Eliquis® (apixaban) US General Privacy Notice

Click **here** to download or print a copy of this Eliquis US General Privacy Notice

1. PURPOSE OF THE PRIVACY POLICY

Bristol Myers Squibb and Pfizer (together, "we," "ours," "us") have entered into a co-development and co-promotion agreement for Eliquis® (apixaban) that includes offering this informational website (eliquis.bmscustomerconnect.com), including offering the virtual assistant feature on the website (collectively, the "Website"). This Privacy Policy ("Privacy Policy" or "Policy") provides information about our practices regarding the collection, use, and disclosure of personal information that you may provide when you visit or interact with the Website, engage with us regarding Eliquis on a phone call, or otherwise interact with us regarding Eliquis (the "Eliquis Services").

Please note that Bristol Myers Squibb and Pfizer each have their own privacy policies that are distinct from this Policy; you can access those privacy policies on each company's website.

We also have a separate Eliquis Consumer Health Data privacy notice for residents of Washington and Nevada, both of which can be accessed here. Eliquis Nevada Privacy Notice and Eliquis Washington State Privacy Notice.

We encourage you to read this Privacy Policy before submitting information. By using this Website and accessing the Eliquis Services, you acknowledge that you understand and agree to the terms of the Eliquis Privacy Policy and agree to our Terms of Use. If you do not agree to our Terms of Use, please do not use this Website.

2. PRIVACY POLICIES GOVERNING LINKED THIRD-PARTY WEBSITES.

As a convenience to our visitors, the Website contains links to other websites that may offer useful information. This Privacy Policy does not apply to your use of those other websites and we are not responsible for the content on those websites. Before using the linked websites, please review their privacy policies to understand how they use and protect personal information.

3. NOTICE AT COLLECTION: PERSONAL INFORMATION WE COLLECT.

We collect the following categories of personal information and have done so in the 12 months prior to the date of this Privacy Policy:

- Personal identifiers: name, email address, home address, telephone numbers, zip code, birth date, IP address, mobile advertising ID
- Protected class information: pregnancy status or history, gender, age (over 40), race or ethnicity
- Health information: information about health condition and treatment status, status as a patient, heath condition(s) of interest, health history information
- Commercial, insurance, and financial information: purchase or use of Eliquis; consideration of or interest in Eliquis; insurance or financial information
- Internet or other electronic activity information: information about your browser and device, navigation and search history, and information regarding your interaction with the Eliquis Services and advertisements
- Professional information: job title, information about your profession or employer
- Educational information: Information about your education history
- Audio information: recordings of phone calls to us
- Inferences drawn from personal information we collect
- Sensitive personal information: Health information, pregnancy status, race or ethnicity information

4. NOTICE AT COLLECTION: PURPOSES FOR COLLECTION OF PERSONAL INFORMATION.

We collect the categories of Personal Information identified for the following purposes:

Categories of Personal Information	Purposes for Collection
Personal identifiers: name, email address, home address, telephone numbers, zip code, birth date **Protected class information**: pregnancy status or history, gender, age (over 40), race or ethnicity	To provide you with the information you request and the Eliquis Services; to contact you and to provide you with information about Eliquis; to process and/or fulfill requests, orders, applications, and transactions, verify

Health information: information about health condition and treatment status, status as a patient, heath condition(s) of interest, health history information **Commercial, insurance, and financial information**: insurance or financial information **Internet or other electronic activity information**: information about your browser and device, navigation and search history, and information regarding your interaction with the Eliquis Services and advertisements **Audio information**: recordings of phone calls to us (made for quality assurance)	information provided to us, determine eligibility for our programs
Personal identifiers: name, email address, home address, telephone numbers, zip code, birth date, IP address, mobile advertising ID **Health information:** information about health condition and treatment status, status as a patient, heath condition(s) of interest, health history information **Commercial, insurance, and financial information**: The purchase or use of Eliquis; consideration of or interest in Eliquis **Professional or employment related information:** Information about your profession or employer **Educational information**: Information about your education history **Internet or other electronic activity information**: information about your browser and device, navigation and search history, and information regarding your interaction with the Eliquis Services and advertisements **Inferences drawn from personal information we collect**	To personalize and customize the Website with references to products and/or services that we believe may be of interest to you; for advertising, marketing and analytics
Personal identifiers: name, email address, telephone numbers	To engage in business transactions with the entity you represent and market to or engage in diligence with the entities you represent

