

PRIVACY POLICY

PHARMAQ AS (and our subsidiaries PHARMAQ Analytiq and PHARMAQ Fishteq), whose address is Skogmo Industriområde, Industrivegen 50, 7863 Overhalla, Norway (hereafter referred to as “PHARMAQ”, “we”, “us”, or “our”), provides this Privacy Policy to describe our practices in connection with information we collect both online and offline. PHARMAQ is the operator of this website and the controller of the personal data collected.

What Personal Data We Collect

We collect certain personal data, which is information that identifies an individual or relates to an identifiable individual (e.g., customers, website visitors, veterinarians, suppliers, pet owners, distributors) such as:

- **Contact and identification information** (such as name, postal address, email address and telephone number, professional title, licenses)
- **Financial information** (such as tax number, bank details, currency)
- **Purchase information** (such order status, customer history and customer transaction history)
- **Account information** (such as customer ID)
- **Internet and network activity** (such as IP address, name, version and type of the Internet browser you use, the website from which you visit us, the web page you actually visit, and the date, time and duration of your website visit and/or registration of contact form)

On the registration screen, we clearly label which information is required for registration, and which information is optional and given at your discretion.

How We Collect Personal Data

We collect personal data in a variety of ways, including:

- **Online Interactions:** We collect personal data when you interact with us through our website, including browsing, purchasing goods, communicating with us, signing up for a newsletter or participating in a survey
- **Offline Interactions:** We collect personal data when we visit your place of business, when you attend promotional events we host, sponsor or participate in or when you contact a service center
- **Other Sources:** We collect personal data from other sources, such as social media, when you interact with us.

Collectively, we refer to the above interactions as the “Services.”

We collect personal data in order to provide you the Services. If you do not provide the information requested, we may not be able to provide the Services. If you disclose any personal data relating to other people to us or to our service providers in connection with the Services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

Why We Collect Personal Data

We collect, process and use your personal data for legitimate business purposes as follows:

Purpose	Description	Legal Basis
Website Functionality	Providing functionality of the Website, including provision of the Website (multilingual); content design to customize offerings and presentations to Website users; Website security and fulfilling your requests	<ul style="list-style-type: none"> • Consent • Performance of a contract • Legitimate interest
Customer Relationship Management	Customer relationship management including creating and administering your account; completing your transaction; verifying your information; managing supply chain management, information requests and complaints; quality management and reporting; warehouse management and delivery; providing you with related customer service	<ul style="list-style-type: none"> • Performance of a contract • To comply with a legal obligation • Legitimate interest
Adverse Events	Receiving and reporting notifications of side effects of PHARMAQ products and maintaining and improving the safety of medicines	<ul style="list-style-type: none"> • To comply with a legal obligation
Product Information	Providing product information for medical professionals	<ul style="list-style-type: none"> • Performance of a contract • To comply with a legal obligation • Legitimate interest
Marketing and Promotions	Providing you with newsletters and/or other marketing materials (e.g., sending and offering marketing materials, e-mail advertising, mailing of marketing materials); facilitating social sharing	<ul style="list-style-type: none"> • Consent • Performance of a contract • Legitimate interest
Contract Management	Central purchasing and contract management of suppliers including, contract negotiations, enforcement of claims, accounts receivable and controlling	<ul style="list-style-type: none"> • Performance of a contract • To comply with a legal obligation • Legitimate interest
Operations and General Business	Accomplishing our business purposes including, conducting data analysis; contacting you in connection with existing transactions and contractual agreements; determining the effectiveness of promotional campaigns; facilitating mergers and acquisitions and other reorganizations; troubleshooting; improving existing services; conducting research and development activities and handling security and fraud monitoring; providing you with changes to terms and conditions; ensuring emergency incident response and security	<ul style="list-style-type: none"> • Performance of a contract • To comply with a legal obligation • Legitimate interest
Legal and Compliance	Complying with applicable laws, including contract management, reporting adverse events, anti-corruption due diligence; complying with legal processes; responding to requests from public and government authorities;	<ul style="list-style-type: none"> • Performance of a contract • To comply with a legal obligation • Legitimate interest

	meeting national security or law enforcement requirements; enforcing our terms and conditions; protecting our operations; for fraud and security monitoring purposes; to meet legal and regulatory obligations	
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We may aggregate and/or anonymize personal data so that it will no longer be considered as such. We do so to generate other data for our use, which we use and disclose for any purpose, as it no longer identifies you or any other individual.

