

Privacy notice - Marketing Contact Form Nephrology conferences

When you use our contact form, MEDICE Arzneimittel Pütter GmbH & Co. KG (hereinafter "MEDICE"), the local distribution partners and affiliated companies of the MEDICE Health Family involved in organizing the event, as well as the service providers commissioned by us, Werkbank GmbH, Microsoft Deutschland GmbH, salesforce.com Germany GmbH and Valantic Digital Marketing & CRM GmbH, collect and process your personal data. Affiliated companies are all companies in which MEDICE Arzneimittel Pütter GmbH & Co. KG holds a stake of 50% or more, including, but not limited to, Medigital GmbH, Selfapy GmbH, MEDICE Ibérica, MEDICE Arzneimittel GmbH, MEDICE Nordic Denmark AS, MEDICE Nordic Sweden AB, MEDICE Nordic Norway AS and Salmon Pharma GmbH.

The following personal data is collected:

- ✓ Contact details (first name and surname, name of institution/clinic/company, email address, telephone number)
- ✓ content of your message

The legal basis for the processing of your personal data is your informed, voluntary consent in accordance with Article 6(1)(a) of the EU General Data Protection Regulation (GDPR).

Data controller under the GDPR:

MEDICE Arzneimittel Pütter GmbH & Co. KG

Kuhloweg 37

58638 Iserlohn

Phone: +49 (0)2371 937 0

Email: [info\[at\]medice.de](mailto:info[at]medice.de)

The personal data collected may be processed for the following purposes:

- ✓ to process your enquiry
- ✓ for market and opinion research (including profiling)
- ✓ for marketing activities (such as direct marketing)
- ✓ to send email newsletters and additional information about our offerings relating to the Nephrology product range of the MEDICE Health Family

Your personal data is collected via our contact form on our website, on the servers of Werkbank GmbH in Germany. From there, your data is transmitted to the IT infrastructure of MEDICE Arzneimittel Pütter GmbH & Co. KG, on the servers of the service provider Microsoft Deutschland GmbH in Germany. Your data will then be transferred to the OCE System (*Orchestrated Customer Engagement System*) within MEDICE's IT infrastructure, as well as to MEDICE's CRM System (*Customer Relationship Management System*), hosted on the servers of salesforce.com Germany GmbH in Germany, for further processing and storage.

Access and processing rights to your personal data are held exclusively by the relevant authorized employees of MEDICE as well as Valantic Digital Marketing & CRM GmbH.

In addition, your data will be passed on to our local distribution partners and/or local affiliated companies involved in the event for marketing and communication purposes following the event. You can request further information on these data processing activities directly from the relevant local distribution partner/affiliated company at:

<https://medice-health-family.com/global-de/footer/anb/uebersicht-der-lokalen-partner-von-medice>

Your personal data will be stored by the parties involved until the above-mentioned purposes have been fulfilled or until you revoke your consent, after which it will be manually deleted by the parties involved.

Your data may be transferred to the following third parties:

- ✓ local distribution partners and local affiliated companies involved in the organization of the event
- ✓ service providers subject to the instructions of MEDICE Arzneimittel Pütter GmbH & Co. KG (Werkbank GmbH, salesforce.com Germany GmbH, Valantic Digital Marketing & CRM GmbH, Microsoft Deutschland GmbH)

To this end, there is a corresponding agreement on joint data processing in accordance with Article 26 of the GDPR between MEDICE Arzneimittel Pütter GmbH & Co. KG and its affiliated companies within MEDICE Health Family Holding GmbH.

In this context, the primary responsibility for data processing in the areas of human resources management, IT infrastructure provision, marketing and sales, legal advice (including data protection advice and management), financial accounting, management accounting, corporate communications, pharmacovigilance reporting, quality management and quality assurance services, as well as clinical trial planning, coordination and conduct, lies with MEDICE Arzneimittel Pütter GmbH & Co. KG, the parent company of MEDICE Health Family Holding GmbH, which is based in Germany. The subsidiaries and sub-subsidiaries are responsible, in particular, for data processing in the areas of marketing and sales, pharmacovigilance reporting, clinical trial planning, coordination and conduct, as well as human resources management in their respective countries of operation and in relation to their respective product and service portfolios.

Furthermore, there are relevant contractual arrangements for data processing on behalf of others in accordance with Article 28 of the GDPR between MEDICE Arzneimittel Pütter GmbH & Co. KG and the service providers Werkbank GmbH, salesforce.com Germany GmbH, Valantic Digital Marketing & CRM GmbH, Microsoft Deutschland GmbH and the local distribution Partners.

The IT service providers used – salesforce.com Inc., the parent company of salesforce.com Germany GmbH, and Microsoft Corporation, the parent company of Microsoft Deutschland GmbH – are US companies. MEDICE only uses US companies that have been certified under the EU-US Data Privacy Framework, meaning that the EU Commission's adequacy decision pursuant to Article 45 of the GDPR applies (i.e. an adequate level of data protection exists) and where data processing takes place exclusively on servers within the EU. To protect your data, data processing agreements based on the European Commission's Standard Contractual Clauses have also been concluded with the service provider.

MEDICE undertakes to disclose personal data only to entities that can demonstrate a suitable data protection policy in accordance with applicable regulations and laws and with which, where necessary, appropriate contractual agreements in accordance with Article 26 or Article 28 of the GDPR are in place.

In the context of the processing of your personal data, it is our aim to guarantee your rights as a data subject at all times.

You may exercise the following rights in relation to your personal data:

- ✓ You can **request information** about the processing of your data.
- ✓ You can request that your **personal data be amended** if it is incorrect or incomplete.
- ✓ You can request **restrictions on the processing of your personal data**. **(1)** For the duration of the review of the accuracy of the data. **(2)** If the processing is unlawful and you refuse deletion. **(3)** If the data is no longer needed by the controller for the purposes of processing, but you need it to assert, exercise or defend legal claims. **(4)** In the event of an objection to the data processing, as long as the corresponding balancing of interests has not been clarified.
- ✓ You can request that the **data** collected about you **be transferred to you or to a body specified by you**.
- ✓ If there is a basis for complaint, you can **lodge a complaint with the competent data protection authority**.
- ✓ You can **request the deletion of the data** collected about you.
- ✓ You can **object to the processing** of your personal data for reasons arising from your particular situation at any time, informally and without giving reasons. If the processing is based on Art. 6 para. 1 lit. e) or f) GDPR.
- ✓ You can **revoke your consent** to data processing at any time, informally and without giving reasons. Please contact us for this purpose: datenschutz@medice.de.

You will not suffer any disadvantages as a result of an objection or withdrawal. The objection takes effect for the future; data transfers made to date remain lawful. From now on, your data will only be processed to a limited extent by the parties involved if required by the relevant legal provisions under Article 6(1)(c) and our legitimate interest under Article 6(1)(f) of the GDPR.

If you have any further questions regarding the processing of your personal data or wish to exercise your other rights, please feel free to contact our data protection team at **datenschutz[at]medice.de**.

For confidential matters relating to data protection, you can contact our Data Protection Officer directly at **dsb[at]medice.de**.

If you have any questions about how your personal data is handled or would like to exercise your rights as a data subject, you can also contact our local partners directly: <https://medice-health-family.com/global-de/footer/anb/uebersicht-der-lokalen-partner-von-medice>