

Privacy Policy

Effective Date: May 28, 2014

Purpose of the Privacy Statement. Bristol-Myers Squibb and Pfizer have entered into a co-development and co-promotion agreement for Eliquis® (apixaban). Bristol-Myers Squibb and Pfizer respect the privacy of visitors to this Web site and understand the importance of protecting your personally identifiable information. Bristol-Myers Squibb and Pfizer developed this Privacy Statement to provide information about our practices regarding the collection, use, and disclosure of personally identifiable information in connection with your use of this Web site.

We encourage you to read this Privacy Statement before submitting information. By using this Web site, you acknowledge that you understand and agree to the terms of the Eliquis Privacy Statement.

Information Voluntarily Provided by Users. You can visit much of the Web site without telling us who you are or providing us with other personally identifiable information. Some areas of the Web site allow you to contact us to ask questions or provide comments. When you communicate with us and request a response, we ask for your name and contact information.

Some areas of the Web site may also require that you submit information in order to access specific content, features, interactive tools, services or participate in a particular activity. For example, to create an online account, online user profile or to subscribe to a newsletter, we may ask for your name, contact information, professional credentials and other additional information so we can complete your request.

You may always choose not to provide the required information, but then you may not be able to participate in the particular activity that requires the information.

Information Collected From Third Party Sources. We occasionally supplement your personally identifiable information with information we receive from other sources, e.g., in order to verify your contact information, professional status, and specialty and/or to provide you with more tailored information about our products and services.

Use of Your Personally Identifiable Information. We use your personally identifiable information, such as your name, postal address, e-mail address, telephone number or other information, such as your educational level or medical information, to provide you with the products, services and information you request, to provide you with customer service, to communicate with you and solicit your feedback (e.g., through surveys) as well as to improve our Web site, products and services. You may opt out of these communications by contacting us as indicated below. We may personalize and customize this Web site with references to products and/or services that we believe may be of interest to you, e.g., based on your previous interactions, information you have provided to us, or information about you that we have collected from third party sources.

In addition to the above, Bristol-Myers Squibb may contact you through a variety of means such as postal mail, phone, or e-mail to provide you with programs, services and educational information relating to other Bristol-Myers Squibb products and services Bristol-Myers Squibb believes may be of interest to you unless you opt out of these communications by contacting Bristol-Myers Squibb as indicated in the **Update and Correction of Personally Identifiable Information** section below.

Pfizer will only use your information in connection with Eliquis and related disease-states, information and services unless you opt-in to receive information relating to other Pfizer products and services.

- **Disclosure of Personally Identifiable Information.** Bristol-Myers Squibb and Pfizer do not sell or share personally identifiable information about you except as described in this Privacy Statement and any other applicable privacy notices or opt-ins. Bristol Myers Squibb and Pfizer may disclose your personally identifiable information from this Web site to each other and third parties as described below
- **Subsidiaries and Affiliates.** Bristol-Myers Squibb and Pfizer may each share your personally identifiable information with their respective subsidiaries and affiliates.
- **Service Providers.** We contract with other companies and individuals to help provide you with our Web site, services and/or products. We may disclose your personally identifiable information to our third party suppliers, agents, contractors, or other service providers working on behalf of Bristol Myers Squibb and Pfizer in connection with the services that they perform. These service providers may only treat your personally identifiable information in a manner consistent with this Privacy Statement.
- **Transfer of Control.** We may decide to reorganize or divest part or all of a business or a line of our business, including our information databases and Web sites, through a sale, divestiture, merger, acquisition, 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). In such circumstances, we will seek written assurances that personally identifiable information submitted through this Web site will be protected appropriately.
- **Legal & Regulatory Requirements.** 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. You understand that in order to comply with the law, we may not be permitted to comply with your request to amend or remove personally identifiable information that was provided to us by a healthcare professional or a consumer regarding an adverse event or reaction involving medicine, medical products or medical devices.
- **Law Enforcement.** In rare situations, we may be required by court order or other legal or regulatory process, or as otherwise required by law to divulge personally identifiable information to law enforcement authorities, the courts, or regulatory authorities. Bristol-Myers Squibb and Pfizer will cooperate in responding to such requests, in accordance with the regulatory or legal process, and will take appropriate measures to ensure that the requester understands the sensitive nature of any health-related personally identifiable information they receive.

