

Gedeon Richter UK Instagram Community Guidelines

The Gedeon Richter UK Instagram content observes Instagram's [Terms of Use](#), [Data Policy](#) and [Community Guidelines](#). By interacting with any Gedeon Richter content on Instagram, you acknowledge that you have read, understood and agreed to our community guidelines as well as Instagram's policies. Please read the following guidelines regarding our *Talk about U* campaign.

- The content produced for the *Talk About U* campaign is only for informational purposes and **should not** be used as an alternative to professional medical advice, diagnosis or treatment. Please contact your healthcare professional for the latter.
- Whilst we welcome your interaction with our content, please note that our channels are monitored regularly due to the unique legal situation and Code of Practice we must abide by.
- This Code of Practice means we cannot take part in any conversations on sensitive topics or medicines or treatment options on Instagram.
- Gedeon Richter reserves the right to remove any content that may be classed as spam or posts that are off-topic, abusive, discriminatory or harassing. We also reserve the right to remove any posts in other languages other than English, as at this time this is the only language we monitor this content in.
- Gedeon Richter will not respond to all messages or comments received.

If your comment, post or tag does not comply with these guidelines, it may be blocked or deleted. We would ask that you respect all members of the community by ensuring that you do not:

- Breach Instagram's [Terms of Use](#)
 - Mention medicinal products
 - Include any profanity, defamatory, libellous, offensive, abusive, discriminatory or demeaning content
 - Include disparaging or threatening language or content, or condone or promote violence or illegal behaviour
 - Go off-topic
 - Offer health or medical advice
 - Include any Personal Information such as your email address or phone number
 - Violate another's copyright or other intellectual property rights
 - Solicit business or share commercial information, e.g. sell products and/or services, or recruit fans and followers
 - Post material that is excessively repetitive and/or disruptive to the community or is spam
 - Post information containing proprietary, confidential, sensitive, or non-public information

Medicinal side effects (adverse events)

Reporting side effects related to Gedeon Richter products – we strongly advise against using Instagram to report side effects or product quality issues. Please use the steps detailed below:

- Please report any **side effects or product issues** to the following email drugsafety.uk@GedeonRichter.eu or call 0207 604 8806.
- It is against our Instagram Community Guidelines (above) for users to **comment or post about medicines** and we suggest sharing as little Personal Information as possible on Instagram. Sharing specific data concerning your personal health should be avoided. Should you, however message or interact with Gedeon Richter UK on Instagram with details of any side effects that you experience, Gedeon Richter may need to contact you to find out more information.
- **Reporting side effects related to all other products** - if you suffer side effects with any medication you are taking, talk to your doctor, pharmacist or nurse. This includes any possible side effects not listed in the information leaflet that comes in the pack. You can report side effects via the Yellow Card Scheme at <https://yellowcard.mhra.gov.uk/>. By reporting side effects you can help provide more information on the safety of your medication.

Privacy Notice

The following Privacy Notice must be read in conjunction with Instagram's [Data Policy](#) and [Cookies Policy](#).

If you post or comment on this page, or send us direct messages, we may collect and process information about you ("**personal data**") on our systems, but only where this is necessary the purposes described below. In such cases, Gedeon Richter is responsible for the processing of your personal data as it decides why and how it is processed, acting as the "**controller**". In this Privacy Notice, "**we**" or "**us**" refers to Gedeon Richter UK Limited.

Specific personal data to be collected

As necessary for the purposes described below, we may collect the following specific personal data about you:

- Your basic profile information (e.g. name, sex, country)
- Personal data contained in your posts and comments on this page or directed to us
- Personal data contained in messages sent to us

Specific purposes for which we require your personal data

This information will be used by us for the following specific purposes:

- To manage and answer any questions, requests, or complaints you raise
- To inform our communications activities, including the content and target audience of the posts from our social media accounts
- We ask you not to do so, but if you use Instagram to alert us to medicinal side effects, product quality complaints or other regulated situations, we may log your query and contact you for additional information. We may also be required to disclose your personal data to regulatory authorities

Please note that personal data may also be used by us for a number of other standard purposes. We will not process your personal data if we do not have a proper justification foreseen in law for that purpose, and this means we will only process your personal data on one or more of the following bases:

- The processing is necessary to pursue the legitimate purposes described above, where these do not unduly affect your interests or fundamental rights and freedoms
- The processing is necessary to comply with our legal or regulatory obligations
- The processing relates to personal data which has been manifestly made public by you
- We have obtained your explicit consent

Your rights

If we process your personal data, you are entitled to ask for a copy of it and to correct it. You can also ask for it to be erased or to restrict its processing, or to have some or all of it transferred to another organisation. You may also have the right to withdraw your consent to the processing of your personal data. These rights may be limited in some situations, such as where there is a legal requirement to process your personal data.

Duration of storage

We will only store the above personal data for as long as necessary to comply with our legal and regulatory obligations and to fulfill the purposes described above.

Gedeon Richter will not be responsible for use of your posts or interactions outside of these intended purposes by you or any third party. No part of our responses to you may be published and should not be disseminated to third parties out of context of the original enquiry.

Thank you for reading and for following Gedeon Richter's Talk About U campaign on Instagram.