

**Effective Date: December 18, 2019**

**Purpose of the Privacy Policy.**

Bristol-Myers Squibb and Pfizer have entered into a co-development and co-promotion agreement for Eliquis® (apixaban). Bristol-Myers Squibb and Pfizer respect the privacy of visitors to this Website and understand that the information about you, your health; and your health care is sensitive. Bristol-Myers Squibb and Pfizer developed this Privacy Policy to provide information about our practices regarding the collection, use, and disclosure of personal information that you may provide when you visit this Website. We encourage you to read this Privacy Policy before submitting information. By using this Website, you acknowledge that you understand and agree to the terms of the Eliquis Privacy Policy.

**Privacy Policies Governing Linked Websites.**

As a convenience to our visitors, the Website contains links to other websites that may offer useful information. This Privacy Policy does not apply to your use of those other websites. Before using the linked websites, please review their privacy policies to understand how they use and protect personal information.

**Data Collected & Used.**

• **Personal Information Voluntarily Provided by Users.**

Some areas of the Website may allow you to submit information directly in order to access specific content, features, interactive tools or services; to participate in one of our programs; or to contact us to ask questions or provide comments. Depending on the particular activity or program, we may also ask for:

- Your identifiers, such as name, contact information (e.g., postal address, email address, telephone number)
- Medical, health, or biometric information
- Insurance and/or financial information
- Professional credentials, employment, government ID, or education information (e.g., to verify identity or medical specialty)
- Audio, electronic, visual information and
- Other additional information that may be relevant to the particular activity or program

We use personal information for many business purposes, including fulfilling your requests, providing program services to you, and contacting you about other information or offers that we believe may be of interest to you. See **How We Use Personal Information** below for more information. We intend to let you know how we will use such information when we collect it from you and how you may contact us to tell us that you do not want us to use this information to make further contact with you beyond fulfilling your requests. You may always choose not to provide the required information, but then you may not be able to participate in the particular activity that requires the information.

• **Interactive Tools You Use.**

In addition, Bristol-Myers Squibb and Pfizer may provide interactive tools, including 3<sup>rd</sup> party tools, on our Websites that allow for you to share information with others, such as posts on social media sites

or send-to-a-friend emails for the purpose of sending informational and educational materials about Bristol-Myers Squibb and Pfizer or its products or services. To enable information sharing, we may collect personal information. In such instances, you may be asked to provide your friend's information, such as name and email address, in addition to your own personal information. We will use the information to fulfill your delivery request. Bristol-Myers Squibb does not view or store your friend's information for any purpose other than to process your request and to comply with regulatory or legal requirements. Please be sure to review the legal notice and privacy policy of 3<sup>rd</sup> parties who provide interactive tools, such as social media sites, because those sites' policies may be different from those governing our Website. Health care professionals should also be aware of their obligations regarding written communications to patients using pharmaceutical manufacturer and other 3<sup>rd</sup> party platforms and the need to obtain written patient authorization.

- **Device Information Provided by Users.**

In addition, when you visit our Website, we, and the 3<sup>rd</sup> parties that we work with, may gather internet or other electronic network activity information about your browser or device, including IP address, navigation and search history, and other interactions with our Website, apps, or ads. See more information in the Section below on ***Cookies, Pixels, Web Server Data, & Other Technologies***.

- **Information Collected from 3<sup>rd</sup> Parties.**

From time to time, we may supplement your personal information with information we obtain from 3<sup>rd</sup> parties as well as publicly available sources (e.g., government records). Information we collect could include such things as your contact information; products and services purchased, obtained, or considered (e.g., experiences with the product to fulfill ***Regulatory Requirements***); professional or employment-related information; education information; internet or other electronic network activity information including interactions with a website, app, or ad; or, your preferences and behaviors relating to health care, in order to verify your contact information, identity, professional credentials, specialty, and/or to provide you with more tailored information about our products and services.

If you have used our Website over the last 12 months, we have collected the above categories of information from you.

### **How We Use Personal Information.**

In addition to the uses listed above, we may use personal information in order to:

- Contact you about, and/or provide you with, products, services, or responses to your requests, as well as personalize and customize this Website with references to products and/or services that we believe may be of interest to you.
- Provide customer service, process and/or fulfill requests, orders, applications, and transactions, verify information provided to us, determine eligibility for our programs, and to process payments.
- Connect you with 3<sup>rd</sup> parties, such as through interactive tools or 3<sup>rd</sup> parties that may have services we believe of interest to you.

