

Social Media Community Guideline

for the Social Media Channels of the Bionorica Group

In communicating via our social media channels, we as a pharmaceutical company are aware of our great responsibility towards our stakeholders, including doctors and pharmacists as well as patients. The following sets out the principles and guidelines we use as our basis for this.

We would like to draw your attention to the fact that the pharmaceutical industry is subject to strict legal regulations. We therefore ask for your understanding of the fact that we cannot talk to you about our preparations, therapy options or other sensitive, health-related topics on the social media channels of the Bionorica Group.

Communication Purposes

On the official channels of the Bionorica Group, we provide information about our company as well as our mission, vision and values. The content we publish is for informational purposes and is no substitute for professional medical advice. It must not be used as a basis for self-diagnosis. If you have any medical questions, you should always consult medical professionals such as your doctor or pharmacist.

Contacting Us and Expressing Your Opinions

We are happy to network with you and engage in a mutually beneficial exchange of ideas. Please remain polite at all times and respect the opinions of others. We will delete respectively not answer content that:

- is not related or pertinent to the topic
- serves as health or medical advice
- contains unsubstantiated assertions or discussions about unapproved/unintended applications of our products
- requests sensitive data or contains personal information such as names, e-mail addresses or telephone numbers
- is obscene, defamatory, insulting, salacious, abusive, discriminatory, glorifies violence or is degrading (including pictures, videos, links or similar)
- involves politics or religion
- violates anyone else's copyrights or intellectual property rights
- is commercial or promotional in nature
- violates the rules of the respective social media channel

Our correspondence languages are German and English. We will delete posts written in any other language.

Please inform yourself about the applicable rules of the respective social media channel.

We reserve the right to exclude users who publish the above-mentioned content from the use of the respective channel or profile. There is no fundamental right to use a Bionorica profile or channel.

Please keep in mind that the comments and responses you read on our channels that are not published by us are from third parties and not from Bionorica. The content of these comments (including opinions and statements) posted on our channels does not necessarily reflect the views of the social media site or its owner and is the responsibility of the individuals who post them.

If you believe that any content is infringing your rights or those of a third party, please report the infringement to: info@bionorica.de.

The social media channels are randomly screened, processed and reported by Bionorica. We accept no responsibility or liability should any of the channels be unavailable (e.g. due to maintenance) or discontinue their service altogether.

Links

On our social media channels and/or profiles, we interact with other channels and link to third-party websites or content over which we have no control. We do not assume any liability for this third-party content. The respective operator is responsible for the content of the linked websites and social media channels. We assume no responsibility for the accuracy of the content on other websites or channels and are not liable for any damage or injury resulting from their use.

Potential Side Effects or Other Events Relevant to Drug Safety

If you want to report an adverse drug reaction (ADR), our social media channels or profiles are not the proper place to do so. Please contact medical professionals such as your doctor or pharmacist. Alternatively, use our [contact form](#) stating your concrete observation and provide us with your contact information. This will enable our drug safety team to contact you if necessary.

Copyright

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Legal Notice and Privacy Statement

Please also note our [legal notice](#) and our [privacy statement](#).

Bionorica SE

Last updated: December 2020

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