Professional information: job title, information about your employer	
Personal identifiers: name, email address, home address, telephone numbers, zip code, birth date, IP address, mobile advertising ID **Protected class information**: pregnancy status or history, gender, age (over 40), race or ethnicity **Health information:** information about health condition and treatment status, status as a patient, heath condition(s) of interest, health history information **Commercial, insurance, and financial information**: The purchase or use of Eliquis; consideration of or interest in Eliquis; insurance or financial information **Internet or other electronic activity information**: information about your browser and device, navigation and search history, and information regarding your interaction with the Eliquis Services and advertisements **Audio information**: recordings of phone calls to us **Inferences drawn from personal information we collect**	To improve the Eliquis Services and for internal business analysis
Personal identifiers: name, email address, home address, telephone numbers, zip code, birth date, IP address, mobile advertising ID **Health information:** information about health condition and treatment status, status as a patient, heath condition(s) of interest, health history information **Commercial, insurance, and financial information**: the purchase or use of Eliquis; consideration of or interest in Eliquis; insurance or financial information **Internet or other electronic activity information**: information about your browser and device, navigation and search history, and information regarding your interaction with the Eliquis Services and advertisements	To prevent fraud, activities that violate our Terms of Service or that are illegal; and to protect our rights and the rights and safety of our users or others

Audio information: recordings of phone calls to us **Inferences drawn from personal information we collect**	

5. NOTICE AT COLLECTION: DE-IDENTIFICATION.

We may, in accordance with applicable law, de-identify your Personal Information, which means we take reasonable measures to remove or modify data so that it can no longer reasonably be linked to you or any other individual. We will continue to use and maintain the information in de-identified form and will not attempt to re-identify it, except as necessary to verify compliance with legal requirements. If we disclose de-identified data to third parties, we will require them to commit not to attempt re-identification. Once the information is de-identified, it is no longer considered Personal Information or subject to this Notice.

6. NOTICE AT COLLECTION: RETENTION PERIODS.

We retain the categories of personal information we collect for the length of time necessary to provide the Eliquis Services and to comply with legal obligations or to protect our legal rights. When assessing the appropriate retention period, we take into account the quantity, nature and sensitivity of the information, the potential risk of harm in the event of unauthorized use or disclosure, the purposes of the Processing and whether or not these purposes can be achieved by other means, as well as applicable legal obligations.

7. NOTICE AT COLLECTION: CATEGORIES OF PERSONAL INFORMATION WE SELL OR SHARE OR USE FOR TARGETED ADVERTISING.

When we engage in digital advertising, we may sell the following categories of personal information (according to the broad definition of "sell" under select state privacy laws), share them for purposes of cross-context behavioral advertising, or use them for targeted advertising: personal identifiers (including IP address, mobile advertising IDs) and internet or other electronic activity information.

These categories of personal information are sold to or shared for cross-context behavioral advertising or targeted advertising with advertising networks, data

brokers and other companies that facilitate or engage in digital advertising. We engage in such sales and sharing to facilitate personalized advertising. We do so by allowing third parties to place cookies or other tracking technologies on our website that may collect information about your online activities over time and across different websites or applications. For more information about the use of cookies and other tracking technologies, see the section "Cookies, Web Server Data, & Other Technologies" below.

To opt out of such sales and sharing of personal information, please call 855-961-0474 or complete the online form at: www.bms.com/dpo/us/request.

We do not sell or share for cross-context behavioral advertising any of the other categories of personal information we collect.

8. CATEGORIES OF THIRD PARTIES TO WHOM WE DISCLOSE PERSONAL INFORMATION

We disclose personal information to the following categories of entities that do not operate as our processors and are not our affiliates: Advertising companies and data brokers that process personal information for purposes of providing advertising and marketing services to us and other parties.

9. SOURCES FROM WHICH WE COLLECT PERSONAL INFORMATION.

We collect personal information from Website users, people interested in the Eliquis Services, and representatives of entities with which we do business or may do business. We also collect personal information from data brokers.

