



PRIVACY STATEMENT: PHYSICIANS CONSULTING NETWORK MEMBERS

Effective date: 3/08/11

Last updated: 1/19/12

The Physicians Consulting Network (PCN®) Members comprise a nationwide group of healthcare professionals that have been invited to take part in research efforts that provide drug manufacturers, research firms and academia with current information on a variety of topics including, but not limited to:

- Evaluation of new product ideas and concepts
- Treatment methods employed for various disease states
- Evaluation of patient educational materials
- Feedback from physicians to determine how existing products are used in practice
- Opinions on various patient health initiatives to improve compliance

PCN Members may complete surveys to provide feedback and opinions on a range of other questions, and may contribute other types of data along with other PCN Members. PCN Members receive certain benefits from GfK Custom Research, LLC including its subsidiary Knowledge Networks, Inc., the firm that owns and manages PCN, in exchange for participating in surveys.

PCN member surveys are conducted on the internet, and Knowledge Networks offers cash honoraria for every survey a PCN Member completes. The honorarium is mailed to a PCN Member within two weeks of your completion of the survey.

OUR PRIVACY COMMITMENTS

Knowledge Networks respects the privacy of every PCN Member. This Privacy Statement outlines the information Knowledge Networks will collect and how we will use that information. This Statement will also tell you how you can verify the accuracy of your Personal Information (defined below) submitted to Knowledge Networks and how you can request that we delete or update your Personal Information.

We've developed our privacy policy from industry guidelines and standards, and local, national, and international laws and requirements. All privacy practices and methods described in this policy apply only insofar as permitted by the applicable standards, laws and requirements

All information you provide is **STRICTLY CONFIDENTIAL** and all results are reported in aggregate only. Individual responses are combined with those from other healthcare professionals to give us nationally projectable results. All our surveys are for market research purposes only.

We hope you will participate in our efforts to provide industry and academia with timely and accurate feedback from healthcare professionals.

This privacy statement covers PCN Panel Members on the sites www.knowledgenetworks.com and <http://pcn.cmrusa.com/cgi-bin/index.pl> and <http://www.pcnonline.org/>. Because Knowledge Networks is committed to your privacy, it has agreed to disclose its information practices.

If you have questions or concerns regarding this statement, you should first contact Privacy Compliance Coordinator at privacy@knowledgenetworks.com or pcn@cmrusa.com

INFORMATION COLLECTED AND HOW WE USE IT

WHAT WE COLLECT:

A) **PERSONAL AND DEMOGRAPHIC INFORMATION** During the process of joining PCN®, Knowledge Networks will ask you to provide personal information such as your name, title, address, email address, year of medical school graduation, phone number, fax number, gender, and practice information ("Personal Information").

You are in control of the Personal Information and Demographic Information that you provide to Knowledge Networks. We rely on you to provide updates to your Personal Information and Demographic Information. You can:

- Ask for a copy of your Personal Information or Demographic Information.
- Ask for your Personal Information or Demographic Information to be corrected or updated.
- Ask us to remove your Personal Information or Demographic Information from your records.
- To do this, please contact us using the links provided later in this statement. Knowledge Networks will use reasonable efforts to provide the requested information to you.

B) **OPERATING INFORMATION** Knowledge Networks may, in the course of interacting with PCN Members, may gather other types of information from Panel Members ("Operating Information"). For example, as a PCN Member, you will receive surveys from Knowledge Networks on a regular basis. We will receive your responses to these surveys. If we offer features, services, or programs in which you explicitly agree to participate, then Knowledge Networks will receive information from those features, services, or programs.

C) **LOG FILES** as is true of most Web sites, we gather certain information automatically and store it in log files. This information includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data.

We use this information, which does not identify individual users, to analyze trends, to administer the site, to track users' movements around the site and to gather demographic information about our user base as a whole.

We do not link this automatically collected data to personally identifiable information.

D) COOKIES A cookie is a small text file that is stored on a user's computer for recordkeeping purposes. We use cookies on this site. We do not link the information we store in cookies to any personally identifiable information you submit while on our site.

We use persistent cookies. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies by following directions provided in your Internet browser's "help" file.

If you reject cookies, you may still use our site, but your ability to use some areas of our site, such as contests or surveys, will be limited.

HOW WE USE YOUR INFORMATION:

A) PERSONAL AND DEMOGRAPHIC INFORMATION Personal Information is used to communicate with you as a PCN Member and to assist you with questions that you may have about the PCN procedures.

Panel Members are asked for Demographic Information in order to prequalify members for surveys that target specific groups.

Knowledge Networks uses Personal Information and Demographic Information solely in the conduct of its research business. Personal Information or Demographic Information may be combined with information collected about you by Knowledge Networks or third parties with your express permission, with information that is collected about you from public records, or with information that Knowledge Networks may acquire from third parties that have a legal right to provide such information to Knowledge Networks.

B) OPERATING INFORMATION Knowledge Networks uses Operating Information solely in the conduct of its research business. As is the case with Personal Information and Demographic Information, Operating Information may be combined with information collected about you by third parties with your express permission, with information that is collected about you from public records, or with information that Knowledge Networks may acquire from third parties that have a legal right to provide such information to Knowledge Networks.

