

Haleon Privacy Notice

Washington: My Health My Data

Last Updated: February 2024

This Privacy Notice ("Notice") is provided for residents of the State of Washington ("Washington") in accordance with the My Health My Data Act of 2023. To understand how Haleon uses and discloses your data under other laws and to understand more about us and the use and disclosure of your data, please see Haleon's general Privacy Notice, available at: www.privacy.haleon.com/en-us/general/ ("Privacy Notice"). This Notice sets out how we at Haleon (including but not limited to Haleon corporate entities, Haleon platforms, applications, services, and Haleon branded products) use and disclose your Consumer Health Data that we collect from or about you as a visitor to our websites or as a consumer of our products or services, or in other instances where this Notice is provided to you. When we say "Haleon", "we", "us" or "our", we are referring to Haleon, its brands and services.

This Notice is intended for:

- users of Haleon brands, products and services;
- visitors to Haleon and Haleon-owned websites;
- users of Haleon systems and applications;
- members of the general public who are interested in contacting or are being contacted by Haleon; and
- any individual who has received this Notice and to whom the other notices in the **Privacy Center** do not apply.

We understand that privacy is important to you. We are committed to treating your Consumer Health Data with care and integrity.

Before submitting your Consumer Health Data to us, please review this Notice carefully. Haleon may supplement this Notice depending on which products or services you use or where you live.

"Consumer Health Data" means personal information that is linked or is reasonably linkable to a consumer and that identifies the consumer's past, present, or future physical or mental health status. For the purposes of this definition, physical or mental health status includes, but is not limited to:

- Individual health conditions, treatment, diseases, or diagnosis;
- Social, psychological, behavioural, and medical interventions;
- Health-related surgeries or procedures;
- Use or purchase of prescribed medication;
- Bodily functions, vital signs, symptoms, or measurements of
- Diagnoses or diagnostic testing, treatment, or medication;
- Gender-affirming care information;
- Reproductive or sexual health information;
- Biometric data;
- Genetic data;
- Precise location information that could reasonably indicate a consumer's attempt to acquire or receive health services or supplies;
- Data that identifies a consumer seeking healthcare services; or
- Any personal information that is derived or extrapolated from non-health information (such as proxy, derivative, inferred, or emergent data by any means, including algorithms or machine learning).

If your Consumer Health Data is already regulated by the Health Information Portability and Accountability Act (HIPAA) then it is not regulated by the Washington My Health My Data Act and this Notice does not apply.

In this Notice, we explain:

- [What Consumer Health Data do we collect about you?](#)
 - [What Consumer Health Data do we share about you?](#)
 - [Why do we collect your Consumer Health Data and how do we use it?](#)
 - [How do we collect your Consumer Health Data?](#)
 - [Who do we share your Consumer Health Data with?](#)
 - [What are your privacy rights?](#)
 - [How can you securely and reliably exercise your rights under the My Health My Data Act?](#)
 - [How do we update this Notice?](#)
 - [How can you contact us?](#)
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What Consumer Health Data do we collect and share about you?

The Consumer Health Data we collect and share may include:

1. Individual health conditions, treatment, diseases, or diagnosis;
2. Social, psychological, behavioural, and medical interventions;
3. Health-related surgeries or procedures;
4. Use or purchase of medication;
5. Bodily functions, vital signs, symptoms, or measurements of physical or mental health status;
6. Diagnoses or diagnostic testing, treatment, or medication;
7. Gender-affirming care information;
8. Reproductive or sexual health information;
9. Biometric data;
10. Precise location information that could reasonably indicate an attempt to acquire or receive health services or supplies;
11. Data that identifies you seeking healthcare services; or
12. Any personal information that is derived or extrapolated from non-health information (such as proxy, derivative, inferred, or emergent data by any means, including algorithms or machine learning).

You can choose not to give us Consumer Health Data when we ask you for it. If you decide not to give us your Consumer Health Data, it may restrict our relationship with you. For example, we may not be able to provide you with the services that you have requested.

In addition to Consumer Health Data, we also collect and share your personal information in accordance with our [Privacy Notice](#).

Why do we collect your Consumer Health Data and how do we use it?

We use your Consumer Health Data for the purposes we have described below in this Notice, or for purposes which are reasonably compatible to the ones described.

To manage our relationship with you.

We will use your Consumer Health Data to:

- Provide our products and services to you;
- Provide you with a prize if you enter a prize draw or competition;
- Provide online services such as webcasts, employment opportunities and financial results;
- Manage your account on our websites, and apps;
- Identify you and authenticate your access rights access to our websites, systems and apps;
- To respond to your queries and provide you with information when you request it or when we believe our products and services may be of interest to you. If we intend to share electronic marketing with you, we will ask for your consent where required and you can opt out at any time;
- Invite you to provide feedback, participate in research, surveys or attend events;
- Personalise your experience when interacting with Haleon;
- To deliver services to you via your smart device and our mobile apps;
- Report the adverse events you notify us about; and
- Perform analytics, market research and segmentation to understand your preferences, improve our products and services and our communications to you.

To manage and improve our processes and our business operations.

We will use your Consumer Health Data to

- Manage our network and information systems security;
- Manage our workforce effectively;
- Respond to reports you make of a possible side effect associated with one of our products and to monitor the safety of our products;
- Keep records related to our relationship with healthcare professionals;
- Perform data analyses, auditing and research to help us deliver and improve our Haleon digital platforms, content and services;
- Take engage in the contracting and negotiation process;
- Perform our obligations in accordance with our contracts;
- Monitor and analyse trends, usage and activities in connection with our products and services to understand which parts of our products and services are of the most interest and to improve them accordingly;
- Prepare and perform management reporting and analysis, including analytics and metrics;
- To gain insights and feedback on our products and services in order to correct or improve them, by analysing information from external sources such as Google, Facebook and Twitter (and others); and
- As part of a merger or acquisition we may engage in with other entities or specific brands, including but not limited to conducting due diligence, market research, valuations, and revenue streams.