10. USE OR DISCLOSURE OF SENSITIVE PERSONAL INFORMATION.

We use and disclose sensitive personal information to infer personal characteristics about you for purposes that might give rise to your right to direct us to limit our use of such information. To make such a request, please call 855-961-0474 or complete the online form at: www.bms.com/dpo/us/request.

11. NO PROFILING TO FACILITATE DECISIONS WITH LEGAL OR OTHER SIGNIFICANT EFFECTS.

We do not engage in the automated processing of personal information to create profiles about individuals that are used in furtherance of decisions with legal or

other similarly significant effects, such as the provision or denial of financial or lending services, housing, insurance, or access to essential goods or services.

12. TYPES OF ENTITIES TO WHICH WE DISCLOSE PERSONAL INFORMATION FOR BUSINESS PURPOSES.

Bristol Myers Squibb and Pfizer may disclose personal information we collect to each other, to our respective affiliates and subsidiaries, and to the following categories of entities for our business purposes: web hosting companies, fulfillment and customer service vendors, data analysis firms, other companies with which we co-promote and/or jointly develop products, companies that provide cloud-based storage and security services, including to help detect and protect against fraud. We may also disclose your personal information to third parties to help detect and protect against fraud or data security vulnerabilities.

- Transfer of Control.

Additionally, circumstances may arise where we decide to reorganize or divest part or all of a business or a line of our business (or any portion of our assets), including our information databases and Websites, through a sale, divestiture, merger, acquisition, in the event of bankruptcy, or other means of transfer. In any such circumstance, personally identifiable information may be shared with, sold, transferred, rented, licensed, or otherwise provided or made available by us or on our behalf to actual or potential parties to, and in connection with, the contemplated transaction (without your consent or any further notice to you).

- Regulatory Requirements.

We may disclose your personal information in order to fulfill regulatory requirements. For example, if you contact us regarding your experience with using any of our products, we may use the information you provide in submitting reports to the U.S. Food and Drug Administration, and as otherwise required of us by law or governmental audit. We may also use the information to contact your healthcare professional to follow up regarding an unexpected event involving the use of any one of our products.

- Legal Requirements and Similar Requests.

We may also disclose personal information as required or permitted by law to comply with a subpoena or similar legal process or government request, or when we believe in good faith that disclosure is legally required or otherwise necessary to protect our rights and property or the rights, property or safety of others, including to law enforcement agencies, and judicial and regulatory authorities.

13. COOKIES, WEB SERVER DATA, & OTHER TECHNOLOGIES.

Bristol Myers Squibb, Pfizer, and the 3rd parties we work with, use technologies such as web beacons or cookies on our Websites to improve user experience for our Website visitors. We may also use these technologies to better understand Website usage and to determine which areas of our Website users prefer. In some cases, to provide you better tailored programs and information, we may collect and consolidate your online information and match it with personal information collected from other 3rd party resources and programs. We may work with 3rd parties to help us with these activities. In addition, cookies, web beacons, web server data, and other technologies may be used to provide you information and ads that BMS, Pfizer, and the 3rd parties we work with believe may be of interest to you.

See ***Interest-Based Advertising*** section below.

- Cookies.

Cookies are small data files that are sent from a website and stored on the user's web browser while the user is browsing a website. Cookies serve many functions, including but not limited to helping you log in (e.g., remembering your username if you register or log in), remembering some of your customized user preferences, helping us better understand how people use our Website, collecting traffic data and helping us improve our Website. With respect to collecting traffic data, we may use 3rd parties to collect such data on our behalf or allow them to collect such data in order to provide you with targeted advertising that may appear on other websites you visit on the internet.

Your browser can be set to manage cookies and even reject them.

- Web Server Data & Other Technologies.

Bristol Myers Squibb and Pfizer also use and allow certain 3rd parties to use other technologies, such as web beacons, on our Websites and in our digital communications. A web beacon is a clear GIF (Graphics Interchange Format) that a company can place on its websites or in digital communications to allow it or a 3rd party (such as an internet advertising, audience measurement, or social media company) to collect and help it analyze advertising campaigns and general usage patterns of visitors to their websites, to tailor advertising, or to measure the effectiveness of advertising campaigns. Bristol- Myers Squibb and Pfizer use, and allow certain 3rd parties to use, web beacons on this Website and in digital communications for these purposes.

