

## **AbbVie New Zealand – Instagram Community Guidelines**

Welcome to AbbVie’s New Zealand corporate Instagram account.

We use Instagram to celebrate the unique culture of AbbVie and the lives we touch through our philanthropic and volunteer efforts. We welcome the opportunity to hear from you on Instagram.

### **About AbbVie**

AbbVie's mission is to discover and deliver innovative medicines and solutions that solve serious health issues today and address the medical challenges of tomorrow. We strive to have a remarkable impact on people's lives across several key therapeutic areas including immunology, oncology, neuroscience and eye care – and products and services in our Allergan Aesthetics portfolio. Our heritage in New Zealand reaches back more than 80 years and our therapies currently benefit more than 6,950 New Zealanders. For more information about AbbVie, please visit us at [www.abbvie.co.nz](http://www.abbvie.co.nz).

### **Moderation**

The AbbVie New Zealand Instagram account is administered by AbbVie. Please note that we will respond to comments during business hours (9am – 5pm, Monday to Friday). If you have an urgent enquiry regarding one of our medicines, please seek advice from a healthcare professional and follow the guidelines below.

We update and monitor this account keeping an eye out for anything that breaks the house rules or [Instagram’s terms and conditions](#). The AbbVie New Zealand Instagram account is not responsible for third party sites and makes no representation in relation to the accuracy, reliability, suitability, currency, completeness or lawful nature of such content.

We do not allow the use of AbbVie New Zealand Instagram account for any unauthorised third party advertising or promotion, solicitation of donations or raising money, whether for a charity or otherwise

### **House Rules**

We welcome your contribution to the AbbVie New Zealand Instagram account, but we want to make sure that everyone in this community understands the guidelines for participating. Your use is conditional upon you accepting and complying with these guidelines.

Some general considerations:

- You need to be a registered member of Instagram and accept Instagram’s Terms of Use to join the conversation.
- Please do not upload pictures of under 18s without consent or any other content that may be deemed irrelevant. Any content that AbbVie deems irrelevant (in its sole discretion) will be removed.
- Please don’t attempt to impersonate other people, well known or otherwise.
- Copyright, Plagiarism and Ownership- before you upload content please make sure you own the rights to it eg images, video, music all need to be your own creation. If content is suspected not to be yours it will be removed.

AbbVie is part of a highly-regulated industry with unique legal considerations. As well as our own codes of conduct we are governed by the Medicines New Zealand Code of Practice which means we cannot engage in conversations about our products, other companies’ products or treatment

options in the public domain. These discussions are best held in private with a healthcare professional. If you would like to discuss one of our medicines with us directly, please PM us or contact our Medical Information line: [medinfoanz@abbvie.com](mailto:medinfoanz@abbvie.com)

The information or the services offered by or through the AbbVie New Zealand Instagram account is provided for your general information only and does not constitute medical advice and should not be interpreted as treatment recommendations. You should not use or act on this information without first seeking proper information and advice from your qualified healthcare professional. Never disregard medical advice or delay in seeking it because of something you have read on the AbbVie New Zealand Instagram account.

The information on third party websites may not comply with the New Zealand regulatory requirement. Please refer to the Consumer Medicine Information or Product Information to fully understand the terms of registration of products.

In our community, discussions need to be on-topic and constructive. For this reason, comments may be deleted for:

- Naming (including generic names) our products or other companies' products;
- Offer health or medical advice;
- Include profanity, defamatory, libellous, offensive, abusive, discriminatory or demeaning content, including images, videos or links;
- Are disparaging, threatening, condone violence or illegal behaviour;
- Contain personal information, like the names of individuals (note that this does not include tagging of profiles), email addresses, phone numbers, personal photos or videos;
- Contain proprietary, confidential, sensitive, or non-public information;
- Violate copyright or intellectual property laws;
- Include information that is commercial in nature, with an intent to sell products or services or recruit fans and followers to other social communities;
- Contain information that is false, inaccurate or misleading;
- Are excessively repetitive and/or disruptive to the community (SPAM); or
- Violate [Instagram's terms and policies](#).

Please be aware that those who violate the above rules may be blocked from the AbbVie New Zealand Instagram account. In this case, the user would no longer be able to follow our news or comment on our posts.

AbbVie is not responsible for and does not assume any liability for any third party content. AbbVie is not responsible for the terms and conditions, privacy policy or content of any website accessed through links or references in our posts.

AbbVie does not warrant that the content on the AbbVie New Zealand Instagram account is accurate, reliable, suitable, up-to-date or complete.

To the maximum extent permitted by law, AbbVie excludes any and all liability for any claims, liabilities, losses, costs or damages (including, without limitation, damages for loss of business profits), whether those damages are direct, indirect, punitive, incidental, special or consequential damages, arising out of or in any way connected with any information and material obtained from or through the AbbVie New Zealand Instagram account.

Instagram accounts that AbbVie follows and content that AbbVie likes or shares is not an indication of AbbVie's endorsement of these accounts or the content they produce. Nor is it an indication that we are engaged in a business relationship with the content authors.

### **Safety information (Adverse Events, Special Situations and Product Complaints)**

If you believe you have experienced an adverse event or quality concern from an AbbVie product and need medical advice, please consult your physician, pharmacist or other healthcare professional.

Additionally you can contact the AbbVie Medical Information department at [medinfoanz@abbvie.com](mailto:medinfoanz@abbvie.com) or call (NZ) **0800 900 030**.

We strongly suggest you avoid sharing specific information concerning your personal health on Instagram, other social media sites, and the Internet in general. Should you, however, comment on any adverse event experiences or product issues of an AbbVie product on AbbVie's New Zealand Instagram account or via Direct Message, the relevant AbbVie team may contact you for more information.

### **Using and storing personal identifying information**

AbbVie will not collect, store, disclose or share personal identifying information (such as your Instagram unique ID, email) on the AbbVie New Zealand Instagram account unless we have obtained proper consent (or as outlined below).

However, in the case of reporting any safety information (e.g. and adverse event, or product issue), we will need to store and use personally identifying information, such as your initials, location, health-related information or similar, in accordance with applicable regulations and AbbVie procedures. This information is required to be submitted to the AbbVie Pharmacovigilance, AbbVie Quality Assurance and Patient Safety department and/or regulatory authorities. We are also required to store your personal identifying information for auditing purposes. Any personal information collected by AbbVie will be handled in accordance with [AbbVie's privacy policy](#).

In some instances, AbbVie may choose to use third-party service providers to help us manage comments and messages received on the AbbVie New Zealand Instagram account, which means that they too would have access to any personal identifying information you share with us. Such third-party service providers are contractually bound and trained to ensure they follow the process adopted for the protection and security of your personal identifying information.

Please note that Instagram also has access to information you share with us. For more details please refer to the [Instagram's Data and Privacy Policy](#).

Thank you for reading and following AbbVie New Zealand on Instagram.

Last updated: August 2025