To comply with our legal and regulatory obligations.

We will use your Consumer Health Data:

- To follow applicable laws and regulations;
 - To respond to requests from competent public authorities;
 - To tell you about changes to our terms, conditions and policies;
 - To exercise or defend Haleon against potential, threatened or actual litigation;
 - To investigate and take action against illegal or harmful behaviour of users; and
 - To protect Haleon, your vital interests, or those of another person.
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How do we collect your Consumer Health Data?

Directly from you when you:

- Consent to our use of your Consumer Health Data;
- Create an account and profile on one of our websites, or apps;
- Register with us to use Haleon's authentication services;
- Use your company's sign on or other third-party authentication service (for example Microsoft, Google log in page) to gain access to our systems or apps;
- Use our websites, apps and systems, through the use of cookies, pixels, web beacons, and other online tracking tools (for more information about how we use online tracking tools please see our general **Privacy Notice**);
- Share or use your social media profile to contact Haleon;
- Sign up with us to receive promotional material;
- Enter a contest or competition organised by Haleon;
- Engage with one of our sales representatives;
- Get in touch for support or to provide feedback;
- Attend an online event such as a webcast;
- Respond to any surveys that you may choose to participate in;
- Share adverse events or medical information enquiries with us; and
- Attend offline meetings, such as advisory boards or conferences.

From other sources:

- Publicly accessible sources;
- Joint marketing partners;
- Marketing vendors;
- Healthcare provider directories;
- Events management agencies;
- Social media platforms; and
- When you talk about us online, such as mentioning a Haleon product in a social media post.

If you connect your social media account to our websites, or apps, you will share certain Consumer Health Data from your social media account with us. This may include your name, email address, photo, list of social media contacts, and any other information you make accessible to us when you connect your social media account to our websites, or apps.

We also combine information about you from various sources, including the information you provide to us and Consumer Health Data, which is collected during your relationship with us.

Who do we share your Consumer Health Data with?

We share your Consumer Health Data on a need-to-know basis, and to the extent necessary to follow laws and regulations, and in the context of managing our relationship with you. In some instances, we may need your consent prior to sharing your Consumer Health Data.

We share your Consumer Health Data only with teams in our Haleon companies and affiliates or specialised third party service providers who need to see it to do their jobs.

We will also share your Consumer Health Data with other entities, for example:

- Event agencies;
- Marketing agencies;
- Technology suppliers who work with us to develop and improve our websites, digital forums and apps;
- Media services providers who work with us;
- Suppliers managing adverse event reports;
- Local or foreign regulators, courts, governments and law enforcement authorities; and
- Professional advisors, such as auditors, accountants and lawyers.

What are your privacy rights?

As a Washington resident, you have following rights with respect to the Consumer Health Data we process about you:

- To request information about:
 - the categories or specific pieces of Consumer Health Data we have collected about you,
 - the categories of sources from which we collected the Consumer Health Data,
 - the purposes for collecting or sharing the Consumer Health Data, and
 - the third parties with whom we have shared or sold your Consumer Health Data.
- To request that we delete Consumer Health Data that we have collected from you.
- To withdraw your consent for us to collect, share, or sell your Consumer Health Data.

How can you securely and reliably exercise your rights under the My Health My Data Act?

Washington residents may exercise the above rights by contacting us via our [web form](#) or by calling us at **1-800-245-1040**.

Where we have relied upon your permission to collect, share, or sell your Consumer Health Data, and you later withdraw that permission, we may not be able to complete some of the activities described in '[How do we use your Consumer Health Data](#)'. If you would like to withdraw your consent to collect or share your Consumer Health Data automatically collected online through cookies and other tracking technologies, you may do one of the following:

1. Submit a request through our [web form](#).
2. Disable the use of all cookies and other tracking technologies in the preference centre.
3. Submit an opt-out request using a preference signal that is sent in a commonly used and recognized format. Please see the description of common global privacy signals.

If you choose to exercise any of these rights, Haleon will not discriminate against you in any way. If you exercise certain rights, understand that you may be unable to use or access certain features of our website or our products or services.

For your protection, and to protect the privacy of others, we may need to verify your identity before completing what you have asked us to do.

You may use an authorized agent to submit a request on your behalf. Your authorized agent must submit a request via our [web form](#) and indicate that they are submitting the request as an agent. We may require the agent to provide proof that you gave signed permission to submit the request and may also require to you to confirm with us that you provided the agent permission to submit the request or to verify your own identity directly with us.

We will take steps to verify your identity before completing your rights request. We may ask you to provide additional information, such as your name, home address, and email address. Depending on the nature of your request and our relationship with you, we may request different or additional information, including a signed declaration that you are who you claim to be.

You may have the right to appeal our decision if we deny your rights request. To submit an appeal, contact us via our [web form](#) or by calling us at **1-800-245-1040**.

How do we update this Notice?

From time to time, we will update this Notice. Any changes become effective when we post the revised Notice on our Privacy Center. This Notice was last updated as of the "Last Updated" date shown above. If changes are significant, we will provide a more prominent notice to let you know what the changes are and we may be required to seek your consent prior to implementing the changes to our collection, sharing, or sale.

How can you contact us?

If you want to exercise your rights, have any questions about this Notice, need more information or would like to raise a concern, , please contact us using one of the methods below.

Online: Use our online [web form](#)

Telephone: 1.800.245.1040

Email: privacy@haleon.com