

Privacy at Pfizer

Pfizer New Zealand Limited ("Pfizer") understands that when interacting with us the privacy and confidentiality of your personal information is important to you and that is why Pfizer is committed to safeguarding the personal information you provide to us. The principles set out in this Privacy Policy are designed to protect the confidentiality of personal information and the privacy of individuals by regulating the way personal information is managed.

When used in this Privacy Policy, the term '*personal information*' means information or an opinion relating to an individual which can be used to identify that individual.

What information does Pfizer collect?

Pfizer may collect personal information about you through our interactions with you. By way of example, Pfizer may collect information about:

- Human and Animal Health Professionals (eg. doctor, nurse, pharmacist, veterinarian, vet nurse etc.) in the course of:
 - responding to their product queries;
 - meetings with our sales representatives;
 - complying with our regulatory obligations (eg. notification of important product safety information); and
 - participation in Pfizer sponsored programs (eg. clinical trials, expert panels, educational programs, research grants and disease management programs);
- Members of the general public in the course of:
 - using our customer or product information services;
 - participation in non-prescription product promotional activities; and
 - participation in Pfizer sponsored programs (eg. clinical trials, educational programs and disease management programs);
- Service providers in the course of providing services to Pfizer.

The personal information collected may vary depending on your particular interaction with Pfizer but will be limited to that information necessary to record and manage our interaction with you (eg. your name, relevant contact details and information about the interaction).

If any personal information is collected through visiting a Pfizer website you will be informed of its use, purpose, who it may be disclosed to and the procedure to gain access to it through specific statements and privacy policies on the website. Pfizer may provide links on its website to other sites including sites run by its affiliates. These sites may have different privacy policies and you are advised to check the privacy policy on those sites.

How does Pfizer use personal information and to whom does Pfizer disclose it?

Pfizer will use personal information only for the primary purpose for which it is collected, or for secondary purposes which are related to the primary purpose.

In general, Pfizer uses personal information for the following purposes:

- to provide ongoing information about Pfizer's products and services to people that Pfizer believes may be interested;
- to provide health products or services (including advice) that have been requested;
- to involve doctors/investigators (and people who assist them) in clinical trials;
- to monitor the quality, safety and efficacy of our products; and
- to comply with legal obligations

Pfizer may disclose personal information to:

- its affiliates within or outside of New Zealand, in which case your personal information will be collected, used, disclosed, managed and stored in accordance with this policy; and
- third parties within or outside of New Zealand to help Pfizer improve its pharmaceutical products and health services; and
- regulatory authorities, within or outside of New Zealand, and ethics committees as part of a clinical trial evaluation, monitoring or inspection process.

Generally, we require that organisations outside Pfizer who handle or obtain personal information as service providers to Pfizer acknowledge the confidentiality of this information, undertake to respect an individual's right to privacy and comply with this Privacy Policy. However, we are not responsible for the privacy or security practices of any third party (including third parties that we are permitted to disclose your personal information to in accordance with this policy or any applicable laws). The collection and use of your information by such third party may be subject to separate privacy and security policies.

In most cases, if you do not provide information about yourself which Pfizer has requested, Pfizer may not be able to provide you with the relevant service or information required.

Sensitive information is subject to greater restrictions

Some personal information collected by Pfizer is considered 'sensitive'. Sensitive information which Pfizer may collect includes a person's state of health and medical history.

Sensitive information will be used and disclosed only for the purposes for which it was provided, or a directly related secondary purpose, unless you agree otherwise or for other specific reasons such as if the use or disclosure of this information is required by law or to prevent a serious and imminent threat to life or health of an individual.

Security of personal information

Pfizer is committed to keeping your personal information secure. All reasonable precautions will be taken to protect information from loss, misuse or alteration. We will take all reasonable steps to protect the personal information that we hold from misuse, loss, or unauthorised access.

While we endeavour to keep information on Pfizer websites, including those provided by you or on your behalf, secure and confidential, we will not be responsible for any breach of security caused by third parties and do not represent that Pfizer websites are completely secure.

Pfizer has directed its staff that personal information must be dealt with in accordance with this Policy and kept secure from unauthorised access or disclosure.

Cookies

Pfizer, in common with many website operators, may use standard technology called cookies on its websites. Cookies are small data files that are downloaded onto your computer when you visit a particular website. You can disable cookies by turning them off in your browser, however, some areas of Pfizer websites may not function properly if you do so.

Spam

Pfizer complies with relevant anti-Spam laws and will not send you a commercial electronic message unless permitted by relevant legislation.

Accessing and Updating personal information that Pfizer holds about you

Pfizer has appointed a Privacy Officer to oversee Pfizer's management of personal information in accordance with this Policy and relevant legislation. The Privacy Officer's contact details are set out below.

You can, in most cases, access the personal information Pfizer holds about you. If you wish to do so, please contact the Privacy Officer.

Pfizer endeavours to ensure that the personal information it holds is accurate, complete and up-to-date. Please contact the Privacy Officer if you believe that the information Pfizer holds about you requires changing or becomes out-of-date.

What if you have an enquiry?

If you have any questions about this Privacy Policy or Pfizer's privacy practices please contact the Pfizer Privacy Officer. Pfizer will endeavour to act promptly in response to a request.

How to contact us

If you have questions about Pfizer and privacy, wish to provide feedback about this policy, would like to update your personal details held by Pfizer or wish to access information held by Pfizer about you, please contact Pfizer's Privacy Officer at:

E-mail: privacyofficer.australia@pfizer.com

Phone: 61 2 9850 3221

Postal address: The Privacy Officer
Pfizer Australia Pty Ltd
38-42 Wharf Road
West Ryde NSW 2114
Australia