

Privacy Statement for Healthcare Professionals

1 Controllers for the processing

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(hereinafter “**MSD**” or “**We**”)

This Privacy Statement (“**Privacy Statement**”) for Healthcare Professionals (hereinafter “**Healthcare Professionals**” or “**You**”) describes how we process the personal data of Healthcare Professionals, how we use personal data, and any rights You have with regard to Your personal data.

2 Personal data processed by us

Personal data is any information relating to You that We collect in connection with any interactions with You, such as our meetings, Your participation in our training or information programs, events, Your inquiries and Your communication with us. We may also process personal data that You provide to us or that results from Your use of our websites or online services and those of our partners. We receive personal data from companies that provide information in the healthcare sector, sources of information open to the public, and business partners. Depending on the purpose, We process the following personal data:

- Last name, first name;
- Contact details (mailing address, telephone numbers, email address, fax number, language);

- Data about Your professional activity, including academic titles, data about Your general and professional education, specialty, specialist designation, research activity, publications, CV, roles, connections, practices, clinics, pharmacies at which You work;
- Data relating to our interactions with You and use of our services;
- Preferences with regard to the way You communicate with MSD, times when You can be reached best, and frequency of communication and response to it, specialty or main interest;
- Data about the performance of our services, such as participant and travel information;
- Financial and bank information You provide to us, credit card number, VAT number;
- Login data;
- Navigation data on our websites or online services or those of our partners (see our [Global Internet Privacy Policy](#) and our [Global Online Tracking Policy](#) in this regard), cookies (see our Data Protection Preference Center in this regard, which can be found at the bottom of our website by clicking on the “Cookie Preferences” button).

If MSD asks You to provide Your personal data, You have the right to decline. If You decline to provide data required by us to either comply with legal obligations or to provide You with a requested service or to perform contractual obligations, We will not be able to provide those services or enter into a contract with You. If that is the case, We will inform You accordingly.

3 Purpose of processing

We process Your personal data for the following purposes:

- Implementation, monitoring and evaluation of our activities on the basis of our overriding interest (Art. 13 para. 1 DSG (*Datenschutzgesetz* [Data Protection Act]), Art. 31 para. 1 revDSG (*revidierte Fassung des DSG* [revised version of the DSG]), Art. 6 para. 1 lit. f GDPR):
 - Conduct of training or information on the use of our products;
 - Response to Your questions;



- Market research, satisfaction surveys, tracking of interest in the provided information, sales figures,
 - Initiation of scientific collaboration or research measures;
 - Maintenance of a database to personalize and track our interactions with You, establishment of contact through our team members or electronically to inform You about our products (including co-promotions), our services and our treatment approaches and to send You information that meets Your needs or interests (including profiling);
 - Invitation to conferences, professional, scientific or medical events or trainings, webinars;
 - Analysis and prediction of Your preferences or Your profile, in order to organize our business activities, personalize our communication content, training and information offerings, provide information of greater relevance to Your specialty areas and interests, and to improve the use of our websites, platforms and services, and to improve our predictive tools (including profiling);
 - Consolidation and controlling of the finances of the MSD group companies.
- Fulfillment of our legal obligations (Art. 13 para. 2 lit. a DSG, Art. 31 para. 2 lit. a revDSG, Art. 6 para. 1 lit. b GDPR):
 - Pharmacovigilance: monitoring and reporting, in particular with regard to adverse events, product complaints, and the safety of the use of products;
 - Transparency, anti-corruption, and investigation of business relationships with unauthorized third parties to identify and prevent them;
 - Review of Your eligibility to access certain products, services or information that may only be provided to healthcare professionals.
 - Fulfillment of our contractual obligations (Art. 13 para. 2 lit. a DSG, Art. 31 para. 2 lit. a revDSG, Art. 6 para. 1 lit. b GDPR)
 - Contracts covering products, expert opinions, presentations, projects, studies, clinical trials, consultation and initiation of the contractual relationship, contractually stipulated performances in this regard;
 - Implementation of projects (such as projects to optimize patient care or monitor medical care), including creation of questionnaires, analysis of responses, and monitoring of any measures taken

- Management of travel;
- Management of Your participation in medical or scientific research.
- Based on Your consent (Art. 4 para. 5 DSG, Art. 6 para. 6 revDSG, Art. 6 para. 1 lit. a GDPR)
 - Transmission of personalized messages and newsletters.