Submissions. Use and Disclosure of Non-Personally Identifiable Information. Bristol-Myers Squibb and Pfizer will not treat as confidential any information that you provide that is not personally identifiable, such as questions, comments, ideas, or suggestions. You should be aware that Bristol-Myers Squibb and Pfizer will be free to disclose through any means and use for any purpose such information in their sole discretion. By providing such information to Bristol-Myers Squibb and Pfizer, you understand and agree that no relationship has been created between Bristol-Myers Squibb and/or Pfizer and you, and Bristol-Myers Squibb and Pfizer have no obligation to you whatsoever regarding that information.

Information You Share with Others Bristol-Myers Squibb and Pfizer may provide interactive tools allowing the sharing of information with others, such as those that enable health care professionals to forward education materials to a patient via an email containing a link. To enable information sharing we may collect personally identifiable information, however Bristol-Myers Squibb and Pfizer do not view or store such information. Some tools offered may be 3rd party tools such as social media sharing widgets. Please be sure to review the legal notice and privacy policy of any 3rd parties because they may be different from those governing this Web site.

Tell-A-Friend. You may also choose to tell a friend about an Eliquis® (apixaban) site. In such instances you will be asked to provide your friend's information, such as name and email address, in addition to your own information. We will use the information to deliver an email to your friend inviting him or her to visit the site through an email link. Bristol-Myers Squibb and Pfizer do not view or store your friend's information. The information will only be used to send the invitation email.

Update and Correction of Personally Identifiable Information. You may contact us to update or correct much of your personally identifiable information (other than the limited information described above in the Legal & Regulatory Requirements section of this Eliquis Privacy Statement), or to opt-out from our mailings and other services and communications that you may have signed up for. To do so, please contact us at 855-ELIQUIS (354-7847).

Security. Bristol-Myers Squibb and Pfizer take reasonable precautions to maintain the protection of personally identifiable information collected through this Web site. We have established appropriate technical, physical and administrative controls to safeguard and help prevent unauthorized access to your personally identifiable information. However, we cannot guarantee that this Web site is completely secure from people who might attempt to evade our security measures or intercept transmissions over the Internet.

Use of Cookies. We may store some information on your computer using a technique most browsers support called "cookies". The cookies may be used for a variety of purposes, including but not limited to helping you login (e.g., remembering your user name if you register or login), remembering some of your customized user preferences, to help us better understand how people use our Web site, to collect non-personally identifiable traffic data, and to help us improve our Web site. In some cases, this information will help us tailor content to your interests or help us avoid asking for the same information when you revisit our Web site. The cookies placed on your computer by our Web site are used by our Web site and may be shared with our agents and advertising technology partners in order to provide you with targeted advertising that may appear on other websites you visit on the Internet. These partners make use of technology to match cookies placed on your computer on our website with cookies placed on your computer by other websites you may visit or have visited. With respect to collecting non-personally identifiable traffic data, we may use third parties to collect such data on our behalf. To disable or limit the use of cookies, please refer to the options provided by your Internet browser. If you do so, however, some pages or features (such as customized products/services or user preferences) on this Web site may not work properly.

Online Behavioral Advertising. We may tailor online advertisements to you by matching offers to a summary of your interests. Your interests could come from several sources including your browsing activity and your response to online advertisements. In such circumstances third parties collect and store data about your interests and online activity. When you see an online advertisement about Eliquis or visit this Web site which collects data for online behavioral advertising purposes, you can click on the "Ad Choices" icon within the advertisement or this Web site, which will take you to a page where you can learn more about online behavioral advertising and manage, or opt out of the online targeting technology from us, and the third parties that we work with who collect your data. If you opt out, you

may still see advertisements online, including advertisements from other Bristol-Myers Squibb and Pfizer brands. In some cases, data may still be collected about your browsing activity by these third parties but they will not use this information to select advertisements you see online.

