



# Privacy Notice

**Effective Date: February 4, 2020**

This Privacy Notice ("Privacy Notice") provides you with information on how Baxter Healthcare Corporation, together with its affiliates, successors, assignors and subcontractors ("Baxter," "we," "our" or "us"), uses and discloses your information that we collect from you, including when you interact with certain pages on [www.baxter.com](http://www.baxter.com) or other web-owned properties or components (collectively "Baxter Website(s)"). Your interactions with the Baxter Websites may include filling out or submitting information to us via webforms, browsing certain pages or components, or engaging in certain activities which are covered by this Privacy Notice (collectively "Interact" or "Interactions").

We may collect your information in a variety of ways (collectively "Your Information") such as:

- Information you submit to us directly
- Information obtained from third parties
- Information derived from your Interactions with the Baxter Websites

In the event of a conflict between this Privacy Notice and the Privacy Statement displayed on a Baxter Website for the purposes described herein, this Privacy Notice will apply. If you have any questions about the terms or applicability of either this Privacy Notice or a Baxter Website's Privacy Statement, please contact us using the information provided in the "How to contact us" section below.

## **A. Active Collection of Your Information**

Your Information may include your name, contact information, and professional interests and may be submitted to us directly by you, or obtained from third parties. The below explains what types and how we collect Your Information.

### ***Baxter collects Your Information in the following ways:***

- **Directly from you:** First and last name, email, hospital or institution of your affiliation, city, state/province, zip code, country, mobile phone number, office phone number, fax number, professional specialty, product area interests, interest in programs and channels. If you register for an account with us to manage your preferences, we may collect your unique identifiers and preference information such as your username, password and marketing preferences,
- **From third parties:** First and last name, hospital or institution of your affiliation, city, state/province, zip code, country of the hospital or institution with which you are affiliated and your professional specialty. Baxter obtains Your Information from third party companies who gather these details from publicly available sources, such as the website of your hospital or institution with which are affiliated.
- **Additional Information collected either from you or third parties:** Type of professional qualification/credentials (e.g. MD etc.) practicing status (active or not), publications, areas of international recognition (e.g. countries or regions where you are recognized), areas of specific competence or experience and expertise (e.g. speaking engagements, research activities, advisory boards etc.), memberships or participation in scientific associations, your experience with Baxter products or therapies, your participation in Baxter initiatives, your language capabilities, your CV, the IP address of your biographical or professional website. We may also import a link to your profile on LinkedIn or other professional site(s), but please note that these external sources have their own privacy policies.

***Baxter may use and process Your Information in the following ways:***

- To send you marketing communications to promote our products, therapies and services, providing you with other information about our products/therapies, including scientific information and research study papers and news, newsletters, as well as sharing information about events and educational opportunities in the areas of your interests.
- To reach out to you directly or through third parties to conduct Market Research Projects that aim to gather information from you on our products or therapies including your experience with them as well as information related to specific diseases that fall under Baxter's area of activity or interest. We may also store such information to further communicate with you on specific Market Research Projects or other activities you have participated. Baxter will ask you to provide information about your areas of interests and selected preferences. Providing us Your information for the purposes described in the previous phrases is voluntary. Please note that you may always change your preferences or unsubscribe to receiving these communications by following the instructions for unsubscribing available in each such communication that we send to you.
- To better understand your scientific background and the areas of your expertise as well as to monitor and analyze your professional preferences, interests, professional recognition and participation in scientific for a or associations, as well as your professional activities of choice, including research activities, publications, speaking activities advisory boards based also on Baxter's interaction with you, if it is the case. We do that in order to identify areas of collaboration with Baxter that would allow us to create opportunities to advance scientific exchange and medical care.
- To directly communicate with you, keep accurate our databases and comply with legal obligations such as without limitation adverse events reporting.

In the event that we use Your Information for other purposes, not mentioned in this Privacy Notice, we will inform you about the specific purposes at the time we collect Your Information to the extent required by law.

**B. Passive Collection of Your Information**

Your Information may be derived, generated or automatically collected through your Interactions with the Baxter Websites, which contain various technologies and functionalities in order to provide you with our services. These technologies and functionalities may involve your internet protocol ("IP") address, cookies, browser type, operating system, computer or mobile device information, location information and your navigation and clickstream behaviour from actions that you take on Baxter Websites. The below explains what types and how we collect and use Your Information.

