

IQVIA OneKey Privacy Notice

IQVIA Ltd either under its own name or trading as **IQVIA Medical Communications** or as the **Medical Mailing Company** (*we, us, our*) specializes in the provision of products and services to healthcare and life sciences organizations in UK. Our services include the collection and verification of information about healthcare professionals (*you, your*) that we provide to our customers, including national healthcare service providers, so that they can maintain accurate and up to date information on healthcare professionals.

Accurate data on healthcare professionals is important to life sciences for a number of reasons, for example, to help ensure patients receive the right medicines for their disease or condition, and to help bring new medicines to market to improve patient outcomes and lower costs. We also play a pivotal role enabling efficient and effective communication to you across a number of media channels and are proud of the record of service that has served life sciences and the healthcare industry so well.

This notice sets out how we will use and share your personal data and includes information about your rights.

1. Type of personal data collected

Most of the data that we collect, verify and process is professional information about medical practitioners, pharmacists, nurses, and other healthcare professionals. This information does not relate to any individual patients.

We hold the following information about healthcare professionals:

- Title
- First name and last name (initials, nick name or maiden name if available)
- Healthcare professional type and role
- Practice and therapeutic areas, specialties, and tendencies
- Job Title
- Name of your place of work/clinical setting
- Address of your place of work/clinical setting and GPS coordinates to enable display of your workplace location on a map
- Telephone and fax number of your place of work/clinical setting
- Home address (only if you have specifically requested, we use this for mailings)
- Mobile phone number (where provided)
- Business and/or personal email address
- Year of graduation, degree(s) and university(s) concerned
- Professional qualifications, experience, and interests
- Professional registration number
- Online activities and presence
- Activities in the field of research

Such personal data may have been previously collected directly from you, from public sources such as websites, conferences, publications, medical or social media, from our customers or through a member of your place of work or clinical setting who is authorised by you to provide us with such personal data.

In addition, we collect information from pharmacies, general practice, and hospital systems about prescriptions which they have dispensed. We and our life science customers use this information for research purposes, including to understand the prescribing practices of healthcare professionals – for example, understanding which types of products you prescribe frequently and whether you prescribe a particular medicine more than other medicines relevant to the same therapeutic area. We also collect information from distributors about products supplied to pharmacies and general

practices. This information helps us support distributors and pharmaceutical companies to improve their distribution and service levels, better manage promotions and assess compliance with brand specific promotion agreements.

Information about your presence and activity on social media platforms may also be collected from publicly accessible social media sites for use in accordance with the purposes set out in this notice.

2. Purposes of collection

The above types of information about you may be included and listed in our OneKey database.

We collect and process your data in order to create, keep up to date and make our OneKey database available to our customers, i.e. healthcare industry professionals, health authorities, pharmaceutical companies, research organizations, market research companies, and their agents, all in the healthcare sector, to enable them to contact or otherwise interact with healthcare professionals and/or to offer and propose health-related services to patients, or to manage their supply chains, for their legitimate business purposes. We use the information listed in the database on the basis of our legitimate interest to offer to our customers a service of collecting and verifying information about healthcare professionals and making it available for our customers to use for the following purposes:

- (a) legal compliance purposes (for example, to meet transparency obligations or adverse event reporting), and to enable direct communications with healthcare professionals in relation to important and sometimes vitally urgent safety warnings and drug recalls;
- (b) recruitment of healthcare professionals for participation in clinical trials, market research and other research studies, including to evaluate the potential suitability of healthcare professionals for recruitment into particular clinical trials and research studies;
- (c) conducting market studies and research in the public and private sectors, increasing the transparency of national, regional, and local healthcare systems, health data management, improving healthcare services and increasing efficiencies to lower costs; and
- (d) processing updates to customer relationship management (CRM) systems and conducting direct communications and marketing to healthcare professionals to support the promotion, distribution and development of medical products and services, to inform healthcare professionals about new products, newly approved uses for existing products, medical/healthcare events and conferences, to distribute free samples, and to enable patients to identify, locate and contact the healthcare professionals of their choice;
- (e) helping distributors and pharmaceutical companies improve their distribution and service levels, better manage promotions, and assess compliance with brand specific promotion agreements;
- (f) analysing data about the healthcare practices, specialities, and preferences of individual healthcare professionals and defining indicators to personalise and optimise the relevance and frequency of interactions with such healthcare professionals, in particular to establish activity profiles of healthcare professionals and their interests by therapeutic area based on their characteristics, statistical data (especially activity by therapeutic area, density of practitioners in a particular area, quantity, timing and pattern of interactions with healthcare professionals);

