

## Privacy Policy and GDPR

NordiMEDs existence depends on the collection and processing of answers of Healthcare personnel (HCPs), wherefore correct and secure management of data is of utmost importance to us.

We guarantee that the many thousands of HCPs, who participate to our efforts in delivering decision-ready information to our customers, can safely answer our questions, knowing that they will remain completely anonymous to our customers - and that the link between their identity and their answers only exist within our systems as long as the data processing is active.

We never pass on personally identifiable information to our customers, unless with specific consent from the participant, and during the data processing only a few selected employees have access to our participants contact information. These employees work under confidentiality, and their work procedures are regularly revised.

By participating in our surveys, you give permission to NordiMED - unless you are otherwise informed when giving your consent - to store your contact information and answers up to ten years. All data is stored and processed according to the guidelines set by the European General Data Protection Regulation (GDPR). Your answers may be used for statistical analysis, market research, surveys and segmentation surveys. Furthermore, NordiMED work in alignment with the standards of the international organization for pharma market research companies, EphMRA (European pharma Marketing Research Association).

### Anonymity

NordiMEDs costumers will only receive the results of their surveys in a statistically processed form, so no answers of any individual participant can be identified. In specific cases, a participant can be asked if they wish for their identity to be passed on to the costumer, for example in regards to reporting an adverse event. In these cases, the participant will always have the option of maintaining their anonymity.

### Your rights as a participant

Your participation in our surveys is voluntary, regardless of whether it is in an isolated survey or in one of our many panels, and at any time, you can inform us that you wish to finalize your participation.

We fully understand that one can have reservations answering questions, and in these cases, the option of refraining from answering will always exist.

In General the personal data that we have registered in relations to your participation is your contact data. You have the right to be informed which personal data we have registered in relations to your participation in our surveys. This information can be provided to you, if you send a request to our contact for personal data. If our information about you is faulty, incomplete or irrelevant, you have the right to have it corrected or deleted. When we receive a request regarding personal data, we will require specific identification to assure that it is the correct person making the request.

### Requests regarding personal data

You can contact our responsible for personal data Bo Hovmand at [bo@nordimed.com](mailto:bo@nordimed.com)