14. INTEREST-BASED ADVERTISING (IBA).

We may use 3rd party advertising companies to tailor online and mobile advertisements to you based on predictions about your interests. Your interests could come from several sources including your browsing activity, such as visits to our Websites from your browser and device or your response to online advertisements. These 3rd parties collect and store data about your interests based on your online and mobile activity using different technologies, such as placing or recognizing cookies on your browser, recognizing device identifiers, or using pixel tags. These 3rd parties may also use these types of technologies to recognize you across the devices you use. If you signed up with a 3rd party social media site or subscription-based website or application, you should review the privacy policies of those websites or applications to learn more about how you can opt-out of interest-based ads on those websites or applications. For other interest-based ads, to opt out, you may click on the "AdChoices" icon within the advertisement or website, which will take you to a page where you can learn more about interest-based advertising and manage or opt out of the online targeting technology from the 3rd parties that we work with. AdChoices opt-outs are browser- and device-specific; therefore, you should repeat your selections across each device and browser on which you wish to be opted out. If you opt out, you may still see advertising from Bristol Myers Squibb and Pfizer online or in mobile applications, but the 3rd parties we work with will not serve our ads based on predictions about your interests. Also, if you delete or remove cookies your opt-out selections will not be stored. You should review your opt-out preferences periodically or update your choices to include new participating companies. In some cases, the 3rd parties we work with may still collect data about your browsing activity and mobile application activity for other purposes but will not use this information to select our ads that you see. To learn more about interest-based advertising and how to opt-out in desktop and mobile, please visit http://optout.aboutads.info/#/ and http://optout.networkadvertising.org/#/.

Residents of certain states may also have rights to opt out of the use of their personal information for certain interest-based advertising. See U.S. State Data Subject Rights section below for more information.

15. OPT-OUT PREFERENCE SIGNALS – DO NOT TRACK AND OTHERS.

An opt-out preference signal is sent by a platform, technology, or mechanism on behalf of consumers and communicates a consumer's choice to opt out of the sale and sharing of personal information for cross-context behavioral advertising with all businesses that recognize the signal, without having to make individualized requests.

The signal can be set on certain browsers or through opt-out plug-in tools. We recognize the Global Privacy Control signal and do so at the browser level, and it does not apply to personal information collected offline or information associated solely with your name or email address. This means that if the signal is sent through a specific browser, we will recognize it for that browser only, and only with respect to the identifiers for that browser. If you would like more information about opt-out preference signals, including how to use them, the Global Privacy Control website has such information (https://globalprivacycontrol.org/).

We do not recognize the "do not track" or "DNT" signal that was developed in the early 2000s but not widely adopted.

16. SECURITY

Reasonable precautions are taken to maintain the protection of personally identifiable information collected through this Website and used in accordance with this Privacy Policy. In addition to technical safeguards, physical controls and procedures are employed to safeguard your personally identifiable information. However, there is no guarantee that the Website is secure from people who might attempt to evade our security measures or intercept transmissions over the internet.

17. UPDATE AND CORRECTION OF PERSONALLY IDENTIFIABLE INFORMATION.

You may contact us to update or correct much of the personal information that you provide to us through the Eliquis Services other than the limited information we may use to comply with regulatory requirements, or to opt out from our mailings and other services and communications that you may have signed up for. To do so, please call 855-961-0474 or complete the online form at: www.bms.com/dpo/us/request.

18. PERSONAL INFORMATION OF MINORS.

Our Website and the Eliquis Services are not directed to minors under the age of 13 and we do not knowingly sell or share for purposes of behavioral advertising the personal information of minors, including minors under 16 years of age. If a child has provided us with personally identifiable information, the parent or guardian of that child may call 855-961-0474 or complete the online form at: www.bms.com/dpo/us/request.

19. NOTIFICATION OF MATERIAL CHANGES TO OUR PRIVACY POLICY.

We may update this Privacy Policy at any time. When we make material changes, we will prominently notify you by posting a clear notice on our website and updating the Privacy Policy accordingly. We encourage you to regularly visit this page to review the most current version of our Privacy Policy for the latest information on our privacy practices.

