

## **AbbVie Australia - YouTube Community Guidelines**

Welcome to AbbVie's Australian corporate YouTube channel.

We use this community to share stories about serious health challenges around the world, as well as AbbVie's Australian company and global news.

### **About AbbVie**

AbbVie is a global, research-driven biopharmaceutical company committed to developing innovative advanced therapies for some of the world's most complex and critical conditions. The company's mission is to use its expertise, dedicated people and unique approach to innovation to markedly improve treatments across four primary therapeutic areas: immunology, oncology, virology and neuroscience. In more than 75 countries, AbbVie employees are working every day to advance health solutions for people around the world.

Our heritage in Australia reaches back more than 75 years and we employ more than 280 people. Our therapies currently benefit more than 31,000 Australians. For further information please visit <http://www.abbvie.com.au>.

AbbVie is part of a highly-regulated industry with unique legal considerations. As well as our own codes of conduct we are governed by the Medicines Australia Code of Conduct which means we cannot engage in conversations about our products, other companies' products or treatment options in the public domain. These discussions are best held in private with a health care professional. If you would like to discuss one of our medicines with us directly please PM us or contact our Medical Information line: [medinfoanz@abbvie.com](mailto:medinfoanz@abbvie.com).

YouTube channels that AbbVie follows and videos that AbbVie likes or shares are not an indication of AbbVie's endorsement of these channels or the content they produce. Nor is it an indication that we are engaged in a business relationship with the content authors. AbbVie is not responsible for and does not assume any liability for any such third party content. AbbVie is not responsible for the terms and conditions, privacy policy or content of any website accessed through links or references in our posts.

We do not allow the use of AbbVie Australia YouTube account for any unauthorised third party advertising or promotion, solicitation of donations or raising money, whether for a charity or otherwise.

The information or the services offered by or through the AbbVie Australia YouTube channel is provided for your general information only and does not constitute medical advice and should not be interpreted as treatment recommendations. You should not use or act on this information without first seeking proper information and advice from your qualified health provider. Never disregard medical advice or delay in seeking it because of something you have read or seen on the AbbVie Australia YouTube channel.

The information on third party websites may not comply with the Australian regulatory requirement. Please refer to the Consumer Medicine Information or Product Information to fully understand the terms of registration of products. AbbVie does not warrant that the content on the AbbVie Australia YouTube account is accurate, reliable, suitable, up-to-date or complete.

To the maximum extent permitted by law, AbbVie excludes any and all liability for any claims, liabilities, losses, costs or damages (including, without limitation, damages for loss of business

profits), whether those damages are direct, indirect, punitive, incidental, special or consequential damages, arising out of or in any way connected with any information and material obtained from or through the AbbVie Australia YouTube account.

### **Safety information (Adverse Events, Special Situations and Product Complaints)**

If you believe you have experienced an adverse event or quality concern from an AbbVie product and need medical advice please consult your physician, pharmacist or other healthcare professional

Additionally you can contact the AbbVie Medical Information department at [medinfoanz@abbvie.com](mailto:medinfoanz@abbvie.com) or call (AU): 1800 043 460 (option 2) or (NZ): 0800 900 030.

We strongly suggest you avoid sharing specific information concerning your personal health on YouTube, other social media sites, and the Internet in general. Should you, however, comment on any adverse event experiences or product issues of an AbbVie product on AbbVie's Australia YouTube account, the relevant AbbVie team may contact you for more information.

### **Using and storing personal identifying information**

AbbVie will not collect, store, disclose or share personal identifying information (such as your YouTube unique ID, email) on the AbbVie Australia YouTube account unless we have obtained proper consent (or as outlined below).

However, in the case of reporting any safety information (e.g. adverse event or product issue), we will need to store and use personally identifying information, such as your initials, location, health-related information or similar, in accordance with applicable regulations and AbbVie procedures. This information is required to be submitted to the AbbVie Pharmacovigilance, AbbVie Quality Assurance and Patient Safety department and/or regulatory authorities. We are also required to store your personal identifying information for auditing purposes. Any personal information collected by AbbVie will be handled in accordance with [AbbVie's privacy policy](#).

In some instances AbbVie may choose to use third-party service providers to help us manage comments and messages received on the AbbVie Australia YouTube account, which means that they too would have access to any personal identifying information you share with us. Such third-party service providers are contractually bound and trained to ensure they follow the process adopted for the protection and security of your personal identifying information.

Please note that YouTube also has access to information you share with us. For more details please refer to Google's [YouTube Privacy Policy](#).

Thank you for being part of our YouTube community.