

MSD AUSTRALIA SOCIAL MEDIA COMMUNITY GUIDELINES



Welcome to MSD Australia's social media channels. These channels are a place for community members to learn more about MSD in Australia and the work we do. Our goal is to provide useful and interesting content about MSD while fostering open and respectful dialogue around specific topics.

COMMUNITY ENGAGEMENT GUIDELINES

The pharmaceutical industry in Australia is a regulated industry and we cannot engage in comments or discussions about our medicines and products or the pharmaceutical 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 or block users 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 reference a pharmaceutical product.
- Please refrain from posting comments that are factually inaccurate or misleading or in breach of any of the X Corp (formerly Twitter), LinkedIn or Meta (Facebook and Instagram) platform rules.

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

- MSD Australia & New Zealand or
- MSD Australia

are not an indication of an endorsement by MSD or the content they produce.

Comments made by third parties that mention:

- MSD Australia,
- @MSD_Aus, or
- MSD Australia & New Zealand

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

Comments made by third parties on MSD Australia or MSD Australia & New Zealand profiles, handles or pages 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 constitutes inappropriate content.
- Not respond or to remove comments that MSD considers are inappropriate,

- mention a pharmaceutical product or are off topic or abusive.
- 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 causing 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.
 - Impersonation of someone else or posting on behalf of someone else.
 - Seeking to endorse commercial products, services, or off-label use.
 - A breach of legislation.
 - Direction to users to make payments, provide funding or donations.

If you breach these community guidelines, MSD 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 Australia and is committed to adhering to the Medicines Australia Code of Conduct and Australian regulatory requirements.

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

- Where a person has been, or will be, compensated for making a testimonial.
- Where we have actors making a testimonial, such as in cases where the original person who made the testimonial does not want to appear in our advertisement.
- Where the person making a testimonial is an immediate family member of anyone employed by our business.

If you have concerns about inappropriate content on any of our social media pages, please contact us through our website <https://www.mymSD.com.au/contact-us/>

SIDE EFFECTS AND ADVERSE EVENTS

These social media channels should not be used to report any side effects or adverse 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 adverse 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 1800 818 553 (AU) or 0800 500 673 (NZ), Monday to Friday, 8:30am – 4:30pm (AEST).

PRIVACY COLLECTION STATEMENT

Merck Sharp & Dohme (Australia) Pty Limited and Merck Sharp & Dohme (New Zealand) Limited 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 Australian or New Zealand Privacy Principles, and how MSD handles such complaints, please go to <https://www.msdprivacy.com/au/en.html> (Australia) or <https://www.msdprivacy.com/nz/en.html> (New Zealand) or contact our Privacy Officer at Locked Bag 2234, North Ryde, NSW 1670, Australia T +61 2 8988 8000, msd_privacy_office@msd.com or 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_Aus Twitter handle (X Corp), MSD Australia YouTube, MSD Australia Facebook and Instagram accounts are intended for Australian audiences. Our MSD Australia & New Zealand LinkedIn is intended for Australian and New Zealand audiences.

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