

# ACTELION TWITTER COMMUNITY GUIDELINES

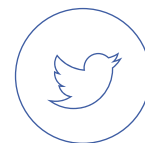
Dear Twitter community,

If you are an investor, have scientist background, are a member of media or just interested in our company, you should follow us on our corporate Twitter channel @actelion\_com.

We strive to communicate transparently, based on fact and with consistency. In line with our traditional communication channels, we utilize and leverage our Twitter channel to highlight our regular news flow, provide direct links into our website and give insight into our scientific expertise and disease areas. Twitter allows us to share a more personal view of us and our company culture.

Stay connected and join the conversation!

We welcome the opportunity to hear from you via @mentions, replies, and re-tweets. Please keep in mind that we work in a highly regulated industry with a unique legal situation in the healthcare environment. In particular, we cannot tweet about products - ours or other companies' - or treatment options, market rumors, regulatory bodies and government, competitors, forecasts and budgets or pending matters.



Content

Geographic audience

Adverse Events

Responses

Privacy Notice

Disclaimer

Third party content

## GEOGRAPHIC AUDIENCE

@actelion\_com is our official corporate Twitter channel intended for a global audience. Therefore, we will tweet about any disease area we are focusing our Research & Development activities on. For more information about our company, please visit [www.actelion.com](http://www.actelion.com).

## ADVERSE EVENTS

Please keep in mind that tweets can be seen by anyone in the world, so do not get too personal on Twitter, especially do not share specific data concerning your personal health. (See also our privacy notice on storing your information below.)

### **Call your doctor for medical advice about side effects.**

If you want to report a side-effect to an Actelion product, we kindly request you to report this directly via our website.

> [Side effect reporting form](#)

## HAVE WE NOT RESPONDED TO YOUR TWEET?

Here a few reasons why we may not be able to respond to @mentions and replies.

If you:

- mention products (ours or other company's);
- tweet any communications or material (including images, videos and links) that we consider to be (i) abusive, obscene, deceptive, misleading, offensive or defamatory, (ii) in violation of any intellectual property right, such as copyrights or trademark, (iii) in violation of any law or regulation, or (iv) otherwise unacceptable to Actelion at its sole discretion;
- are extremely unfriendly, even threatening, condone violence or illegal behavior;
- offer unsolicited health or medical advice;
- want to sell products and services, or recruit followers;
- disruptive to the community or are spam;
- violate [Twitter's Platform Rules](#).

Our company language is English we may not respond to non-English tweets.

## STORAGE AND USAGE OF PRIVATE INFORMATION (PRIVACY NOTICE)

Generally, we do not store or use your Twitter profile unique ID, email or other personal details.

However, in case of an adverse event or product issue you report to us, we will need to store and use identifying information about you, such as your name, location, health related information or similar in accordance with the applicable laws and regulations (the "law") in order to communicate with you and to follow-up on safety information. By submitting your personal data on social media platforms you confirm, that we may use such data as described in this guideline. Additionally we ask you to contact us via our official report form on the Actelion website

> [Side effect reporting form](#)

In general, access to your personal data will be restricted. In particular, it may be accessed by, disclosed or forwarded to those persons in Actelion's global organization who need safety information in order to evaluate and monitor the safety of Actelion products (in particular Actelion Global Drug Safety, Affiliate Safety Officer) or to whom we are compelled to provide it in connection with legal or regulatory requirements (in particular to regulatory authorities). In processing your personal data, we will fully comply with international recognized standards of data protection. In doing so, we ensure compliance of our staff with strict standards of security and confidentiality. However, if you report an adverse event or product issue on social media platforms, we cannot ensure the same level of data protection

as guaranteed on the official reporting procedure via our Actelion website.

We will not give access to any of your personal data to any third party. However, personal data may incidentally be transferred to a third party acting for or on behalf of Actelion, or in connection with Actelion's business, for further processing in accordance with the original purpose of the collection of the personal data. Wherever possible, we endeavor to ensure that both the obligation of non-disclosure and the intended use of the personal data are clearly indicated. Such third parties may adopt different privacy policies. However, we aim to ensure that such third parties provide the same degree of protection as we do, and, where appropriate, we will contractually bind a third party to process personal data only for the purpose explicitly authorized by us. Nevertheless, it is expressly understood that we will not share any personal data that is sensitive (e.g. medical history) with any third party without your prior and explicit consent, except to the extent that we are obliged to share your personal data as required by applicable law and only to the extent required by applicable law. Please note that if you withdraw your consent, we may not be able to comply with such request if we are obliged to keep your personal data as required by applicable law and only to the extent required by applicable law. However, we will, where practicable, inform third parties to whom your personal data has been transferred of your withdrawal of consent.

We attempt to ensure that your personal data are updated, accurate and complete according to the information that has been provided. To the extent permitted by applicable law you are

entitled to access and update your personal data or to demand their deletion. If you wish to access, amend or delete your personal data held by us, please contact Global Drug Safety. We will address your request in a prompt and accurate manner and free of charge. However, requests to delete personal data will be subject to any applicable legal and ethical reporting or document filing or retention obligations with which we must comply. In all other cases, we will keep personal data only as long as is reasonably required for the processing of the purpose for which the personal data were collected and in accordance with any applicable legal or ethical reporting or documentation retention requirements.

As part of the evaluation of your personal data may be transferred into and processed in countries with laws that do not provide for an adequate level of protection of personal data. For that purpose, contractual safeguards will be in place to secure such data and the access thereto. Despite all efforts, it cannot be excluded that foreign government agencies or related organizations force access to personal data without observing due process rules. We will undertake best efforts to enjoin such unauthorized access and duly support you to assert your privacy rights in such jurisdiction.

Please note that Twitter also has access to information you share with us. For more details read the [Twitter Privacy Policy](#).

## DISCLAIMER

Even though we aim to provide accurate and up to date information on @actelion\_com at any time, you acknowledge that @actelion\_com is made available “as is”. We do not give any warranty or representation, whether expressly or implied, of any kind related to the content of @actelion\_com (including, without limitation, text graphics and links). Moreover, we take no responsibility or liability whatsoever related in any way to your use of @actelion\_com and its content. We take no liability for the accuracy, adequacy, completeness, comprehensiveness, usefulness, reliability or timeliness of the content of @actelion\_com.

We do not give any warranty, whether expressly or implied, that the functions contained in @actelion\_com will be uninterrupted or error-free, that defects will be corrected, or that this website or the server that makes the website available are free of viruses or other harmful components. We reserve the right to interrupt or discontinue any or all of the functionalities of @actelion\_com, and take no liability whatsoever for any interruption or discontinuance of any or all of the functionalities of the website.

As some jurisdictions do not allow the exclusion of implied warranties, some of the above-mentioned exclusions may not apply to you.

## THIRD PARTY CONTENT

We do follow other Twitter users, and may choose to interact with them. Yet, this is not an indication of Actelion’s endorsement of these accounts or the content they produce.

As a service to you, @actelion\_com may contain links to other sites on the Internet that are owned and operated by third parties (the “Third Party Sites”). Please note that we have no control over these Third Party Sites and that your linking to these Third Party Sites is at your own risk and subject to the legal statement and privacy policy of the linked site. You further understand that we do not approve nor survey any Third Party Sites. We have no responsibility or liability of any kind for these linked Third Party Sites.

