

Data & Information Protection Policy

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The following document provides an overview on the issues pertaining to the gathering, processing and use of your data and information by esanum GmbH and its websites within the www.esanum.com platform. Full information can be found in our Data and Information Protection Declaration (see below).

Which data and information do we collect from our users?

In cases when you request and use the esanum websites as a guest:

In such cases we gather technical access data (such as date and time of your visit, the IP address used, your browser type, operating system used, pages visited and your website of origin), device information and/or IP-Location.

In cases when you register and are logged in:

Required information (and data where applicable): Full name and surname, gender, profession & specialization, proof of medical licenses, postal codes and email address.

Optional information (and data where applicable) includes: personal and/or professional addresses, telephone numbers, fax numbers, short personal descriptions and other personal and professional information.

Further data that is collected automatically:

We collect your data through cookies, tracking via Google-Analytics and user input provided on the esanum websites.

What do we use your data and information for?

Esanum uses your data and information:

- To improve your profile information within the esanum platform.
- To provide relevant information, offers and features from the esanum platform to your user profile.

Your personal data and information will not be disclosed to third parties, unless providing such is an obligation due to our fulfilment and compliance to existing legal frameworks and official obligations at the local, national, regional, international and supranational level.

What are your rights?

- You have the right to receive information pertaining to any data stored by us
- You have the right to delete or correct any data collected at any given time
- You have the right to object to any specific issue contained in this policy, in the understanding that such objection does not put the legal and contractual commitments and obligations to which our portals in www.esanum.com and esanum GmbH are subjected to

Data & Information Protection Declaration

General Conditions

The handling and protection of your personal data and information is important to esanum. For this reason, we would like to provide you with comprehensive information on the personal data and information that we record and collect during your visit to our websites within the www.esanum.com platforms, how these are used and which configuration options are at your disposal.

Which data and information is collected and how are they used?

When you visit www.esanum.com and its webpages, our web servers may record on a temporary basis your computer's domain name, IP address, the client's file query (i.e. filename and URL), the http response code, and the source website from which you are visiting us.

When using the esanum websites, the user can select whether their username (pseudonym) and valuation rating profiles are visible to other esanum users. Content placed with the user's username is available to other esanum members through the website's search function and can be accessed by other esanum users.

esanum has the right to send its members, messages, e-mails and other forms of communication with general information, advertisements, discussion offers or invitations to relevant medical industries' surveys via the email address they provided and associated with their esanum profile. To ensure the highest level of transparency, esanum indicates the commercial nature of any information provided to its users. Our members have the right to unsubscribe from such forms of communication at any moment in time.

How safe is my data and information?

We have taken detailed and extensive technical and operational safety measures to protect your data and information from any unauthorized access or misuse; all done in compliance to the Federal Republic of Germany's legal architecture applicable to such matters.

Will my data be shared with third parties, such as state and/or government agencies?

Yes. Due to strict contractual and legal requirements, some data and information may be provided to specific third parties. Such cases may include:

- To external data processing service providers: In the case that there is any contact with service providers regarding the personal data of our customers, this will be solely in a context of data processing. Such cases are clearly stipulated under German law [section (§) 11 of the German Federal Data Protection Act (In German: Bundesdatenschutzgesetz)]. In such cases, esanum GmbH is responsible for the proper management and protection of your

data and information. The service provider(s) will work entirely and exclusively according to our instructions, which comply to strict contractual agreements, technical measures and organizational processes that combine with further complementary methods of control and oversight.

- Due to legal obligations: In specific cases, we may be required by laws and official conventions to provide or transfer specific data or information to any state agencies that may make such a request.

Furthermore, we do not pass any data or information to third parties unless our platform members provide us with their express consent or doing such is required by law.

Is my usage behaviour analyzed (e.g. for advertisement purposes)?

In compliance with legal frameworks, we provide our members with user profiles that are identified with a pseudonym. We evaluate these pseudonym-based profiles for our market research and advertisement purposes. In such cases, any direct inferences that could identify individual persons is not possible. A personal profile is not linked or associated with any further data or information about a user. In the following sections you will be provided with information on some of our website's processes and the procedures available at any time for channeling user complaints and objections.

