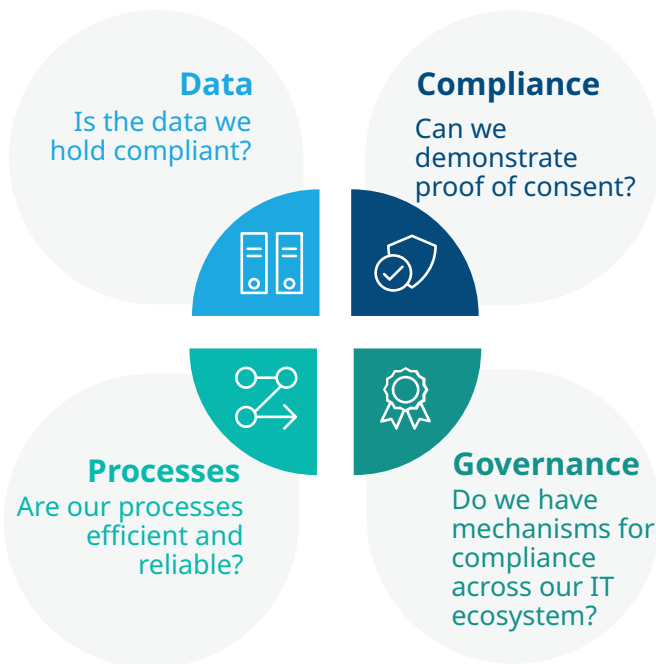


# Data privacy, consent collection and management solution

***IQVIA Consent — Efficiently align processes that meet global requirements for the collection, storage and management of consent for personal data***

## Defining the process

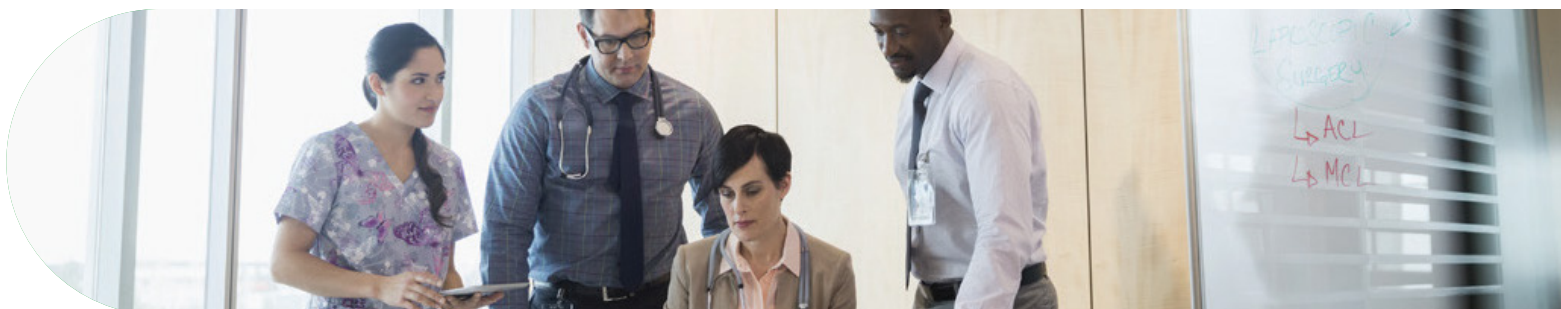
Obtaining, storing and documenting consent, including consent for email use and disclosure, pose several operational challenges:



## Guidance, technology and expertise

Imagine losing the ability to engage with your audience because you don't have documented consent to communicate. This is a challenge that life science companies often face in response to global privacy requirements such as GDPR and global and regional laws.

- Consulting**  
Insightful guidance from industry experts who will provide risk assessments and comprehensive roadmaps for compliance
- Technology**  
Innovative software that is scalable, flexible and will grow and adapt as your company does State-of-the-art technology that delivers compliance across your entire IT ecosystem
- Managed services**  
Dedicated support: Onsite GDPR officer, and Professional Call Center to help ensure high opt-in Marketing Services: Coordinated multi-channel campaigns



## The ingenious technology that makes it happen

IQVIA Consent is a comprehensive Software-as-a-Service offering that aligns internal business and operational processes to ensure compliance with a growing number of data privacy laws. Using a single online platform, internal and external users can give, revoke, modify and store various consent types, including consent for disclosure, e-mail use and preferences.

A time-stamped, digital audit trail gives visibility into when consent was granted and for what purposes. Additionally, when needed, two-factor authentication can be activated. Dual authentication, requires HCPs to supply both a PIN and e-mail/phone verification, adding another layer of security and protection.

IQVIA Consent easily integrates with multiple databases and IT systems, providing insight into all HCP consents. The platform offers real-time status updates allowing all stakeholders access to marketing, CRM and compliance tools needed to maintain compliance with global data privacy requirements.

### End result: Consent that is seamless

- **GDPR compliant**
- **Adaptable to future privacy and consent regulations**
- **Audit-ready at all times**
- **Recognize HCP channel preferences**
- **Feed consent status to your IT network**
- **Enjoy high consent rates**

IQVIA consulting, technology, and managed services offer a full suite of solutions that can be adapted to the specific needs of each client, that not only simplify cumbersome processes but ensure organizational compliance.

### OPERATIONALIZE COMPLIANCE WITH:

- A time stamped electronic audit trail for documented proof of consent
- Management of digital documents and consent forms
- Easy capture of HCP data thanks to bi-directional integrations
- An external facing portal HCPs can use to update consent and communication preferences
- An internal facing portal sales reps can leverage to assist HCPs to give consent
- Optional Dual-Verification, double opt-in or trace signature,
- Aligned with SEPA Direct Debit processes