

Preserve your Targeted Sales and Marketing Efforts under GDPR

Stay engaged with your HCP customers. **Stay compliant** with the New Data Protection Regulation. **Stay relevant** with IQVIA's Consent Management Solution

The challenge

What if you suddenly lost the ability to segment and profile your customers? To communicate with them via e-mail? These are not hypothetical questions...



Data

Is the data we hold compliant?



Processes

Are our processes clear and auditable?



Technology

Do we have supporting systems?



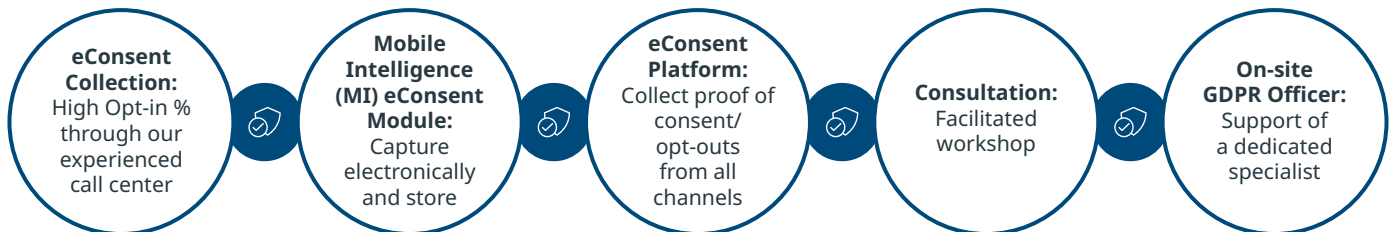
Governance

Do we have a mechanism to ensure continuous improvement?

The solution

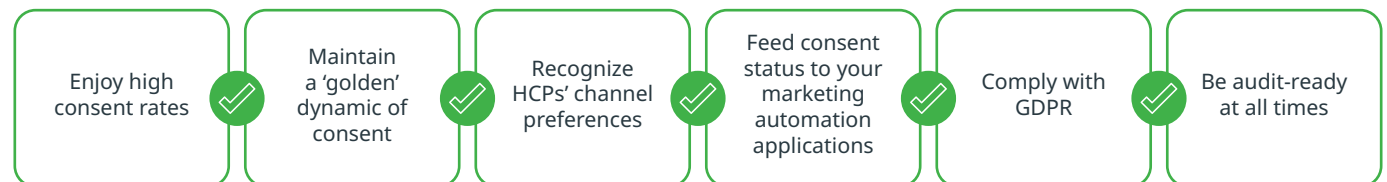
IQVIA consent management - Comprehensive and customized

IQVIA offers a technology platform and service solution that centralizes all activities around **collecting, storing, and distributing** your customer's consent to use their personal data. Depending upon your need, you can choose any or all of the following components:



The results

Consent management made easy



Note: Through this combination of consultation and technology, we manage the process of collecting, storing, and managing consents under the direction of your Controller; IQVIA is not responsible for ensuring that your marketing activities comply with applicable legal requirements.

CONTACT US

To find out more please contact our Contract Sales and Medical Solutions Department
 CSMSinternalstaff@iqvia.com
 iqvia.com