

## **Pfizer Medical LinkedIn Community Guidelines**

Pfizer Medical Affairs has created Pfizer Medical LinkedIn accounts to share scientific information. This may include links to scientific data presented at medical congresses, published in journals, or other clinically focused information.

It is important to ensure compliance with the regulations of our industry, our own standards and the Terms of Use of LinkedIn.

1. By following Pfizer Medical LinkedIn, you confirm that you are a healthcare professional (HCP) and agree to receive information relating to scientific data supported by Pfizer. Content on these handles is Pfizer sponsored. Posts are intended for HCPs only.

2. Please remember that your access to any social media channel is governed by its specific Terms of Service. Pfizer fully endorses the Terms of Service of all the social media services it uses, and it is important that you abide by them. As such, we reserve the right to report posts that we believe are in breach of the general [LinkedIn User Agreement](#).

3. At Pfizer, we are mindful of important regulations that govern our industry and so we ask our followers not to post any information about medicines. If you have any questions about a specific Pfizer medication (bearing the Pfizer logo), please contact your local Pfizer's Medical Information. Given the serious implications that unsolicited and unverified medical advice might have, please do not post medical advice of any nature. Any such advice should not be acted on in the absence of, and is not a substitute for, advice provided by a doctor or other qualified healthcare professional. The information provided is for educational purposes only and is not intended to replace discussions with a healthcare provider.

4. WHAT COUNTS AS AN ENDORSEMENT? From time to time, we may link to another location or social account from one of our channels. Our linking to or following a non-Pfizer/third-party website or social media account is not necessarily an endorsement of those properties or parent organizations; we only endorse our own content and are not responsible for the content on those websites. Please treat all fellow service users with respect and please do not publish any comments that could be perceived as offensive, unsuitable or derogatory. We are not legally responsible for content posted by third parties. We will not respond to any post that contains vulgarity (including imagery) or offensive language, is disparaging, threatening, or condones illegal behavior. In addition, we will not respond to personal attacks of any kind or offensive terms that target specific ethnic, racial, religious, age or gender orientation groups.

5. Unfortunately, sometimes we have to pull a comment or cannot respond. Here's why.

We've set up our social properties to share news with you about Pfizer. We want to get your thoughts on our updates, but below are reasons why we might need to remove your comment, or we are unable to respond:

- a. YOUR COMMENT REFERENCES A PRODUCT (OURS OR SOMEONE ELSE'S). While we do not endorse any users' comments other than our own, we still must be mindful of the important regulations that govern our industry. If your post references a pharmaceutical brand from any company – positive or negative – we will need to remove it because, among other reasons, we can't guarantee that it will represent accurate and balanced presentation of potential benefits and risks.

- b. **YOUR COMMENT REFERENCES A SIDE EFFECT.** If your post includes possible side effect associated with a Pfizer product, we may be required to contact you for further information. You may contact us to report an adverse event related to Pfizer products. Or if you prefer, you may contact your local health authority directly.
  - c. **YOUR COMMENT CONTAINS VULGARITY.** If you use profane language, your post will get pulled. In addition to vulgar language, we'll be screening for personal attacks of any kind or offensive terms that target specific ethnic, racial, religious, age or gender orientation groups. We ask that everyone treat each other with respect.
  - d. **YOUR COMMENT CONTAINS MEDICAL ADVICE.** Given the serious implications unsolicited and unverified medical advice might have, we can't allow medical advice on our handles. As always, we recommend consulting with your healthcare professional on any medical condition.
  - e. **YOUR COMMENT IS OFF-TOPIC.** This can be a tricky one: we're not looking to censor you, but sometimes comments are spam, are clearly off topic, or make unsupported accusations or promote services or products. If you feel we've been unfair in removing your comment, please reach out to us and we can discuss it.
  - f. **JUST IN CASE.** There is a chance we'll encounter a situation not outlined above, which will require us to remove your comment. We'll try to update this list if we do find a new reason, but please know that Pfizer does reserve the right to delete any posting at its sole discretion. Of course, if this does happen and you feel it is unfair, please reach out to us so we can talk about it.
6. When replying to one of our posts or mentioning us on the LinkedIn platform, please do not include any personal information.
7. We will not typically reply/respond to posts.
8. Pfizer does not create or control user-generated content.
9. We reserve the right to delete posts after a certain time.