

## **Privacy policy of PHARMORE GmbH for business and communication partners**

The protection of your rights and freedoms is important to us, **PHARMORE GmbH** (hereinafter: "**we**"), including when it comes to the topic of data protection. We therefore only process your personal data for the intended purposes. Since it is important to us that you know at all times how we process your data as a business and communication partner, information about the handling of your personal data collected by us or stored by us is provided below. The term "processing" covers the entire process from the collection, storage, processing and/or transfer to the deletion of the data (hereinafter referred to as "**processing**"). Personal data is any information that relates to an identified or identifiable person and can be directly or indirectly attributed to that person (such as name, address, contact details). When processing personal data, we strictly adhere to the requirements of the EU General Data Protection Regulation (GDPR) and, where applicable, other data protection-related provisions.

If you use our websites or social media services, the data protection declarations of the respective web services apply in addition to this privacy policy. For special processing, e.g. in the context of participation in events organised by us, you will receive separate information on the handling of your personal data.

### **I. Name and address of the controller**

**PHARMORE GmbH**

Gildestrasse 75

49479 Ibbenbueren

Germany

Tel.: +49 (0) 5451 - 969 00

### **II. Contact details of the Data Protection Officer**

**PHARMORE GmbH**

Data Protection Department

Gildestrasse 75

49479 Ibbenbueren

Germany

E-mail: [datenschutz@pharmore.de](mailto:datenschutz@pharmore.de)

Tel.: +49 (0) 5451 - 5070 864

If you have any questions regarding the processing of your personal data, if you wish to exercise your rights as a data subject or if you wish to withdraw your consent, please contact our data protection officer directly.

### **III. Your rights as data subject**

Within the framework of the GDPR, the data subject affected by the data processing has various rights. These rights can be asserted against the data controller, i.e. against us. In particular, you are entitled to the following rights if the respective legal requirements are met:

- **Right to access:** You can request information about whether we process personal data about you. If this is the case, you have a right of access to this personal data as well as to further information related to the processing (cf. Article 15 GDPR).
- **Right to rectification:** In the event that personal data about you is not (or is no longer) accurate or incomplete, you may request that this data be corrected and, if necessary, completed (cf. Article 16 GDPR).
- **Right to erasure or restriction:** If the legal requirements are met, you may request the erasure of your personal data (cf. Article 17 GDPR) or the restriction of the processing of this data (cf. Article 18 GDPR), for example if the processing of this personal data is no longer necessary for the purposes for which we collected it.
- **Right to information:** If you have asserted the right to rectification, erasure or restriction of processing against us, we are obliged to notify all recipients to whom the personal data relating to you has been disclosed of this rectification or erasure of the data or restriction of processing, unless this proves impossible or involves a disproportionate effort (cf. Article 19 GDPR).
- **Right to data portability:** Under certain conditions, you have the right to receive the personal data concerning you that you have provided to us in a specific format or to transfer this data to another controller (cf. Article 20 GDPR).

If we rely on our "legitimate interest" (Article 6 (1)(f) GDPR) when processing your personal data, you have the right to **object** to this data processing pursuant to Article 21 GDPR. In the event of an objection, we will in any case cease processing your personal data for direct advertising, and in the case of data processing for other reasons, as a rule, unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing serves the purpose of asserting, exercising or defending legal claims.

To exercise these rights or for further information about your rights, please contact our data protection officer using the contact details provided in Point II.

Ultimately, you have the right to lodge a complaint with a data protection supervisory authority of your choice if you believe that our processing of your personal data violates data protection law (cf. Article 77 GDPR). The data protection supervisory authority responsible for us is the Landesbeauftragte für Datenschutz und Informationsfreiheit NRW (LDI NRW), Postfach 200444, 40102 Duesseldorf, Germany.

## **IV. Purposes of data processing, legal basis, types of data processed and storage period**

### **1) Business partners**

We may process your personal data in connection with the establishment or existence of a business relationship. We regularly receive personal data from you or a responsible person from your organisation. If we receive personal data from another source, e.g. from external sales partners, this will only be done at your instigation or to fulfil your contract with our sales partner or with your express consent. Under certain circumstances, we also use the option of a trustworthy service provider for address data or use data from professionally publicly accessible sources such as pharmacy or physicians' registers.

We process different types of personal data from the following categories, depending on the underlying purpose and nature of the collaboration:

- Master and contact data (e.g. name, title, professional postal address/e-mail address/landline and/or mobile phone number; private contact details only if you provide them to us yourself and expressly for this purpose);
- Information on company affiliation and function (e.g. title, position, name of the company, our internal customer number of the company; for health professionals also information on areas of specialism, expertise, etc.);
- Payment information (e.g. credit card details, bank details, VAT or other tax numbers);
- Data that you provide to us (e.g. when filling out forms, when participating in events or when answering questions in a survey);
- Information about your scientific and medical activity/collaboration with us, including possible future collaboration.

We process the personal data insofar as it is necessary in the context of initiating a contract at your request for the implementation of pre-contractual measures or insofar as it is necessary for the fulfilment of the contract. In particular, we process the data for smooth communication within the framework of the contract initiation and existing contractual relationship, for contract implementation and for payment processing. We refer here to Article 6 (1)(b) GDPR (contract initiation and fulfilment) with regard to data processing.

We also process personal data in order to comply with legal requirements (for example, in the context of documentation for tax purposes or for reasons of pharmacovigilance or in the context of carrying out tests and audits); in this respect, we refer to Article 6 (1)(c) GDPR.