20. U.S. STATE DATA PRIVACY RIGHTS

Consumer Rights Under Comprehensive U.S. State Data Privacy Laws

Residents of certain U.S. states have specific rights regarding their personal information under comprehensive state privacy laws. These rights, as described below, generally include the right to access, correct, delete, or obtain a copy of the personal information we collect about you, as well as the right to withdraw your consent, restrict or object to certain types of processing or sharing of your personal information. Depending on your state's law, you may also have the right to opt out of the sale or sharing of your personal information, targeted advertising, and automated decision-making or profiling. Exceptions to these rights may apply under applicable law.

We comply with all applicable state privacy laws currently in effect, and as new state privacy laws become effective, we will honor the rights of residents of those states accordingly. If you wish to exercise any of these rights or have questions about your rights, please contact us through the methods described in this notice.

The rights provided under these laws are similar in many respects, with some differences from state to state. We list below the rights that may be applicable to our business under these laws:

- *Right to Know:* The right to confirm whether or not we are processing a resident's personal information and to access such data. Laws in some states provide the right to know more detailed information.

    - California's privacy law gives residents the right to request the following additional information collected since January 1, 2022: Categories of personal information we have collected about them; categories of sources from which such personal information was collected; categories of personal information that the business sold or disclosed for a business purpose about the consumer; categories of third parties to whom the personal information was sold or disclosed for a business purpose; and the

business or commercial purpose for collecting or selling your personal information.

- Oregon's privacy law gives residents the right to request a list of third-party entities to which we have disclosed personal information.

- *Right to Access / Copy:* The right to access or request a copy of the personal information we have collected from the resident, subject to certain exceptions.

- *Right to Delete:* The right to request deletion of their personal information that we have collected from or about the resident and to have such information deleted, subject to certain exceptions.

- *Right to Correct:* The right to request that we correct inaccuracies in the resident's personal information, taking into account the nature of personal data and purposes of processing such information.

- *Right to Limit the Use of Sensitive Personal Information:* California's law gives residents the right to request that we not use or disclose their sensitive personal information for inferring characteristics about a consumer or for purposes other than to provide goods and services, protect and investigate fraud and other security-related issues, non-personalized advertising, and similar purposes described in the law.

- *Rights to Opt-Out:* Rights to request that we stop using the resident's personal information for one or more of the following purposes:

- Sale of Personal Information: The right to request that we stop selling their personal information, consistent with the definition of "sale" in each law.

- Targeted Advertising: The right to request that we stop processing their personal information for targeted advertising, subject to exceptions in some state laws.

- Sharing for Cross-Context Behavioral Advertising: California's law provides the right to request that we stop sharing personal information for cross-context behavioral advertising.

Please note, not all laws provide for all of these rights; we will respond to requests in accordance with your state's law. Additionally, California's law is the only law that applies to all state residents, irrespective of the context in which they interact

with us (e.g., a customer, a business contact, a vendor). Laws in other states apply only to people when acting in an individual or household context.

21. CONSUMER RIGHTS UNDER U.S. STATE CONSUMER HEALTH DATA PRIVACY LAWS

We have a separate Consumer Health Data Privacy Notice that relates to rights provided under consumer health data privacy laws in Nevada and Washington state to residents of those states acting in an individual or household context with respect to their consumer health data. Washington's law may also apply to individuals whose consumer health data is processed in that state. You can access our Washington and Nevada Consumer Health Data Privacy Notices here.

22. CALIFORNIA SHINE THE LIGHT

With reference to California Civil Code Section 1798.83, also known as the "Shine the Light" law, we allow California residents to opt out of the disclosure of personal information to third parties for third parties' direct marketing purposes. To exercise that opt-out option, please call 855-961-0474 or complete the online form at: www.bms.com/dpo/us/request.

