

## AbbVie New Zealand - Facebook Community Guidelines

Welcome to AbbVie's New Zealand corporate Facebook page.

We use this community to share stories about serious health challenges around the world, as well as AbbVie's New Zealand company and global news.

### About AbbVie in New Zealand

AbbVie is a highly focused, research driven biopharmaceutical company. We focus on discovering, developing, and delivering drugs in therapeutic areas where we have proven expertise and where we can have an impact. We're a company that takes on the toughest health challenges. But we do more than treat diseases—we aim to make a remarkable impact on people's lives.

Our heritage in New Zealand reaches back more than 75 years and we have offices in both Wellington and Auckland. More than 5,000 New Zealanders currently benefit from our medicines. For further information please visit <http://www.abbvie.co.nz>.

### Moderation

The AbbVie New Zealand Facebook page is administered by AbbVie. Please note that we will respond to comments during business hours (9am – 5pm, Monday to Friday AEST). 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 page keeping an eye out for anything that breaks the house rules or [Facebook terms and conditions](#). The AbbVie New Zealand Facebook page 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 Facebook page 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 Facebook page, 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 Facebook and accept Facebook'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 e.g. 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. Discussions

about specific health concerns or symptoms are best held in private with a health care 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) or call 0800 900 030. Please also note that the Medicines New Zealand Code of Practice does not allow patient product testimonials, so if you would like to share your experience with us on one of our medicines please private message instead.

The information or the services offered by or through the AbbVie New Zealand Facebook page 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 health provider. Never disregard medical advice or delay in seeking it because of something you have read on the AbbVie New Zealand Facebook page.

The information on third party websites may not comply with the New Zealand regulatory requirements. Please refer to the Consumer Medicine Information or Data Sheet 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 that:

- Share a personal testimonial or experience with our products or other companies' products (This is not permitted by Medicines New Zealand Code of Practice ;
- Name (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; or
- Violate [Facebook's terms and policies](#).

Please be aware that those who violate the above rules may be blocked from the AbbVie New Zealand Facebook page. 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 Facebook page 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 Facebook page.

Facebook pages 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 0800 900 030.

We strongly suggest you avoid sharing specific information concerning your personal health on Facebook, 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 Facebook page or via private 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 Facebook/unique ID, email) on the AbbVie New Zealand Facebook page 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 Facebook page, which means that they too will 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 Facebook also has access to information you share with us. For more details please refer to the [Facebook's Privacy Policy](#).

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