

# Privacy Notice for Healthcare Professionals

Our company Merck Sharp & Dohme Cyprus Ltd. (registered under company registration number HE61084, operating from 2-4 Makarios III Avenue, 1065 Nicosia, Cyprus, herein after “MSD”) is informing you how we collect, use, and share information relating to your professional activities (called your “personal information” or your “information” in this letter) to effectively engage with you.

This notice is used to be transparent about our data processing activities and provides you with important information to communicate your preferences to us.

## Types of personal information we collect:

The data that we collect, verify and process is professional information about medical practitioners, pharmacists, nurses and other healthcare professionals.

We may collect, hold use and share (where permitted) the following information about healthcare professionals:-

- Contact details including your name, professional address and telephone number
- Email address and mobile phone numbers where we have received your explicit consent
- Details including dates and types of our interactions we have had with you, including any details of Information you have requested from us
- Records of any payments made to meet our regulatory obligations
- Information about your medical practice and your areas of professional interest.
- Personal photograph (e.g. Biographic image) that you have provided to MSD, or is publicly available

## How we use your data to enable effective engagement:

We use your information to identify your professional specialties and areas of interest, for the purposes of inviting you to attend conferences, participate in other programmes and deliver educational materials about our product and services; this includes promotional activities that may be of interest to you. Additionally, we use this information to comply with all legal and regulatory obligations. You will only receive marketing emails where we

have your consent for direct marketing. We may use profiling to help us determine the types of communication relevant to you and measure your engagement with our materials. You have the right to opt out of profiling at any time using the data subject rights portal in the link below.

This information will be used based on legitimate business interests, to assess how we can support you and further strengthen our relationship.

### **Our legitimate interests may also include:**

- Market research Activities
- Adverse event reporting
- Customer communication networks
- MSD Digital assets, channels and relevant content usage monitoring
- Social media listening related to our products and services
- Segmentation, customer profiles, and preferences for tailored communications
- Anti-Bribery checking
- Clinical trial participation

### **Sharing your information:**

MSD Cyprus Ltd. is a subsidiary of Merck & Co., Inc., Rahway, NJ, USA. We may share your information among MSD affiliates outside of the Cyprus and Europe and will do so in accordance with our Global Privacy Statement and our Binding Corporate Rules (“BCRs”), which have been approved in the European Union. Please see our [Global HCP Privacy Notice](#) for more information relating to our global marketing practices. Your personal information may also be shared with other organisations who work on our behalf but solely at the direction of MSD. Organisations that receive information from MSD will be contractually bound to only use this information in accordance with MSD’s instructions and in a manner that is consistent with all relevant data protection laws.

A copy of our Global Privacy Statement can be found by visiting the following site:

<https://www.msdprivacy.com/cy/en/>

## Retention:

Where we have had an interaction with you this will be retained for 3 years after our last interaction. Information may be retained for longer if we have a legal or regulatory obligation or where we have a legitimate interest to do so.

## Your rights:

Subject to restriction in applicable law, you have certain rights with respect to your personal information, such as, a right of access, correction, restriction of use, and deletion.

If you object to MSD processing your data, we will cease collecting and using your personal information; doing so will limit our ability to interact with you. MSD may still be required to process certain personal information about you in order to meet our legal or regulatory obligations.

If you choose to exercise your data protection rights you can submit a request using the following link <https://dsr.msd.com/DSR/Cyprus/English/> in your browser where you are able to request access, correct or delete your personal information. If you have questions or concerns about our use of your personal information, please contact us at the following email address: [cyprusprivacy@merck.com](mailto:cyprusprivacy@merck.com). You also have the right to contact the Commissioner for the Protection of Personal Data in Cyprus if we are not able to resolve your concern.