Local Storage Usage

www.esanum.com uses local storage to enable our users not having to re-enter their data (e.g. login information) every time they visit our websites. This means that the information provided during login is saved as a small text data on the respective computer of access.

Other websites are unable to access the data stored this way. You can check which data is stored in your browser's Local Storage by using add-ons (for Firefox) such as the "Foundstone HTML5 Local Storage Storage Explorer 1.1". Such add-ons also enable you to delete any locally stored data at any given time. The use of www.esanum.com is also possible without the use of local storage. Besides our local storage usage, there will be no other data or programs downloaded into your computer.

www.esanum.com uses Google Adwords (i.e. ads in Google's search results). When a user clicks on one of these ads, Google establishes a temporary cookie on that user's computer. This cookie allows Google Adwords' users to evaluate the effectiveness of their ads. As an example, esanum may determine how many people clicked on one of its ads on Google with the following request to fill out a form. Cookies expire in 30 days and are not used for personal identification. If you wish to deactivate such cookies used for conversion tracking, you can modify your browser settings to enable the blocking of cookies from the domain: googleadservices.com

Statistical Software

We use Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google uses cookies. These cookies generate usage pattern information on our online offers by users. These cookies are usually transmitted to a US-based Google server and stored there.

Google uses such information on our behalf, to analyse online offers usage by users, to collect online offers activity reports and to provide us with further services pertaining our online offers and related internet services associated to our platform. In such cases, usage profiles under pseudonyms from our user profiles can be created from the processed data.

We use Google Analytics only with an active IP anonymization. This means that a user's IP address is modified and shortened by Google within European Union member states or in other states that are part of the European Economic Area. Only in exceptional cases a full IP address is sent to a Google server in the US and shortened there. The IP address that is submitted by a user's browser will not be merged with other data provided by Google.

Users can avoid cookies storage by applying this option in browser software settings. Users can also avoid the collection and processing of cookie generated data by Google regarding their use of our offers by downloading and installing a browser plug-in available in the following link: <https://tools.google.com/dlpage/gaoptout?hl=en> (Google Analytics Opt-out Browser Add-on)

For more information about Google's data usage for advertisement purposes, settings and privacy policy objections please visit the following Google websites: <https://www.google.com/intl/en/policies/privacy/partners/> ("How Google uses data when you use our partners' sites or apps"), <https://www.google.com/intl/en/policies/technologies/ads/> ("Advertising"), and <https://adssettings.google.com/authenticated> ("Make the ads you see more useful to you")

Audience Outreach Measurement

esatum evaluates how content and information products are used on our webpages. Such analyses are done anonymously so no inference or conclusions can be obtained from our individual users.

Conversion Tracking with Google Analytics and Mailchimp

If you entered our websites through an esatum e-mail you may have received, Google will store a cookie on your computer. This cookie will expire after 30 days. In such cases it is not possible to determine your identity.

Conversion cookies provide us with information used to gather conversion rate statistics. This means that we are able to determine how many users access the esatum webpages from our emails and/or which content or product information they visit in our platform.

If you do not want to partake in such a tracking process, you can opt out of conversion tracking cookies by activating the cookie blocking option from your browser settings for the domain: googleadservices.com (Google Adwords).

We use the MailChimp.com service for email tracking. This allows us to gather statistics about our e-mails' sending, receiving and reading upon distribution. If you would like to learn more about the technology please go to: <http://kb.mailchimp.com/reports>

Can I receive further information about the stored data and information regarding my esanum profile?

You are able to request information regarding the scope, source and recipients of the stored data as well as its storage's purpose free of charge.

Can I correct any data or information related to my esanum membership?

You can send us requests for fixing incorrect data or information anytime.

Who can I contact at esanum for any data and information protection queries?

esanum GmbH
Mr. Christian Schubert
Pappelallee 10
10437 Berlin

datenschutz@esanum.de