Web Beacons. This Web site uses Web beacons. A Web beacon is a clear GIF (Graphics Interchange Format) image or pixel tag that companies place on their Web sites to allow an Internet advertising or audience measurement company to help them analyze their advertising campaigns and general usage patterns of visitors to their Web sites.

Web Server Data Collection and IP Addresses. This Web site uses cookies , and other technologies that do not rely on cookies, to , keep track of usage data, such as the source address that a page request is coming from (i.e., your IP address, domain name), date and time of the page request, the referring Web site (if any), and other parameters in the URL (e.g., search criteria). We use this data to better understand Web site usage on the whole and to determine which areas of our Web site users prefer (e.g., based on the number of visits to those areas). This information is stored and used by Bristol-Myers Squibb and Pfizer for statistical reporting. In some cases, to provide you better tailored programs and information, we may collect and consolidate your online information, and match it with personally identifiable information collected from other resources and programs. We may work with 3rd parties to help us with these activities.

Do-Not-Track Signals. When you visit our Websites, Bristol-Myers Squibb and Pfizer, and parties that we work with, may collect and use non-personally identifiable traffic data through the use of cookies, web beacons, online behavior ads, web server data and IP addresses, as described in this Privacy Statement. The collection of this non-personally identifiable traffic data occurs even when do-not-track signals are enabled on your Internet browser. If you register on this Web site, and provide us with your personally identifiable information, we may be able to identify your previous online visits to our Web sites (which would not have been personally identifiable before you registered). For example, once you register on our Web site, we may be able to link your personally identifiable information to previous visits on our Web sites depending on whether our Web site cookies from earlier visits are still placed on your computer. In addition, when you register or login to our Web site, we can see where you have been on our Web site while you are visiting. Bristol-Myers Squibb and Pfizer, and the parties they work with, do not use your personally identifiable information to track your online activities once you have exited our Web site. However, we may use non-personally identifiable traffic data to tailor online advertisements to you. For more information about do not track signals, visit www.allaboutdnt.com.

Transfer of Control. Circumstances may arise where we decide to reorganize or divest part or all of our business or of a line of our business, including our information databases and Web sites, through a sale, divestiture, merger, acquisition, 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). In such circumstances, we will seek written assurances that personally identifiable information submitted through this Web site will be protected appropriately.

Privacy Policies Governing Linked Web Sites. As a convenience to our visitors, the Web site contains links to other Web sites that may offer useful information. The Eliquis Privacy Statement described here does not apply to your use of those other Web sites. Before using the linked Web sites, please review their Internet privacy statements to understand how they use and protect personally identifiable information.

Changes in Our Privacy Statement. We may revise the Eliquis Privacy Statement at any time by updating this posting. You are bound by any such revisions and should therefore periodically visit this page to review the most current privacy statement.

Online Privacy for Children. We are committed to protecting the privacy of children. We do not intend to collect personally identifiable information from children under 18 years old. If a child has provided us with personally identifiable information, the parent or guardian of that child may contact us at 855-ELIQUIS (354-7847).

Policy on Use of Social Security Numbers. Bristol-Myers Squibb has a policy which provides for the proper use and protection of Social Security numbers obtained in the course of doing business by Bristol-Myers Squibb. Such policy protects the confidentiality of Social Security numbers, prohibits unlawful disclosure of Social Security numbers, and limits access to Social Security numbers. This policy applies to all methods of collection of Social Security numbers, including Social Security numbers obtained by oral, written and electronic means.

Questions. If you have any questions about the Web site's Eliquis Privacy Statement or other aspects of privacy on our Eliquis Web sites, please contact us at 855-ELIQUIS (354-7847) or at the mailing address below. Subject to the **Legal and Regulatory Requirements** section above, you may also contact us at this number or address to update or remove your personal information or to change your preferences with respect to marketing materials.

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