23. EXERCISING YOUR RIGHTS

We will respond to requests from residents of states with data privacy laws that apply to us and will do so with respect to the rights that are provided under the requestor's state law as of the effective date of that law. The laws in some states listed above may not be in effect as of the date of this Privacy Policy. To exercise rights to know, access/copy, opt-out, limit use of sensitive personal information, delete, correct, or know third parties to whom personal information is disclosed, please call 855-961-0474 or complete the online form at: www.bms.com/dpo/us/request. We will provide a substantive response to these requests within 45 days of the date on which we receive your request. If we require additional information or time to process your requests, we will contact you.

To exercise the right to limit the use of sensitive personal information, please call 855-961-0474 or complete the online form at: www.bms.com/dpo/us/request.

To exercise opt-out rights, please call 855-961-0474 or complete the online form at: www.bms.com/dpo/us/request.

24. OPT-OUT PREFERENCE SIGNALS

An opt-out preference signal is sent by a platform, technology, or mechanism on behalf of consumers and communicates a consumer's choice to opt out of the sale and sharing of personal information for cross-context behavioral advertising with all businesses that recognize the signal, without having to make individualized requests. The signal can be set on certain browsers or through opt-out plug-in tools. We recognize the Global Privacy Control signal at the browser level and it does not apply to personal information collected offline or information associated solely with your name or email address. This means that if the signal is sent through a specific browser, we will recognize it for that browser only, and only with respect to the identifiers for that browser. If you would like more information about opt-out preference signals, including how to use them, the Global Privacy Control website has such information (https://globalprivacycontrol.org/).

We will respond to opt-out requests and requests to limit the use of sensitive information as soon as feasibly possible, but no later than 15 business days after receipt of your request. If we require additional information or time to process your requests, we will contact you.

25. EXERCISING YOUR RIGHTS USING AUTHORIZED AGENTS

Agents may submit opt-out requests on behalf of individuals under several state data privacy laws; this is not an option that is available under laws in Texas, Utah, or Virginia. California residents can also designate an agent to submit all other types of data subject requests. If the agent submits an opt-out request on your behalf, the agent will need to provide us with your signed permission indicating the agent has been authorized to submit the opt-out request on your behalf. Agents can submit opt-out requests by calling 855-961-0474 or completing the online form at: www.bms.com/dpo/us/request. If you are a California resident and you use an agent to submit requests to know, access/copy, delete, or correct, the agent will need to provide us with your signed permission indicating the agent has been authorized to submit the request on your behalf. You will also be required to verify your identity directly with us or confirm with us that you provided the agent with permission to submit the request. Agents can submit requests on behalf of California residents by using the same method (other than opt-out requests).

Please note that this subsection does not apply when an agent is authorized to act on your behalf pursuant to a valid power of attorney. Any such requests will be processed in accordance with state law pertaining to powers of attorney.

26. VERIFICATION OF REQUESTS

When you exercise rights other than opt-out rights and the right to limit collection of sensitive personal information, we will take steps to verify your identity. We will ask you for at least two pieces of personal information, depending on the nature of the request, and attempt to match those to information that we maintain or collect about you.

If we are unable to verify your identity with the degree of certainty required, we will not be able to respond to the request. We will notify you to explain the basis of the denial.

27. WHEN WE DO NOT ACT ON A REQUEST – APPEAL PROCESS

In some cases, we may not act on your requests (e.g., if we cannot do so under other laws that apply). When this is the case, we will explain our reasons for not providing you with the information or taking the action (e.g., correcting data) you requested. Additionally, you have the right to appeal our decision by contacting us at same method used to submit requests within 30 days after your receipt of our decision.

28. NON-DISCRIMINATION

If you exercise any of the rights explained in this Privacy Policy, we will continue to treat you fairly. For example, if you exercise your rights under this Privacy Policy, you will not be denied or charged different prices or rates for the Eliquis Services or provided a different level or quality of than others.

29. NOTIFICATION OF MATERIAL CHANGES

We may periodically update this Privacy Notice. When we make material changes, we will prominently notify you by posting a clear notice on our website and updating this Privacy Notice accordingly. We encourage you to regularly review this Privacy Notice for the latest information on our privacy practices.

30. CONTACT US

If you have any questions about this Privacy Policy or other aspects of privacy on our Eliquis Websites, please call 855-961-0474 or complete the online form at: www.bms.com/dpo/us/request.

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