

# Instagram Community Guidelines

The following are our community guidelines which we ask you follow to ensure we provide the best experience for the followers of our company pages. First, 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. If your comment doesn't comply with the following basic rules, it may be delayed, or in some cases, not be published:

Due to these regulations, we need to ensure discussions occurring on our Instagram page stay on topic and are constructive. Comments that include any of the following items are not constructive to the dialogue and may be deleted from the company page:

- If your posts are product related
- If your posts include profanity, defamatory, libelous, offensive, abusive, discriminatory or demeaning content (including images, videos and links);
- If your posts are hateful in language targeting race/ethnicity, age, colour, creed, religion, gender, sexual preference or orientation, nationality or political beliefs
- If your posts have sexually explicit or pornographic;
- If your posts have references to criminal/ illegal activity;
- If your posts are related to internal administrative / policies or managerial decisions
- If your posts are disparaging, threatening, condone violence or illegal behavior;
- If your posts are off-topic;
- If your posts offer health or medical advice;
- If your posts contain any personal information e.g. names of individuals, email address or phone number;
- If your posts violate another's copyright or intellectual property;
- If your posts are commercial, e.g. sells products and services, or recruit fans and followers; solicits donations
- If your posts are excessively repetitive and/or disruptive to the community or are spam;
- If your posts contain proprietary, confidential, sensitive, or nonpublic information;
- If your posts include legal documents such as summons, notices, etc. The same should be addressed to the appropriate department;
- If your posts don't follow [Instagram's User Agreement](#);
- If your posts is in contravention of any applicable law;

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

This community is English speaking only and as such any non-English language content will be removed.

## 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](#).

We suggest sharing as little personal information as possible on the Instagram 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 Instagram Page; this is due to legal obligations concerning drug safety reporting. Adverse Event if any, needs to be reported to Novartis Patient Safety Desk and the reporting should be done within 24 hours to Novartis through email (Mail ID: [india.drug\\_safety@novartis.com](mailto:india.drug_safety@novartis.com)) or via PSI tool (<https://www.novartis.com/report>).

### **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 Instagram also has access to information you share with us through their platform. For more details read the [Instagram 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](#).

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

Please note: We share media articles 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 in any manner whatsoever for any decision made or action or non-action taken by you in reliance upon the information provided.

Please note that the 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.

Please note that by visiting this page and/or commenting on this community, you are deemed to have accepted the above.

## List of links present in page

- <https://www.novartis.com/in-en/in-en/instagram-community-guidelines>
- <https://help.instagram.com/581066165581870/>
- [mailto:india.drug\\_safety@novartis.com](mailto:india.drug_safety@novartis.com)
- <https://www.novartis.com/report>
- [https://help.instagram.com/519522125107875?helpref=page\\_content](https://help.instagram.com/519522125107875?helpref=page_content)
- <https://www.novartis.com/our-company/corporate-responsibility/ethics-risk-compliance/data-privacy>