***Baxter collects Your Information in the following "passive" ways, and Baxter may use and process Your Information for the following purposes:***

**1) Cookies:** Cookies are small files transferred to your computer's hard drive to help us improve content (e.g., it helps us determine which parts of the site are popular and which are less popular, so we may improve these areas in the future) and customize website content for our visitors. You may set your browser to reject cookies and to let you know when a cookie is being placed on your computer. ***To learn more about cookies, please review the cookies policy located on the Baxter Website you are visiting.*** Generally, we use cookies (and the other technologies herein below) for the following purposes:

- ***To provide a service:*** A cookie may be used to provide you with a specific service. For instance, if you are logging into an access-controlled section of our site, we set a temporary session cookie to establish that you have been authenticated. The information contained in these cookies consists of random information that is used by the server to authenticate the browser requests to the server for that particular session. If you choose not to accept a temporary cookie, you will not be able to navigate in these online applications. We also use a cookie when you visit the Baxter Website and request documentation or a response from us. When you are filling out a form, you may be given the option of having the Baxter Website deliver a cookie to your local hard drive. You might choose to receive this type of cookie in order to save time in filling out forms and/or

revisiting our website. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our website or service.

- **To facilitate website use:** If a cookie is used, the Baxter Website will be able to remember information about your preferences and movement, either until you exit your current browser window (if the cookie is temporary) or until you disable or delete the cookie. Many users prefer to use cookies in order to help them navigate a website as seamlessly as possible. You should be aware that cookies are not able to "invade" your hard drive and return to the sender Your Information from your computer.
- **To understand our visitors:** When you visit the Baxter Website, our computers may automatically collect statistics in aggregate about visitor behaviour. We may monitor statistics and other information such as how many people visit our site, the user's IP address, which pages people visit, from which domains our visitors come, which browsers people use and how they move about our website. We use this information about your visit for aggregation purposes only. These statistics are used to help us to understand our visitors' interests and improve the content and performance of our website. **To learn more, please review the cookies policy located on the Baxter Website you are visiting.**
- **To serve ads:** We may also engage third party service providers to place pixels or other tracking technology on our Site on behalf of Baxter to personalize the content of, as well as to serve you ads on third party websites regarding Baxter goods or services that may be of interest to you based upon your interaction with the Baxter Sites. Please see the section on Advertising, below for additional information, including how to adjust your browser settings to not accept these cookies or other tracking technology.

**2) Web Beacons:** Beacons contain electronic images (called a "single-pixel gif" or "web beacon") that allow us to count page views or to access our cookies. In general, any electronic image viewed as part of a web page, including an ad banner, can act as a web beacon. Web beacons are typically very small, 1 by 1 pixel size, banner-like files, but their presence can be easily seen within Internet Explorer by clicking on "View" and then on "Source." Web beacons are so small in order not to use valuable space on the computer screen that is better used to display helpful content. We also may include web beacons in HTML-formatted newsletters containing graphics that we send to opt-in subscribers in order to count how many newsletters have been read. In addition, some advertising networks that serve ads on our websites may use web beacons within their clearly visible banner advertisements.

**3) Internet Protocol (IP) Addresses:** Internet protocol (IP) addresses are unique identifiers automatically assigned to each computer when logging onto the Internet. We collect IP address information from any visitor to our Baxter Websites and log them for system administrative purposes only. IP addresses are not used for identification. This information helps us prepare aggregate demographic information and other information regarding the use of this site, and improve its functions. We do not link IP addresses to any information that is personally identifiable. In some cases we may also use IP addresses to serve you ads on third party websites regarding Baxter goods or services that may be of interest to you based upon your interaction with the Baxter Sites. As described below in the "Advertising" section, you may opt out of such technology by adjusting your browser settings to not accept cookies.

