Pharma.

**LinkedIn** <https://www.linkedin.com/company/eusa-pharma/>

**Twitter** <https://twitter.com/eusapharma>

**YouTube** <https://www.youtube.com/channel/UCCSf3TDcGD28JqzARuguUTw>

### **Our Content**

The content we post is for educational and informative purposes only and should **never** be considered professional medical advice. In line with this, the content we post will **never** include the promotion of prescription medicines and/or off-label treatment unless otherwise specified in local law. With this in mind, the promotion of a product in a locality where it is not available will also **never** be permitted and we will always ensure appropriate geo-targeting of content which is deemed to be promotional, but could be accessed by a global audience.

The listed platforms have been created by EUSA Pharma with the purpose of informing users on a range of topics. This can include, but is not limited to the following:

- Job postings
- Employee and Talent Attraction
- EUSA Corporate Information
- Events, e.g. non-promotional content, such as congresses, disease awareness days or company sponsored/supported initiatives
- Disease Awareness, permitted that it is fair and balanced and does not create any associations to a EUSA product or study
- Press releases or significant company milestones not related to product

### **Engagement and Comment Monitoring**

We value our community and are committed to creating an environment where topical discussion is possible in an open and honest manner where possible.

We have an obligation under pharmaceutical industry regulations to monitor all open comment fields every 24 hours. With this in mind, we welcome social media engagements including comments (when open comment fields are provided), mentions, likes, favourites, retweets, and shares which are aligned to pharmaceutical industry regulations, help establish a positive community, and which are respectful of other users in our community.

In choosing to engage with us, you are thus agreeing to abide by our Social Media Community Guidelines. If users do not follow the Social Media Community Guidelines as outlined within this page, including comments, mentions, likes, favourites, retweets and shares which are seen to breach laws and regulation, we reserve the right to remove comments, block users and take any further

action which is deemed necessary. Content to be deleted may include, but is not limited to, false, misleading, unsubstantial, illegal, threatening, abusive or unprofessional content. We may also be unable to respond to comments or direct messages which include any of the above content types listed.

***Adverse Events and Product Complaints***

If you believe you have experienced an issue related to one of our products we encourage you to reach out to us using [this page](#) to ensure we are able to provide the appropriate support.

If product complaints or adverse events are reported via Social Media, please be aware that we may follow up to enquire about more information to report the event and your original posts may be removed to protect your privacy.

***Data Privacy***

Please note that third-party platforms also have access to information you share via social media. For more details read their Privacy Policy.

For additional information about privacy at EUSA Pharma, read our Privacy Policy.