- Facilitate our business operations, including engaging in communications, services, advertising, and marketing activities; performing analytics; assessing quality and safety, as well as improving our products, services, technology, and security; auditing interactions with individuals, including, counting ad impressions to unique visitors, verifying positioning, and quality of ad impressions, and auditing compliance with our advertising standards; complying with legal requirements; and protecting against fraud and malicious activity.
- To aggregate and/or de-identify information about users or to use suggestions, comments, and ideas that are not personally identifiable. Bristol-Myers Squibb and Pfizer will not treat as confidential any information that is not personally identifiable. You should be aware that Bristol-Myers Squibb and Pfizer will be free to use and disclose through any means and use for any purpose such information in their sole discretion.
- Pfizer will only use your information in connection with Eliquis and related disease-states, information, and services unless you opt in to receive information relating to other Pfizer products and services.

#### **How We Share Personal Information.**

Bristol-Myers Squibb and Pfizer do not sell or rent your personal information. Bristol-Myers Squibb and Pfizer may disclose your personal information from this Website to each other and to 3<sup>rd</sup> parties as described below and as described in any other applicable privacy notices or opt-ins that you receive.

- **Subsidiaries and Affiliates.**

Bristol-Myers Squibb and Pfizer may each share your personal information with their respective subsidiaries and affiliates.

- **Service Providers.**

We contract with other 3<sup>rd</sup> party companies and individuals to help provide services to us for our Website, and other products and services. We may disclose your personal information to our 3<sup>rd</sup> party suppliers, agents, contractors, or other service providers working on behalf of Bristol-Myers Squibb and Pfizer in connection with the services that they perform. Examples of companies that we treat as service providers include web hosting companies, fulfillment and customer service vendors, data analysis firms, and other companies with which we co-promote and/or jointly develop products. Some service providers may collect personal information on our behalf or may be provided access to personal information to perform services. These service providers may only treat your personal information in a manner consistent with this Privacy Policy.

- **Other 3<sup>rd</sup> Parties.**

We may share information with 3<sup>rd</sup> parties, such as information shared when you use interactive features (see *Device Information Provided by Users* section above). In addition, cookies, pixels, web server data, and other technologies may involve sharing of information with 3<sup>rd</sup> parties. See *Cookies, Web Server Data, & Other Technologies* section and *Interest-Based Advertising* section below.

- **Transfer of Control.**

Circumstances may arise where we decide to reorganize or divest part or all of a business or a line of

our business (or any portion of our assets), including our information databases and Websites, through a sale, divestiture, merger, acquisition, in the event of bankruptcy, or other means of transfer. In any such circumstance, personally identifiable information may be shared with, sold, transferred, rented, licensed, or otherwise provided or made available by us or on our behalf to actual or potential parties to, and in connection with, the contemplated transaction (without your consent or any further notice to you). In such circumstances, we will seek written assurances that personally identifiable information submitted through this Website will be protected appropriately.

- **Regulatory Requirements.**

We may disclose your personal information in order to fulfill regulatory requirements. For example, if you contact us regarding your experience with using any of our products, we may use the information you provide in submitting reports to the U.S. Food and Drug Administration, and as otherwise required of us by law or governmental audit. We may also use the information to contact your healthcare professional to follow up regarding an unexpected event involving the use of any one of our products. We may also report transfers of value to healthcare professionals and others as may be required by financial transparency laws.

- **Law Enforcement.**

In rare situations, we may be required by court order or other legal or regulatory process, or as otherwise required by law to divulge personal information to law enforcement authorities, the courts, or regulatory authorities. Bristol-Myers Squibb and Pfizer will cooperate in responding to such requests, in accordance with the regulatory or legal process, and will take appropriate measures to ensure that the requester understands the sensitive nature of any health-related personal information they receive.

We disclose personal information to 3<sup>rd</sup> parties for business purposes, including without limitation, for purposes of advertising, marketing, and other services performed on our behalf, to comply with legal requirements, to protect against fraud and malicious activity, and for other business purposes described in this Privacy Policy. If you have used our Website during the preceding 12 months, we have disclosed each of the categories of personal information listed in the **Data Collected & Used** section for such business purposes. In addition, your information may be accessible to 3<sup>rd</sup> parties with whom you interact or direct us to share your information through our services.