**4) Analytics Tools:** Analytics tools and technologies are an element of Baxter Websites. By using cookies and other technologies, we may collect and store information such as time of visit, pages visited, time spent on each page of a Baxter Website, the IP address, and the type of operating system devices use to access a Baxter Website. **To learn more about these analytics tools, please review the cookies policy located on the Baxter Website you are visiting.**

**5) Advertising:** We may also engage third party service providers to use the information gathered through the use of the technologies described above on behalf of Baxter to personalize the content of, as well as to serve you ads on third party websites regarding Baxter goods or services that may be of interest to you based upon your interaction with the Baxter Sites. Some of the ads on third party websites may be personalized, meaning that they are intended to be relevant to you based on what we, or the third party service provider serving the ad, know about you or your computer's browsing activity on both the Baxter Sites and third-party sites. As required by law, in certain jurisdictions we will only do so with your opt-in consent. You may also opt-out of receiving

personalized ads from our third party service providers by adjusting your browser settings to not accept cookies. Please see the “help” section of your browser for instructions on managing security preferences. To opt-out of interest-based advertising by participating companies in the following consumer choice mechanisms, please visit:

-Digital Advertising Alliance (DAA)'s self-regulatory opt-out page (<http://optout.aboutads.info/>) and mobile application-based "AppChoices" download page (<https://youradchoices.com/appchoices>)

-European Interactive Digital Advertising Alliance (EDAA)'s consumer opt-out page (<http://youronlinechoices.eu>)

-Network Advertising Initiative (NAI)'s self-regulatory opt-out page (<http://optout.networkadvertising.org/>).

In the mobile environment, most mobile operating systems offer device-based opt-out choices that are transmitted to companies providing interest-based advertising. To set an opt-out preference for a mobile device identifier (such as Apple's IDFA or Android's GAID), visit the device manufacturer's current choice instructions pages, or read more about sending signals to limit ad tracking for your operating system here: <http://www.networkadvertising.org/mobile-choices>.

Please note that these settings must be performed on each device (including each web browser on each device) for which you wish to opt-out, and if you clear your cookies or if you use a different browser or device, you will need to renew your opt-out preferences.

### **C. With Whom we May Share Your Information**

Baxter is a global company and for the purposes outlined above, Baxter may transfer Your Information to other Baxter group companies and Baxter's authorized service providers acting on behalf of Baxter, such as providers of IT system administration and user support services, and providers of IT tools for consent management and mailing services, as well as service providers who assist us in communicating with you. These third parties are restricted from using Your Information in any way other than to provide services for us and we require them to provide an adequate level of protection for Your Information.

If we are involved in a sale or transfer of all or some of our business assets or operations, Your Information may be transferred to the acquiring organization. We also may share Your Information as necessary to comply with our legal obligations or as otherwise required or permitted by applicable law.

### **D. How Long we Keep Your Information**

Your Information will only be kept for as long as we reasonably consider necessary for achieving the purposes set out above or for as long as we are legally required to keep it.

### **E. Security**

We have reasonable and appropriate security measures in place to protect against the loss, misuse, and alteration of any of Your Information we receive. We maintain reasonable security standards to protect Your Information that we maintain. If you have any questions about the security of Your Information, you can contact us by using the other contact details in the “*How to contact us*” section below.

### **F. Do Not Track**

Certain laws require Baxter to indicate whether we honor “Do Not Track” settings in your browser concerning targeted advertising. As of the effective date of this Privacy Statement, an industry standard has not yet been established on how to respond to these signals, and therefore Baxter does not currently respond to such signals. Instead, we adhere to the standards set out in this Privacy Statement. If you have any questions, please contact us using the information provided below.

## **G. How to Contact Us**

If you have questions or concerns about this Privacy Notice, our information handling practices, or any other aspect of privacy and security of your Your Information, please email our Data Protection Officer at [privacy@baxter.com](mailto:privacy@baxter.com) or fax at 224-948-2876.

You may also write to us at:

ATTN: Chief Privacy Officer/Data Protection Officer, Global Privacy Office  
1 Baxter Parkway, Deerfield, IL USA 60015

You may also call us at: Ethics and Compliance Hotline at 1-844-294-5418.

## **H. Changes to this Privacy Notice**

We may periodically update this Privacy Statement to describe new Site features, products or services we offer and how it may affect our use of information about you. If we make material changes to this this Privacy Statement, we will post a notice on this Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.