

## **COOKIES AND THIRD PARTY SITE PRIVACY AND DATA POLICY**

### **PRIVACY POLICY**

This Policy relates to privacy practices in connection with this website and delivery of the Virtual Event: INREBIC® - a new treatment option for patients with myelofibrosis after ruxolitinib failure, being broadcast on Thursday, 26th October 2021.

Open Audience Ltd. are the data processors for the purposes of this Privacy Statement.

This policy and practices are in accordance with the UK Data Protection Act 1998 and ePrivacy SI 336 of 2011 (European Communities, Electronic Communications Networks and Services, Privacy and Communications Regulations 2011).

Open Audience Ltd. Have been appointed as webpage administrators, registration managers and broadcast producers on behalf of Celgene GmbH | a Bristol Myers Squibb Company.

Open Audience Ltd may store and process personal data for purposes relating to your participation in this virtual event, including but not limited to sending you electronic confirmations and programme reminders. Personal data includes, name, job title / role, mailing and email address.

### **COOKIE POLICY**

This webpage is hosted by Open Audience Events Ltd. Open Audience Ltd. uses technology to track the patterns of behaviour of visitors to this webpage. This can include using a “cookie” which would be stored on your browser or on the hard drive of your computer. You can usually modify your browser to prevent this happening. The information collected in this way can be used to identify you unless you modify your browser settings.

Only essential cookies are used on the registration form webpage.

Essential cookies: these are cookies that are either:

- used solely to carry out or facilitate the transmission of communications over a network; or
- strictly necessary to provide an online service (e.g. our webpage, website or a service within a webpage or website) which you have requested.

Note: EventsAir is the technology platform used to power the registration form. Cookies used in Eventsair will expire after 3 hours. ([www.eventsair.com](http://www.eventsair.com))

### **CONTROL OF COOKIES**

Information regarding how to control or delete cookies can be found here (please note these links direct to external websites).

[Internet explorer](#)

[Chrome](#)

[Firefox](#)

[Safari](#)

[Opera](#)

## QUERIES AND ACCESS TO PERSONAL DATA

If you have any requests concerning your personal information (personal data) or any queries please do not hesitate to contact us at: UPMC International - Virtual Health Conference 2021, c/o

By email: [celgenesupport@openaudience.com](mailto:celgenesupport@openaudience.com)

By post: Open Audience, Engagement House, 52 Billet Ln, Berkhamsted, HP4 1DR

The UK Data Protection Act Data gives you the right to copies of the Personal Data we hold about you.

Your right of access can be exercised in accordance with the Acts. Any access request may be subject to a fee of £10 to meet associated costs in providing you with details of the information we hold about you.

If you wish to submit a Data Subject Access Request, please contact Open Audience Ltd. by email and/or post using the contact details provided above.

## DATA RETENTION / DELETION

Data will be kept for no longer than is necessary for the primary purpose for which it was obtained.

Data will be retained for any period required by law and in line with departmental guidelines.

## CHANGES TO THIS PRIVACY POLICY

Any changes made to this Privacy Policy in the future will be posted on this page. In the event that substantive changes are made to this Privacy Policy we will contact registered attendees directly to inform them of the change/s.