



Community guidelines for the Novo Nordisk social media accounts



Welcome

We welcome and encourage your participation and engagement. When you engage with us on social media, you also agree to follow our community guidelines that explain the restrictions of our social media pages.

Thank you for your understanding and for ensuring that your comments fit within these guidelines. While we reserve the right to remove any posting at its sole discretion, we are working to foster openness and dialogue and in this spirit, we will only remove comments that violate these guidelines.

Please be aware of the following:



Product mentions and medical advice

Due to the nature of our industry, we cannot talk about certain topics with you online. If that is the case, we will let you know and provide other means in which to connect.

Our social media accounts are not intended for discussions about products made by Novo Nordisk A/S including the reporting of side effects associated with the use of prescription drugs.

Any questions or comments specific to products should be made to your healthcare professional.

Social media is not a place for us to provide healthcare advice. If you have questions about your health or the medicine you take, your doctor or health care provider is the person to ask. If you have issues with our medicines (an adverse event), or if you have a product inquiry or complaint, please call Novo Nordisk's office in the country you live.

For other comments or feedback please contact us via messages on our accounts that are managed by colleagues in Novo Nordisk in Denmark, on behalf of our colleagues across the organisation.



Tone of voice

We welcome comments and questions and try to join the conversation whenever possible. However, we may remove any comments that:

- Are off-topic
- Are inappropriate, vulgar or abusive
- Are rude or offensive
- Are intended to spam
- Reference a product
- Solicit or offer medical advice or
- Otherwise violates our community guidelines.



Information purposes

The content posted on our accounts is presented solely for informational purposes. The accounts do not provide you with advice or recommendation of any kind and should not be relied on as the basis for any decision or action. You are advised to consult professional advisors in the appropriate field with respect to the applicability of any particular aspect of the contents. In particular, nothing being posted constitutes an invitation or offer to invest or deal in Novo Nordisk securities.

Further, our accounts provide selected information of diseases and their treatment. Such information is not intended as medical advice and cannot substitute for the advice of a health care professional. If you have or suspect having any health problems, you should consult your general practitioner or other qualified health provider.



Information provided "as is"

The information on the sites is provided "as is" and we make no representations or warranties, expressed or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

We make no representations or warranties of any kind as to the completeness, accuracy, timeliness, availability, functionality and compliance with applicable laws.

By following our accounts you accept the risk that the information may be incomplete or inaccurate or may not meet your needs or requirements.



Disclaimed liability

Neither Novo Nordisk nor our content providers shall be liable for any damages or injury arising out of your access to, or inability to access our accounts or from your reliance on any information provided herein. We disclaim any and all liability for direct, indirect, incidental, consequential, punitive, and special or other damages, lost opportunities, lost profit or any other loss or damages of any kind. This limitation includes damages or any viruses, which may affect your computer equipment.



Links to other sites

Posts from our accounts contain links to other sites that are not owned or controlled by Novo Nordisk. Please be aware that we are not responsible for or have control over the privacy policies of these sites. This privacy statement applies only to information gathered on these sites. We strongly encourage you to read the privacy statements of every site you visit that gathers personally identifiable information.



Availability

We update the accounts on a regular basis and monitor it on a daily basis. Social media platforms may occasionally be unavailable and we accept no responsibility for lack of service due to social media platform downtime.



Replies, Comments and Direct Messages

We welcome feedback and ideas from all our followers, and encourage you to join the conversation where possible. We will read all replies, comments and messages and ensure that any emerging themes or helpful suggestions are passed to the relevant people in our organisation.



Data Privacy

We respect your data privacy and only ask for personally identifiable information if it's required for regulatory purpose such as reporting of adverse events. For a full description of our data privacy, [read more here](#).

Thanks for reading and for connecting with us.
Digital Communication,
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