DATA SHARING AND TRANSFER

A) HOW WE MAY SHARE INFORMATION: Except as detailed in this section of the Privacy Statement, Personal Information regarding Panel Members will never be shared with any third parties without your

express permission. We reserve the right, however, to disclose your personally identifiable information as required by law and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on Knowledge Networks or its employees or agents.

In addition, occasionally Knowledge Networks will share contact information, such as name and mailing address, with third parties with whom we have partnered to provide specific services to Knowledge Networks, or services on behalf of Knowledge Networks, specifically for the purposes of panel communications. These partners have agreed not to share or resell this data and they are contractually obligated not to use any personally identifiable information except for the purpose of providing these services, unless you enter into a relationship with them that would directly allow them to do so.

Knowledge Networks collects and shares Demographic Information and Operating Information with its research clients in an anonymous form. Our research clients will never receive Personal Information of Panel Members, nor will they be able to identify Panel Members, without your express permission.

Knowledge Networks is an expanding business, and like other companies, we sometimes acquire or divest business units or ourselves are acquired. As part of such transfers or mergers, we may convey the business assets of the particular business unit, or the company as a whole, including Personal Information, Demographic Information, or Operating Information of PCN Members. In that eventuality, you would be notified via email.

B) DATA TRANSFERS: Your Personal Information, Demographic Information, and Operating Information will generally be stored in our Knowledge Networks databases. For easier processing of email communications, or panel communications, however, your Personal Information, Demographic Information, or Operating Information may be sent to or accessed by Knowledge Networks' service providers and contractors who are obligated to keep such information confidential in countries outside the United States or the European Union. Knowledge Networks data protection standards and those of its service providers and contractors are the same, regardless of where your information is stored.

Knowledge Networks adheres to United States/European Union Safe Harbor principles. If you feel that Safe Harbor privacy principles may have been violated by Knowledge Networks.

DATA SECURITY AND RESPONSIBILITY

Knowledge Networks is committed to keeping the data you provide us secure and will take reasonable precautions to protect your Personal Information from loss, misuse or alteration. Vendors, contractors, or partners of Knowledge Networks who have access to your Personal Information in connection with providing services for Knowledge Networks are contractually required to keep the information confidential and are not permitted to use this information for any other purpose than to carry out the services they are performing for Knowledge Networks.

Knowledge Networks also safeguards Personal Information, Demographic Information, and Operating Information from unauthorized access. Most Operating Information is maintained in databases that are separate from those containing Personal Information and Demographic Information. Only authorized Knowledge Networks employees or agents carrying out permitted business functions are allowed to access these databases. In addition, each employee of Knowledge Networks is required to sign a confidentiality agreement requiring him or her to keep confidential all Personal Information of Panel Members. Employees who violate the confidentiality agreement are subject to disciplinary actions, including termination when appropriate.

While we strive to use industry standard security technology, procedures and other measures to help protect your Personal or Demographic Information, we cannot guarantee the security of the information you transmit.

ACCESS TO YOUR INFORMATION AND COMPLAINTS

A) Accessing, Correcting, Updating and Preventing Use of Your Personal Information or Demographic Information If you have submitted Personal or Demographic Information to Knowledge Networks through PCN or otherwise, or if someone else has otherwise submitted your Personal or Demographic Information to Knowledge Networks, you can:

1) Access, Correct, Update Your Personal or Demographic Information, by emailing your request to: privacy@knowledgenetworks.com, or by sending us a letter to the address listed below. Knowledge Networks will use reasonable efforts to supply you with the information you requested to access and to correct any factual inaccuracies in this information.

2) Prevent Further Use of Your Personal or Demographic Information, by emailing your request to: privacy@knowledgenetworks.com or pcn@cmrusa.com. Alternatively, you may call us at 1800-2412953 or send us a letter to the address listed below. In each case, we will then use reasonable efforts to prevent further use of your Personal Information or Demographic Information in our files.

B) Complaints Knowledge Networks is committed to working with consumers to obtain a fair and rapid resolution of any complaints or disputes about privacy. Please send us your questions or comments regarding our privacy practices by emailing us at: privacy@knowledgenetworks.com, or send us a letter to:

Privacy Compliance Coordinator
Knowledge Networks Inc.
103 Eisenhower Parkway, Suite 303
Roseland, NJ 07068

Knowledge Networks will be happy to respond to your questions and comments.

OPTING OUT At any time, you may discontinue your participation in PCN by sending us an email (privacy@knowledgenetworks.com) or (pcn@cmrusa.com) or by calling us at 18002412953. Please note that opting out of PCN will not automatically cause us to delete Personal, Demographic, or Operating Information about you that we have previously collected. We will do so, however, at your request, as set forth above.

OTHER SITES

Knowledge Networks is not responsible for the privacy practices or the content of other Websites. We recommend that you carefully read the privacy policies of each site you visit.

PRIVACY POLICY STATEMENT UPDATES

GfK Custom Research, LLC including its subsidiary Knowledge Networks, Inc. may amend its Privacy Policy Statement from time to time, and at any time in its sole discretion. We will post a notice whenever this Privacy Policy Statement is materially changed or updated. Your continued use of the GfK Custom Research, LLC including its subsidiary Knowledge Networks, Inc. web sites and/or participation as a PCN Member after any change or update signifies and confirms your assent and agreement to the changes and/or updates to this Privacy Policy Statement.

CONTACT US

You may contact us at:

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