Why We Disclose Personal Data

We disclose personal data as follows:

- **PHARMAQ Affiliates:** We disclose personal data to our PHARMAQ affiliates for the purposes described in this Privacy Policy
- **Zoetis Affiliates:** We disclose personal data to Zoetis affiliates for the purposes described in this Privacy Policy
- **Service Providers:** We disclose personal data to our consultants, distributors, manufacturers and other third-party providers of services such as website hosting, data management and data processing
- **Third-Party Partners:** We disclose personal data to other companies who are our co-marketing, co-distribution or other license partners of PHARMAQ

We also share personal data to comply with applicable laws and regulations; to cooperate with public and governmental authorities and law enforcement; for other legal reasons (such as to enforce our terms and conditions and protect our rights, privacy, safety or property, and/or that of our affiliates, you or others); and in connection with a sale or business transaction (we have a legitimate interest in disclosing or transferring your personal data to a third-party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock, including in connection with any bankruptcy or similar proceedings).

International Transfers of Personal Data

Your personal data may be stored and processed in any country where we have facilities or in which we engage third-party service providers. By using the Services, you understand that your information may be transferred to countries outside of your country of residence, including the United States of America, which may have data protection rules that are different from those of your country.

Some non-European Economic Area (EEA) countries are recognized by the European Commission as providing an adequate level of data protection according to EEA standards (the full list of these countries is available here: https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/adequacy-protection-personal-data-non-eu-countries_en). For transfers from the EEA to countries not considered adequate by the European Commission, we have put in place adequate measures, such as Standard Contractual Clauses adopted by the European Commission to protect your personal data. You may obtain a copy of these measures by contacting us in accordance with the "Contacting Us" section below.

Use of Cookies and Other Similar Technologies

For more information about how we use cookies, please see our Cookie Preference Center. [insert link].

Your Privacy Choices

You have the option of receiving recurring information/promotional email from PHARMAQ and third-parties working with PHARMAQ. We give you choices regarding our use and disclosure of your personal data for marketing purposes. You may opt out from receiving marketing-related emails from us. If you no longer want to receive marketing related emails from us on a going-forward basis, you may opt out by using the unsubscribe link in the email or newsletter.

We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you opt out of receiving marketing related emails from us, we will still send you important administrative messages from which you cannot opt out.

How We Secure Personal Data

We seek to use reasonable organizational, technical and administrative measures to protect your personal data within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the “Contacting Us” section below.

Use of Services by Children

The Website is not directed to individuals under the age of eighteen (18), and we do not knowingly collect personal data from individuals under 18.

Third-Party Websites

This Privacy Policy does not address, and PHARMAQ is not responsible for, the privacy, information or other practices of any third-parties, including any third-party operating any website or service to which the Website links. The inclusion of a link on the Website does not imply endorsement of the linked site or service by PHARMAQ, PHARMAQ affiliates or by Zoetis affiliates.

Sensitive Personal Data

Unless we request it, we ask that you not send us, and you not disclose, any sensitive personal data (e.g., information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Website or otherwise to us.

Retention Period

We retain personal data for as long as needed or permitted in light of the purpose(s) for which it was obtained and consistent with applicable law. The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you and provide you with the Services
- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of certain transactions for a certain period of time before we can delete them)
- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations)

Choices and Access

If you would like to request to access, correct or rectify, update, suppress, restrict, or delete personal data, object to or opt out of the processing of personal data, or if you would like to request to receive a copy of your personal data for purposes of transmitting it to another company (to the extent these rights are provided to you by applicable law), please contact us at ben.backmann@zoetis.com or privacy@zoetis.com or sending us a letter to our business address PHARMAQ AS, Skogmo Industriområde, Industrivegen 50, 7863 Overhalla, Norway or logging into your account to update your information, if available. We will respond to your request consistent with applicable law.

Filing a Complaint

You have the right to complain to a supervisory authority. As a rule, you can contact the supervisory authority of your usual place of residence, workplace or the place of the alleged infringement for this purpose. The contact information for the local supervisory authority is the Data Protection Authority (Datatilsynet), PO. Box 8177 Dep., NO-0034 Oslo. You may also contact Zoetis' lead supervisory authority at <https://www.dataprotection.ie/>.

Updates to this Privacy Policy

The "Updated" legend at the end of this Privacy Policy indicates when this Privacy Policy was last revised. Any changes will become effective when we post the revised Privacy Policy on the Website.

Contacting Us

If you have any questions about this Privacy Statement, please contact us at ben.backmann@zoetis.com or privacy@zoetis.com.

Updated: February 2022