- (g) matching information about you from OneKey with existing information about you on social media and websites, for the purpose of personalizing and optimizing the relevance of drug marketing to healthcare professionals;
- (h) studying the effectiveness, utilisation, and safety of prescribed products;
- (i) understanding whether particular medicines are more frequently prescribed than others which are relevant to the same therapeutic area;
- (j) studying the progression of diseases and building models to support early disease identification; and
- (k) comparing treatment within hospital trusts for the same disease and supporting hospitals to develop more efficient treatments and prescribing pathways.

We also send you marketing communications related to our activities and our products and services, where you have consented, when required, and otherwise when you have not objected. In all cases where we may ask you to provide information directly, provision of the requested personal data is optional. However, if we do not collect your personal information, we and our customers will not be able to provide you with the types of benefits listed above.

3. Your Rights

You have the right to ask us for a copy of your information, to correct it, erase or restrict its processing, or to ask us to transfer (port) some of this information to other organisations. You may also object to certain processing, such as profiling we perform for the purposes of direct marketing. Where we process personal data for our or our customers' business purposes, we have considered whether we and our customers have legitimate interests in processing your personal data, what the impact of this processing is and whether healthcare professionals' interests may outweigh our and our customers' legitimate interests. We can provide more information about this balancing test on request. If you have given us your consent to process your data, you can withdraw this consent at any time. These rights may be limited in some situations – for example, where we can demonstrate that we have a legal requirement to process your data. In some instances, this means that we may retain data even if you withdraw your consent.

You also have the right at any time to unsubscribe from marketing communications and to object to profiling related to marketing communications.

We hope that we can satisfy queries you may have about the way we process your data. If you have any concerns about how we process your data or wish to unsubscribe from marketing communications or exercise your rights, you can get in touch at onekeyUK&I@iqvia.com or by writing to us at *IQVIA Medical Communications, 1 Glaisdale Point, Glaisdale Parkway, Nottingham, NG8 4GP*. You can also contact our EU Data Protection Officer at eu.dpo@iqvia.com.

If you have unresolved concerns, you also have the right to complain to data protection authorities.

4. International Transfers

As the database is operated on a worldwide basis, the database may be stored or accessed outside [country] within or by IQVIA Incorporated affiliates, their customers and third-party providers located in other jurisdictions where our affiliates operate (listed on the office locations page of www.iqvia.com). Where information is transferred outside the EEA, to an IQVIA Incorporated affiliate,

customer or third-party service provider in a country that is not subject to an adequacy decision by the EU Commission, data is adequately protected by EU Commission approved standard contractual clauses or applicable Processor Binding Corporate Rules. A copy of the relevant mechanism can be provided by us for your review on request.

In addition, in the event of any reorganization, restructuring, merger or transfer of all or any portion of our business or assets, your personal information may be transferred to IQVIA Incorporated affiliates or related bodies corporate.

5. Data Retention

We will keep the information we have about you in our database for as long as it remains accurate, and you remain a member of the healthcare profession. We will keep your data thereafter only for legal backup and audit purposes and to comply with applicable laws.

6. Changes to this Notice

We may update this notice from time to time. We encourage you to review this notice periodically to stay informed about how we are using and protecting information in the OneKey database. Any changes to this notice take effect immediately after being posted or otherwise provided by us.
