

Privacy disclaimer and community guidelines for Novo Nordisk's social media accounts

We welcome and encourage your participation and engagement. When you engage with us on social media, you also agree to follow our disclaimer and community guidelines that explain how we use data and the restrictions of our social media pages.

Thank you for your understanding and for ensuring that your comments fit within these guidelines. While we reserve the right to remove any posting at its sole discretion, we are working to foster openness and dialogue and will therefore only remove comments that violate these guidelines.

Privacy disclaimer

1. The information we collect

We collect information for statistical purposes that can help us improve our communication.

When you follow us on social media or engage in our content (via likes, shares, comments etc.) we automatically collect this information and use it to inform us if our content is relevant, where our visitors come from, what they look for and act on, and where the most time is spent. The information we gather about impressions and engagement does not include any personally identifiable information.

2. Collection of sensitive data

We do not collect or retain sensitive personal data relating to your health, ethnic origin, religious beliefs or political conviction etc. on social media. In the rare case where we do seek to collect other sensitive data we will do so in strict compliance with local data privacy law.

3. Protection of children

Protecting the privacy of children is important. Novo Nordisk does not intend to collect personally identifiable information from children (a child is defined as being under the age of 18) without permission of the parent or legal guardian. Children should NOT submit personally identifiable information to Novo Nordisk without the explicit permission of their parent or legal guardian.

Where appropriate, we will instruct children not to submit personal data. If your child has submitted personal data and you would like to request that such information be removed, [please contact us](#).

4. Visitor rights

You are entitled to know whether we hold personal data about you and, if we do, obtain insight to that data and require the data to be corrected if inaccurate. You are also entitled to know the purposes and you may object to Novo Nordisk's use of your personal data. [Please contact us](#) if you wish to obtain insight in your personal data or if you have any concerns in this regard.

5. Use of cookies, pixels and insight tags

A cookie is a simple text file that is stored on your computer or mobile device by a website's server; only that server will be able to retrieve or read the contents of that cookie. Each cookie is unique to your web browser. It will contain some anonymous information such as a unique identifier and the site name and some digits and numbers. It allows a website to remember your preferences – e.g. choice of language.

We also use pixels and insight tags from social media to track conversions and attribute them back to our ads, build custom audiences to retarget and optimize ads for conversions.

Cookies, pixels and insights are not personally identifiable information, meaning that we cannot get information about an individual user through these tools.

6. Information provided "as is"

The information on our social media sites is provided "as is" and we make no representations or warranties, expressed or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

We make no representations or warranties of any kind as to the completeness, accuracy, timeliness, availability, functionality and compliance with applicable laws.

By following our accounts you accept the risk that the information may be incomplete or inaccurate or may not meet your needs or requirements.

7. Disclaimed liability

Neither Novo Nordisk nor our content providers shall be liable for any damages or injury arising out of your access to, or inability to access our accounts or from your reliance on any information provided herein. We disclaims any and all liability for direct, indirect, incidental, consequential, punitive, and special or other damages, lost opportunities, lost profit or any other loss or damages of any kind. This limitation includes damages or any viruses, which may affect your computer equipment.

8. Links to other sites

Posts from our social media accounts contain links to other sites that are not owned or controlled by Novo Nordisk. Please be aware that we are not responsible for or have control over the privacy policies of these sites. This statement applies only to information gathered on these sites. We strongly encourage you to read the privacy statements of every site you visit that gathers information.

Community guidelines

1. Product mentions and medical advice

Due to the nature of our industry, we cannot talk about certain topics with you online. If that is the case, we will let you know and provide other means in which to connect.

Our social media accounts are not intended for discussions about products made by Novo Nordisk A/S including the reporting of side effects associated with the use of prescription drugs.

Any questions or comments specific to products should be made to your healthcare professional.

Social media is not a place for us to provide healthcare advice. If you have questions about your health or the medicine you take, your doctor or health care provider is the person to ask. If you have issues with our medicines (an adverse event), or if you have a product inquiry or complaint, please contact [Novo Nordisk's office](#) in the country you live.

For other comments or feedback please contact us via content (messages) on our accounts that is managed by colleagues in Novo Nordisk in Denmark, on behalf of our colleagues across the organisation.

2. Tone of voice

We welcome comments and questions and try to join the conversation whenever possible. However, we may remove any comments that: (1) are off-topic; (2) are inappropriate, vulgar or abusive; (3) are intended to spam; (4) reference a product; (5) solicit or offer medical advice; or (6) otherwise violates our community guidelines.

3. Information purposes

The content posted on our accounts is presented solely for informational purposes. The accounts do not provide you with advice or recommendation of any kind and should not be relied on as the basis for any decision or action. You are advised to consult professional advisors in the appropriate field with respect to the applicability of any particular aspect of the contents. In particular, nothing being posted constitutes an invitation or offer to invest or deal in Novo Nordisk securities.

Further, our accounts provide selected information of diseases and their treatment. Such information is not intended as medical advice and cannot substitute for the advice of a health care professional. If you have or suspect having any health problems, you should consult your general practitioner or other qualified health provider.

4. Availability

We update the accounts on a regular basis and monitor it on a daily basis. Social media platforms may occasionally be unavailable and we accept no responsibility for lack of service due to social media platform downtime.

5. Replies, comments and direct messages

We welcome feedback and ideas from all our followers, and encourage you to join the conversation where possible. We will read all replies, comments and messages and ensure that any emerging themes or helpful suggestions are passed to the relevant people in our organisation.

Thanks for reading and for connecting with us.

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