

IQVIA OneKey Data Protection Notice

IQVIA Solutions B.V. (we, us, our) specializes in the provision of products and services to healthcare and life sciences organizations in the Netherlands. Our services include the collection and verification of information about healthcare professionals (**you, your**) that we provide to our customers, including national healthcare service providers, so that they can maintain accurate and up to date information on healthcare professionals.

Accurate data on healthcare professionals is important to life sciences for a number of reasons, for example, to help ensure patients receive the right medicines for their disease or condition, and to help bring new medicines to market to improve patient outcomes and lower costs. We also play a pivotal role enabling efficient and effective communication to you across a number of media channels, and are proud of the record of service that has served life sciences and the healthcare industry so well.

This notice sets out how we will use and share your personal data and includes information about your rights.

1. Type of personal data collected

Most of the data that we collect, verify and process is professional information about medical practitioners, pharmacists, nurses and other healthcare professionals. This information does not relate to any individual patients.

We hold the following information about healthcare professionals:

- Name and contact details
- Education
- Practice and therapeutic areas, specialties and tendencies
- Working location, including contact details
- Type of healthcare institution
- Professional qualifications, experience and interests
- Practitioner registration number

We collect this information from the following sources: We verzamelen deze informatie uit de volgende bronnen:

- Official public registrations (e.g. BIG, AGB, KvK)
- Website of your institution
- Confirmation per phone call
- Public sources on Internet

Such personal data may have been previously collected directly from you, from public sources such as websites, conferences, publications, medical or social media, from our customers or through a member of your place of work or clinical setting who is authorized by you to provide us with such personal data.

2. Purposes of collection

The above types of information about you may be included and listed in our OneKey database.

We make the OneKey database available to our customers, i.e. healthcare industry professionals, pharmaceutical companies, research organizations, market research companies, and their agents, all in the healthcare sector, to enable them to contact or otherwise interact with healthcare professionals for their legitimate business purposes. We and our customers use the information listed in the database for purposes including:

- (a) legal compliance purposes (for example, to meet transparency obligations or adverse event reporting), and to enable direct communications with healthcare professionals in relation to important and sometimes vitally urgent safety warnings and drug recalls;
- (b) recruitment of healthcare professionals for participation in clinical trials, market research and other research studies, including to evaluate the potential suitability of healthcare professionals for recruitment into particular clinical trials and research studies;

- (c) conducting market studies and research in the public and private sectors, increasing the transparency of national, regional and local healthcare systems, health data management, improving healthcare services and increasing efficiencies to lower costs; and
- (d) processing updates to CRM systems and conducting direct communications and marketing to healthcare professionals to support the promotion, distribution and development of medical products and services, to inform healthcare professionals about new products, newly approved uses for existing products, medical/healthcare events and conferences, and to distribute free samples.

In some cases, we and our customers may only contact you with your permission: where this is the case, and where you agree that we may contact you, we are allowed to process your personal data because you have given consent to this. In other cases, we and our customers process your personal data because we have a legitimate interest in doing so, for the purposes we have listed above.

In all cases where we may ask you to provide information directly, provision of the requested personal data is optional. However, if we do not collect your personal information, we and our customers will not be able to provide you with the types of benefits listed above.

3. Your Rights

You may be entitled to ask us for a copy of your information, to correct it, erase or restrict its processing, or to ask us to transfer some of this information to other organisations. You may also have the right to object to some processing, such as profiling we perform for the purposes of direct marketing. Where we have asked for your consent to process your data, you have the right to withdraw this consent, for future uses of your data for which we need your consent. These rights may be limited in some situations – for example, where we can demonstrate that we have a legal requirement to process your data. In some instances, this may mean that we are able to retain data even if you withdraw your consent.

We hope that we can satisfy queries you may have about the way we process your data. If you have any concerns about how we process your data, or would like to opt out of receiving marketing communications, you can get in touch at nl.onekey-updates@iqvia.com or by writing to us at IQVIA Solutions B.V., t.a.v. de Functionaris Gegevensbescherming, Postbus 23595, 1100 EB Amsterdam.

If you have unresolved concerns, you also have the right to complain to data protection authorities.

4. International Transfers

As the database is operated on a worldwide basis, the database may be stored or accessed outside the Netherlands within or by IQVIA Incorporated affiliates located in other jurisdictions where our affiliates operate (listed on the office locations page of www.iqvia.com). Where information is transferred outside the EEA, to an IQVIA Incorporated affiliate, customer or vendor in a country that is not subject to an adequacy decision by the EU Commission, data is adequately protected by EU Commission approved standard contractual clauses, an appropriate Privacy Shield certification, or applicable Processor Binding Corporate Rules. A copy of the relevant mechanism can be provided by us for your review on request.

In addition, in the event of any reorganization, restructuring, merger or transfer of all or any portion of our business or assets, your personal information may be transferred to IQVIA Incorporated affiliates or related bodies corporate.

5. Data Retention

We will hold information about you within our database for as long as it remains accurate and you remain a member of a healthcare profession, and otherwise only as necessary for legal backup and audit purposes and to comply with applicable laws.

6. Changes to this Notice

We may update this notice from time to time. We encourage you to review this notice periodically to stay informed about how we are using and protecting information in the Onekey database. Any changes to this notice take effect immediately after being posted or otherwise provided by us.

7. Contact details

IQVIA Solutions B.V.

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