**Cookies, Web Server Data, & Other Technologies.**

Bristol-Myers Squibb, Pfizer, and the 3<sup>rd</sup> parties we work with, use technologies such as web beacons or cookies on our Websites to improve user experience for our Website visitors. We may also use these technologies to better understand Website usage and to determine which areas of our Website users prefer. In some cases, to provide you better tailored programs and information, we may collect and consolidate your online information and match it with personal information collected from other 3<sup>rd</sup> party resources and programs. We may work with 3<sup>rd</sup> parties to help us with these activities. For example, if you are a healthcare provider, you may have a relationship with 3<sup>rd</sup> parties that share your personal information and online activities with others, such as pharmaceutical companies. Those 3<sup>rd</sup> parties may provide us with technologies that allow us to see when you have been on our Website while you are visiting, even if you have not contacted us directly or registered on our Website. In addition, cookies, web beacons, web server data, and other technologies may be used to provide you information and ads that

BMS, Pfizer, and the 3<sup>rd</sup> parties we work with believe may be of interest to you. See ***Interest-Based Advertising*** section below.

- **Cookies.**

Cookies are small data files that are sent from a website and stored on the user's web browser while the user is browsing a website. Cookies serve many functions, including but not limited to helping you log in (e.g., remembering your user name if you register or log in), remembering some of your customized user preferences, helping us better understand how people use our Website, collecting traffic data and helping us improve our Website. With respect to collecting traffic data, we may use 3<sup>rd</sup> parties to collect such data on our behalf.

The data captured through the tracking technologies used by our Websites may be shared with our 3<sup>rd</sup> party advertising technology partners in order to provide you with targeted advertising that may appear on other websites you visit on the internet. These partners use technology to match cookies on your computer with cookies placed on your computer by other websites you may visit or have visited. These partners may also use cookies and other technologies (e.g., web beacons) to recognize you across the devices you use, such as a mobile phone or laptop.

Your browser can be set to manage cookies and even reject them. However, please keep in mind that by rejecting cookies, your user experience while visiting our Website will not be the same, functionality may be lost, and you may not be able to access certain areas or features of the Website.

- **Web Server Data & Other Technologies.**

Bristol-Myers Squibb and Pfizer also use and allow certain 3<sup>rd</sup> parties to use other technologies, such as web beacons, on our Websites and in our digital communications. A web beacon is a clear GIF (Graphics Interchange Format) that a company can place on its websites or in digital communications to allow it or a 3<sup>rd</sup> party (such as an internet advertising, audience measurement, or social media company) to collect and help it analyze advertising campaigns and general usage patterns of visitors to their websites, to tailor advertising, or to measure the effectiveness of advertising campaigns. Bristol-Myers Squibb and Pfizer use, and allow certain 3<sup>rd</sup> parties to use, web beacons on this Website and in digital communications for these purposes.. In addition to provide you better tailored advertisements, programs, and information, we may also incorporate information collected from your browser and browsing activity in order to recognize you across the devices you use, such as mobile phone or laptop. As a result, Bristol-Myers Squibb, Pfizer, and these 3<sup>rd</sup> parties may collect and use information about your online visits to our Websites or engagement with our digital communications.

Bristol-Myers Squibb, Pfizer, and these 3<sup>rd</sup> parties we work with may also collect usage data from our Websites such as the source address that a page request is coming from (e.g., IP address), domain name, date and time of the page request, the referring website (if any), and other parameters in the URL (e.g., search criteria). We use web server data and other technologies to better understand Website usage on the whole and to determine which areas of our website users prefer (e.g., based on the number of visits to those areas). Bristol-Myers Squibb, Pfizer, and these 3<sup>rd</sup> parties we work with store and use this information for statistical reporting.