4 Sharing personal data with third parties

Depending on the purpose for which Your personal data is processed, Your personal data may be shared with the following third parties:

- With MSD group companies in Switzerland and the EU, as well as with the parent company Merck & Co, Inc., Rahway, NJ, USA;
- With professional associations in the context of regulations, particularly transparency regulations;
- With authorities and courts to comply with or accede to legal, regulatory or judicial requirements or orders;
- With third parties who process Your personal data as contract processors at the direction of MSD (such as database managers, email transmission and analysis, management of login data, providers, contract research organizations - CROs, etc.);
- With third parties who independently manage access to password-protected websites such as mymsd.ch, in particular the foundation refdata, Baarerstrasse 2, 6300 Zug, which manages “swiss-rx-login”. You should review the privacy statements of these third parties before using the functionalities. You can find the privacy statements of the refdata foundation [here](https://www.refdata.ch/de/datenschutzerklaerung) (<https://www.refdata.ch/de/datenschutzerklaerung>).
- With third parties who provide services in the healthcare sector;
- With other healthcare professionals in the context of projects (such as projects for optimization of patient care or monitoring of medical care);
- With entities in the context of development, distribution, co-promotion or marketing agreements, or with third parties in the context of mergers, splits, conversions, asset transfers and liquidations.

5 Retention period of personal data

MSD will retain Your personal data for as long as it is necessary for the purposes described. As a rule, personal data may be retained for up to 11 years after termination of the interaction, the project or the contractual relationship with us.

6 Disclosure of personal data abroad

To ensure adequate protection of Your personal data, Merck & Co, Inc., Rahway, NJ, USA has implemented binding corporate rules to regulate the transfer of data within MSD group companies. The countries in which MSD group companies are represented can be found [here](https://www.msdprivacy.com/) (<https://www.msdprivacy.com/>).

In the event of further transfer to countries where adequate protection of personal data is not guaranteed, MSD and/or Merck & Co, Inc., Rahway, NJ, USA will contractually ensure that adequate protection is guaranteed, in particular by agreeing to the EU Commission's Standard Contractual Clauses (SCC) which have been approved by the EDÖB (*Eidgenössischer Datenschutz- und Öffentlichkeitsbeauftragter* [Federal Data Protection and Information Commissioner]). The data may be processed in any country in which companies of the MSD group are represented (see above), and in particular, in the following countries: USA, the Czech Republic, Singapore, India, Switzerland, Belgium, Argentina, the Netherlands, Germany, France, Ireland, the United Kingdom.

7 Your rights as a data subject

In accordance with the provisions of the Data Protection Act and subject to fulfilling the conditions foreseen therein, You have a right to information regarding the data concerning You, to correction, to deletion, to restriction of processing, to revocation of the consent granted and to transfer the personal data provided by You.

You also have the right to object to the processing of Your personal data, including profiling, for reasons relating to Your particular situation.

If You wish to exercise these rights, You can use the [contact form](https://dsr.msd.com/DSR/submit-request?language=37) (<https://dsr.msd.com/DSR/submit-request?language=37>) provided for this purpose.

Alternatively, you may submit Your request by email to MSD_privacy_office@msd.com or by mail to the address at the top of this Privacy Statement, to the attention of the Office of the Data Protection Officer. If necessary, You may also use the unsubscribe links in the corresponding emails.



The MSD Group has appointed a data protection officer, who can be reached at the following address: euprivacydpo@msd.com.

You also have the right to file a report with the Federal Data Protection and Information Commissioner (EDÖB).

You can find more information on data protection of the MSD Group [here](https://www.msdprivacy.com/sw/de/) (<https://www.msdprivacy.com/sw/de/>).