

IMC Consulting Privacy Statement

Healthcare professional (hereafter known as "HCP") attitudinal, opinion and prescribing information when used responsibly has the potential to improve healthcare outcomes by bringing the right therapy, using the most appropriate communication channel, to the HCP and consequently the right patient as quickly as possible. This leads to positive outcomes in the treatment of chronic and acute disease states and benefits the healthcare community at large.

The information we obtain through telephone and mailed market research programs, face-to-face interviews, focus groups and so on, can produce sensitive data and individual privacy must be protected.

IMC Consulting (hereafter known as "IMC") provides objective attitudinal, behavioural and prescribing habit data to the Australian healthcare provider market and we are committed to protecting a respondent's right to privacy.

When IMC conducts market research that may identify HCP respondents, consent is sought through the expressed purpose described in the printed material presented to the participating HCP at the outset of the study and is strictly limited to the improvement of communication channels between HCP's and healthcare product and service providers.

When IMC performs a service involving the use of identified HCP information on behalf of healthcare service providers or others in possession of similarly identified HCP information, the result will only be used for the limited purpose for which it was designed and all

administrative effort is made to protect the information. It is a core competency of IMC to ensure there are administrative, physical and technical safeguards to ensure individual privacy is respected.

IMC welcomes any opportunity to disclose the nature of our services and offer appropriate alternatives for data collection to stakeholders in the healthcare community.

Security is important to us, and we will protect the integrity of personal data and healthcare information in our charge. Information collected will be limited to what is needed to meet the needs of the healthcare community.

IMC is committed to adhering in all respects to the National Privacy Regulations as reflected in the Federal Privacy Amendment (Enhancing Privacy Protection) Act 2012.

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For more information on the Federal Privacy Amendment (Enhancing Privacy Protection) Act 2012 please click through the link below and you will be taken to another site:

<https://tinyurl.com/privacy-act>