



DPOC and Medical Information - Privacy Notice

When you contact the Medical Information service at MSD Danmark ApS (“MSD”), MSD processes personal data under this Privacy Notice and in accordance with applicable legislation, including the General Data Protection Regulation (2016/679; the "GDPR") and other applicable national data protection laws in Denmark.

MSD will collect your contact information of choice (email and/or phone) for the primary purpose of responding to your inquiry and eventually to ask you to refine the inquiry or to ask follow up question to any Adverse Event or Product Quality Complaint reported by you to fulfil our reporting obligations to authorities. We may also use your contact information in close vicinity to our interaction, to collect feedback on the service provided (e.g anonymous customer satisfaction survey). It is voluntary to participate in customer satisfaction surveys, and MSD will not remind you or contact you again.

In addition MSD will save the information you provide to us, your medical inquiry, which channel you used to contact us through, what type of customer you are, which product and potentially the disease the question concerns. We will also log the response we provide to the inquiry. These data are collected for statistical purposes, for the company to inform information gaps and future research needs and for MSD to be able to improve our communication and information about our products. We also save the information for quality assurance purposes on how we provide answers to different types of customers, the appropriateness of the response and that we follow all rules and regulations. This information cannot be linked back to you and will be saved for the above purposes as long as MSD sees needed.

The above information is collected based on MSDs legitimate interest to ensure high quality on our services and identifying information gaps and similar that we can address to improve patient safety.

If you report or if we identify you have experienced an adverse event or other event that we have to report to the medical authorities (for instance pregnancy while on one of our drugs) we will collect the adverse event itself and some more information that is mandatory for reporting for instance gender and/or year of birth as well as product and which dose and formulation of our product that was used.

Preferably, we will collect as much complementary information as possible to better understand the circumstances where the event occurred for instance which disease you are treated for, concomitant diseases and treatments – with the purpose of improving the safety knowledge around our products and being able to detect safety signals, general or for specific patient categories or batches of the product.

The information is collected based on the legal requirements to report adverse and other reportable events, and for the interest of public health. You decide how much data you choose to share with us. The service of responding to your inquiry will not be affected even though you chose not to share any data.

Is data transferred or disclosed to third parties?

As MSD is a global corporation, your data may be shared internally to the units that process adverse event reports, product quality complaints and responds to medical information inquiries on a role based basis and could be located anywhere in the world.

Your data may be transferred to and processed by third-parties, which perform services for MSD (data processors) to enable these companies to perform the services requested by MSD.

Only the personal data that is necessary for the third party to fulfil the services will be provided to these companies. All third-party providers must follow our instructions and applicable written data processor agreements and any other agreements that are in place between MSD and its third-party providers, and must implement appropriate technical and organizational measures for the protection of the personal data.

Your data will also, if relevant, be reported to medical authorities in an anonymized format as required by law and for the interest of public health.

We will not disclose personal data to any other third parties unless required to do so under the Data Protection Law or other laws or in order to establish, exercise or defend legal claims.

Where is your data processed?

We primarily process personal data locally and on servers located in the United States, and as such we need to transfer your information to a location outside of the EU/EEA. The level of information protection in countries outside the EU/EEA may be lower than that offered within the EEA. Where this is the case, we will implement appropriate measures under the GDPR to ensure that your personal information remains protected and secure.

It is important to note that MSD complies with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union to the United States. MSD has certified to the U.S. Department of Commerce that it adheres to the Privacy Shield Principles. In addition, MSD has entered into Binding Corporate Rules, which have been approved in the European Union, that permit the transfer of personal information throughout the world to any other affiliate within the MSD group of companies (which includes a MSD affiliated company in the United States).

Your rights

You have the right to request access to the personal data which MSD processes about you. Moreover, you have the right to request that incorrect or incomplete personal data is corrected. You also have the right to, at any time; withdraw your consent to the processing of your personal data, with future effect. If you revoke your consent MSD will continue to process your personal data based on legal requirements of minimum criteria to report adverse events and save cases totally anonymized instead. If you do not wish to provide your data, the services provided by Medical Information at MSD will be unaffected to the extent possible.

Contact us / If You Have Questions

MSD is the controller of the personal data for the purposes described above. The contact details of our offices can be found at www.msd.dk.

If you have any questions regarding MSD's processing of personal data, please feel free to contact our data protection team at: msd_privacy_office@msd.com or contact MSD locally on (+45) 4482 4000. MSD has also appointed a data protection officer whom you can contact on the following contact details: dpo.denmark@merck.com. Naturally, you also have the right, should you wish, to lodge a complaint with The Danish Data Protection Agency.

MSD Danmark ApS, CVR.no. 29883718
Havneholmen 25, 1561 København V, Denmark