### **Interest-Based Advertising (IBA).**

We may use 3rd party advertising companies to tailor online and mobile advertisements to you based on predictions about your interests. Your interests could come from several sources including your browsing activity, such as visits to our Websites from your browser and device or your response to online advertisements. These 3rd parties collect and store data about your interests based on your online and mobile activity using different technologies, such as placing or recognizing cookies on your browser, recognizing device identifiers, or using pixel tags. These 3rd parties may also use these types of technologies to recognize you across the devices you use. If you signed up with a 3<sup>rd</sup> party social media site or subscription-based website or application, you should review the privacy policies of those websites or applications to learn more about how you can opt-out of interest-based ads on those websites or applications. For other interest-based ads, to opt out, you may click on the "AdChoices" icon within the advertisement or website, which will take you to a page where you can learn more about interest-based advertising and manage or opt out of the online targeting technology from the 3rd parties that we work with. AdChoices opt-outs are browser- and device-specific; therefore, you should repeat your selections across each device and browser on which you wish to be opted out. If you opt out, you may still see advertising from Bristol-Myers Squibb and Pfizer online or in mobile applications, but the 3rd parties we work with will not serve our ads based on predictions about your interests. Also, if you delete or remove cookies or apps, your opt-out selections will not be stored. You should review your opt-out preferences periodically, or update your choices to include new participating companies. In some cases, the 3<sup>rd</sup> parties we work with may still collect data about your browsing activity and mobile application activity for other purposes, but will not use this information to select our ads that you see. To learn more about interest-based advertising and how to opt-out in desktop and mobile, please visit <http://optout.aboutads.info/#/> and <http://optout.networkadvertising.org/#/>. To opt out of interest-based ads on mobile, you can download the AppChoices app at [www.aboutads.info/appchoices](http://www.aboutads.info/appchoices).

### **Do-Not-Track Signals.**

When you visit our Website, Bristol-Myers Squibb and Pfizer, and parties that we work with, may collect and use traffic data through the use of cookies, web beacons, interest-based ads, web server data, and other technologies as described in this Privacy Policy. The collection of traffic data occurs even when do-not-track signals are enabled on your internet browser. Under certain circumstances, we may be able to identify you when you visit our Websites. For example, if you register on our Websites, we may be able to link your personally identifiable information to previous visits on our Websites depending on whether our Website cookies from earlier visits are still stored on your computer. For more information about do-not-track signals, visit [www.allaboutdnt.com](http://www.allaboutdnt.com).

### **Security.**

Bristol-Myers Squibb and Pfizer take reasonable precautions to maintain the protection of personally identifiable information collected through this Website and used in accordance with this Privacy Policy. In addition to technical safeguards, we also use physical controls and procedures to safeguard your personally identifiable information. However, we cannot guarantee that it is completely secure from

people who might attempt to evade our security measures or intercept transmissions over the internet.

#### **Update and Correction of Personally Identifiable Information.**

You may contact us to update or *correct* much of your personally identifiable information that you provide to us through the Website other than the limited information described above under the **Regulatory Requirements** section or to opt out from our mailings and other services and communications that you may have signed up for. To do so, please contact us at 855-ELIQUIS (354-7847).

#### **State Rights (e.g., Access & Deletion for Certain Individuals).**

You may have the right to request access to, or deletion of, your personal information under state law (e.g., California). These rights are not absolute and only apply in certain circumstances. This means that we may be unable (e.g., due to legal requirements), or not obligated, to satisfy your request. In some cases, we may need to collect additional information from you in order to verify your identity before we provide access or delete your information, such as a government-issued identification. BMS will not discriminate against you for exercising your rights, but may not be able to provide you with services or programs that you have requested if we are not able to use your information. To submit requests please call 855-961-0474 or complete the online form at [www.bms.com/dpo/us/request](http://www.bms.com/dpo/us/request).

#### **Changes in Our Privacy Policy.**

We may revise this Privacy Policy at any time by updating this posting. You are bound by any such revisions and should therefore periodically visit this page to review the most current Privacy Policy.

#### **Online Privacy for Children.**

We are committed to protecting the privacy of children. We do not intend to collect personally identifiable information from children under 18 years old. If a child has provided us with personally identifiable information, the parent or guardian of that child may contact us at 855- ELIQUIS (354-7847).

#### **Policy on Use of Social Security Numbers.**

Bristol-Myers Squibb has a policy that provides for the proper use and protection of Social Security numbers obtained in the course of doing business by Bristol-Myers Squibb and Pfizer. Such policy protects the confidentiality of Social Security numbers, prohibits unlawful disclosure of Social Security numbers, and limits access to Social Security numbers. This policy applies to all methods of collection of Social Security numbers, including Social Security numbers obtained by oral, written, and electronic means.

#### **Questions.**

If you have any questions about this Privacy Policy or other aspects of privacy on our Eliquis Websites, please contact us at 855-ELIQUIS (354-7847) or at the mailing address below.

Bristol-Myers Squibb

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