

MSD New Zealand Social Media Community Guidelines



Welcome to MSD New Zealand's social media channels. These channels are a place for community members to learn more about MSD in New Zealand and the work we do to help improve access to medicines and help improve patient outcomes. Our goal is to provide useful and interesting content about MSD and awareness around diseases while fostering open and respectful dialogue around specific topics.

COMMUNITY ENGAGEMENT GUIDELINES

The pharmaceutical industry in New Zealand is a regulated industry and we cannot engage in discussions about our medicines and products or the products of other companies. MSD respects the rights of individuals using social media to voice their views and opinions but reserves the right to remove posts (Facebook, Instagram), block users (X Corp, formerly Twitter) or not approve comments (YouTube) who violate our community guidelines. With this in mind, we ask that you please respect the following guidelines on our social media channels:

- Please keep all comments and posts relevant and respectful.
- Please refrain from mentioning MSD products or pharmaceutical products from other companies or offering health or medical advice. We reserve the right to remove any comments that references a pharmaceutical product.
- Please refrain from posting comments that are factually inaccurate or misleading or breach any of the Facebook, Instagram, X Corp or YouTube platform rules.

Please note that any social media accounts that are followed by/follow:

- MSD New Zealand,
 - Breathe Air, **and/or**
 - @FightCancerNZ,
- are not an indication of an endorsement by MSD of the content they produce.

Comments made by third parties that mention:

- MSD New Zealand,
- Breathe Air, **and/or**

- @FightCancerNZ,
do not necessarily represent the opinion of MSD or any of its partners.

Comments made by third parties on these profiles/pages/handles:

- MSD New Zealand Facebook,
- MSD New Zealand Instagram,
- MSD New Zealand X Corp
- Breathe Air Facebook,
- Breathe Air Instagram,
- FightCancerNZ X Corp, **and/or**
- MSD New Zealand YouTube

do not necessarily represent the opinion of MSD or any of its partners.

Please note our social media accounts are not a diagnostic platform, if you have concerns about your health, please contact your health care practitioner.

Within our social media channels, MSD reserves the right to:

- Determine what constituted inappropriate content.
- Not to respond or to remove comments that are considered inappropriate, mention a pharmaceutical product, off-topic, abusive, or promote third-party sites, initiatives, or products.
- Remove your comments or posts for legal, editorial, or operational reasons, including if MSD considers the content to be or constitute:
 - Defamatory, bad taste, unlawful, incorrect, abusive, offensive, obscene, inappropriate, unnecessarily causes alarm, unethical, off topic or vexatious.
 - Harassment, discrimination, or racial vilification.
 - A breach of privacy or confidentiality or containing inappropriate personal, health or commercially sensitive information.
 - An infringement of intellectual property rights including copyright.
 - Factually or medically inaccurate.
 - False or misleading.
 - Impersonating someone else and/or posting on behalf of someone else.
 - Seeking to endorse commercial products, services, or off-label use.
 - A breach of legislation (such as the Privacy Act 2020 or the Harmful Digital Communications Act 2015).
 - Directing users to make payments, provide funding and/or donations.

If you breach these commenting guidelines, MSD New Zealand, Breathe Air or @FightCancerNZ may unfollow or block your account from our social media pages.

There may be other circumstances that will require us to remove a comment or post. We reserve the right to delete any posts or comments at our sole discretion.

MSD is a member of Medicines New Zealand and is committed to adhering to the Medicines New Zealand Code of Practice and New Zealand regulatory requirements.

We also have an obligation to make sure any posts we make, including patient stories, are not misleading. Therefore, we promise to disclose:

- Where a person has been, or will be, compensated for providing a patient story.
- Where we have actors providing a patient story, such as in cases where the original person the story is about does not want to appear in our post.
- Where the person providing the patient story is an immediate family member of anyone employed by our business.

If you have concerns about inappropriate content on our Facebook, Instagram, X Corp or YouTube pages, please contact us through our website - <https://www.msd-newzealand.com/contactus/>.

SIDE EFFECTS AND ADVERSE EVENTS

These social media channels should not be used to report any side effects or reactions from an MSD product. We do not advise sharing personal health information on the internet in any circumstances.

If you believe that you, or another person, may have experienced side effects or reactions while taking an MSD product, you should immediately consult your physician, pharmacist, or other healthcare professional. To report an adverse event or product quality complaint with an MSD product, please contact our Designated Point of Contact Team on 0800 500 673 (NZ), Monday to Friday, 8:30am – 4:30pm (Australian Eastern Standard Time - AEST).

PRIVACY COLLECTION STATEMENT

Merck Sharp & Dohme (New Zealand) Limited (“MSD”) will collect, record and use your social media handle/name, first name, surname, email address and other personal information (please note some of this information may be personal sensitive information) that you provide to us through our social media channels for the purposes of communicating with you regarding an adverse event and otherwise for the purposes set out in MSD's Privacy Policy. We may conduct data analytics on the personal information you provide, including to help us improve our services and customise information for you. If you choose not to provide us with your personal information, we may not be able to fulfil these purposes. We will keep your personal information for only as long as is necessary to carry out the purposes described above (unless we are required or permitted by law to hold the information for a longer period). We may disclose your personal information to organisations who assist us and our affiliated companies (which may be in other countries including the United States, United Kingdom, Singapore, South America, Poland, China, or India). If you would like to know more about our privacy policy, including how to access and seek correction of the personal information MSD holds about you, how to complain about a breach of the New Zealand Privacy Principles, and how MSD handles such complaints, please go to <https://www.msdprivacy.com/nz/en/> or contact our Privacy Officer at C/O MSD, PO Box 99-851, Newmarket, Auckland 1149, New Zealand T +64 9 523 6000 or E msd_privacy_office@msd.com.

LOCATION

Our MSD New Zealand Facebook, YouTube, X Corp and Instagram, Breathe Air Facebook and Breathe Air Instagram, and FightCancerNZ X Corp handle are intended for New Zealand audiences only.

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