Finally, we reserve the right to process the personal data of our business partners on the basis of our overriding legitimate interests within the meaning of Article 6 (1)(f) GDPR. We consider the protection of our company's the economic interests to be our legitimate interest. In the context of reviewing the profitability of our business activities, the purchasing behaviour of our customers is evaluated within the framework of the existing business relationship. We also provide information on our services by post, e-mail or fax for the promotional presentation of our company to our business partners. In the same way, we invite you to events hosted or sponsored by us, such as lectures and conferences.

## **2) Employees of business partners**

We process personal data of employees of our business partners (master and contact data as well as information on company affiliation and function) in their capacity as the contact person named to us on the basis of our overriding legitimate interests in smooth communication necessary for contract initiation or contract fulfilment against the background of the (pre-)contractual obligation towards our business partner pursuant to Article 6 (1)(f) GDPR.

## **3) Prospective clients**

If we have received your data in the context of business events or appointments (e.g. through the exchange of business cards), we store the data to maintain our business contacts on the basis of our overriding legitimate interests pursuant to Article 6 (1)(f) GDPR in maintaining and managing our business contacts and processing further possible enquiries.

## **4) Duration of storage**

We only store personal data of business partners or their employees for as long as necessary to fulfil the purpose for which it was collected or to comply with legal and official regulations or contractual requirements. Legal retention obligations of 6 or 10 years result, for example, from tax law (Section 147 of the German Fiscal Code - AO) and commercial law (Section 257 of the German Commercial Code -HGB) for, among other things, account books, commercial letters, business correspondence and booking vouchers. There may also be specific documentation requirements for wholesalers or for pharmaceutical entrepreneurs or co-distributors. This includes, for example, the obligation to keep documentation in accordance with the GDP guidelines for at least 5 years.

We delete personal data of interested parties if no contract is initiated or concluded and the data is no longer required for any other reason (e.g. documentation of communication).

## **V. Sharing of personal data with third parties**

As a matter of principle, we only pass on your personal data to third parties if it is necessary in the context of initiating or executing a contract, if a transfer of data is required by law or if you consent to a transfer of data. In particular, we may pass on payment data to payment service providers for payment processing, contact data to transport service providers for the delivery of orders and contact and order data to our logistics service providers and cooperation partners for the acceptance of orders placed by you or their provision and dispatch.

To ensure the safety of medicines, we are obliged to pass on data to third parties (such as authorities, manufacturers and/or marketing authorisation holders) in individual cases and as far as this is necessary for ongoing systematic monitoring of the safety of a medicine and for taking measures to minimise risk (pharmacovigilance).

For the operation and maintenance of our IT infrastructure, IT support and user training, as well as for data processing work for financial accounting, we may use external service providers as part of commissioned processing in accordance with Article 28 GDPR. It cannot entirely be ruled out that these service providers possibly have access to your personal data. These service providers are carefully selected and commissioned by us, are bound by our instructions and are regularly monitored.

Only in exceptional cases your data will be passed on to supervisory authorities and law enforcement agencies as required by law. This occurs if it is necessary for the prevention and detection of fraud and other criminal offences or to ensure the security of our data processing systems. The legal basis for this is Article 6 (1)(c) GDPR, i.e. the fulfilment of legal obligations, and the protection of our legitimate interests according to Article 6 (1)(f) f GDPR.

Your data will not be passed on to third parties, except in the cases explained above.

#### **VI. Transmission to third countries**

As a matter of principle, your data will not be transferred to recipients based outside the European Union/EEA. If your data is transferred to recipients based outside the European Union, this is in the context of contractual requirements as a prerequisite for the purchase of goods or for pharmacovigilance reasons and subject to compliance with the conditions set out in Article 44 et seq. GDPR in addition to the other provisions of the GDPR on the transfer of personal data. In this case, we usually base the transfer on standard contractual clauses, in certain exceptional cases also on your express consent (Article 49 (1)(a) GDPR) or the necessity for the performance of a contract between you and us (Article 49 (1)(b) GDPR) or for the conclusion or performance of a contract concluded in your interest by us with third parties (such as manufacturers of medicines) (Article 49 (1)(b) GDPR).

#### **VII. No legal or contractual obligation to provide personal data**

The provision of your personal data is not required by law. This means that you are not obliged to provide us with your personal data. However, if you do not provide us with your personal data, we may not be able to communicate with you or enter into or process a contractual relationship.

#### **VIII. Automated decision-making**

We do not use automated decision-making and profiling in connection with our business relationships.

## **IX. Information regarding data security**

We secure your personal data processed by us against loss, destruction, access, alteration or dissemination by unauthorised persons by taking appropriate technical and organisational measures to ensure an adequate level of security and confidentiality of the personal data. These measures take into account the state of the art, the cost of their implementation, the nature of the data processed and the risk involved in the processing.

Please note that data on the Internet generally cannot always be transmitted securely. Especially in e-mail traffic, protection cannot be guaranteed when exchanging data. **We ask you not to send sensitive data (including health-related aspects) to us by e-mail.**

## **X. Concluding remarks**

In case of future changes and additions to this privacy policy regarding the processing of your personal data we will notify you via the usual means of communication (e.g. by e-mail or via our websites).

We will be happy to send you a copy of this information at any time upon request.  
**The current status is November 2022.**