PRIVACY NOTICE

Last Updated: August 2016

Pfizer Inc. respects your privacy and understands that health is a very personal and private subject. This Privacy Notice describes how we collect, use and disclose the personal information collected through the Madeline application (the “App”) and its corresponding website mymadeline.com (“Site”). In this Privacy Notice we use the term “Services” to mean both the App and the Site.

We offer the Services to participants in our study of advanced breast cancer to help them track, report and measure their trial participation experience and activities. By using the Services, you agree to the terms of this Privacy Notice, the End User License Agreement (applicable to the App) and to our Terms of Use (applicable to the Site). These documents can be viewed in Settings of this application.

Our Privacy Notice is organized in sections, which you can navigate to by clicking on the section title below which will take you to the corresponding section.

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WHO WE ARE

We are Pfizer, Inc. When we refer to ourselves as “we” or “Pfizer,” we mean our entire company including the affiliates within our family of companies, for example, a subsidiary.

HOW TO ACTIVATE THE SERVICES

Your healthcare provider administering the clinical trial will show you how to download the App. Once you download it, you will need to activate your account by entering your email address plus the Patient ID given to you by your provider and choosing a password. You can use that log-in information to access the Site.
DEFINITIONS

We define the term “Personal Data” to mean any data that we directly associate with a specific person, or that reasonably can be used to identify a specific person. For example, this includes your name, Patient ID, home address, phone number, email address and any other data that we tie to you individually.

Personal Data does not include “aggregated information,” which is information that we collect about a group or category of persons. It also does not include “de-identified information,” which is information from which we or our agents have removed information that can be used to specifically identify a person. This Privacy Notice does not apply to our collection, use, or disclosure of aggregated or de-identified information.

WHAT PERSONAL DATA WE COLLECT THROUGH THE SERVICES AND HOW WE USE IT

There are [two] categories of information that we collect through the Services:

1. Personal Data You Provide

We collect Personal Data you provide. After you download the App, you will be prompted to provide certain information so we can activate your account, deliver the Services, and customize your experience in the App. For example, this may include:

- Patient ID, which we use to identify you and manage your Services;
- Email address, which we will use to identify and communicate with you;
- Medication and dosage, which we use to customize reminders and track your progress; and
- Demographic data like age, race, ethnicity, education and work experience, which we use to better understand you as a patient.

We also provide you a mechanism to complete daily, monthly and weekly diaries so you can track your progress. In these diaries, you will report, for example:

- Whether you took your medication and the dosage, which we use to record your progress;
- Fitness activity, like how many steps you have taken in a day, which we use to track and evaluate your experience over time; and
- Physical and mental health symptoms, like what is your mood and whether you are experiencing pain or fatigue on particular days, which we use to record and evaluate your experience during the trial.

In addition, you have the option to manually input outcomes from your activities that you record with a personal fitness tracker that you would own or buy separately; however, that information will not automatically sync to this App. That tracker is operated by a third party and not subject to this Privacy Notice, but any data that we receive from the tracker in the App is subject to this Privacy Notice once we receive it.
Finally, some versions of our App for participants initiating treatment with IBRANCE allow access to a Community Portal. When you activate your account, you can select an avatar and screen name which will be your identifiers in the Community. When you engage with the Community, we collect any information that you choose to provide, including your posts, messages and communications. We also collect and log your activities within the Community.

2. Information Collected Automatically

We use data collection technologies to collect other types of data that do not directly reveal your identity (“Other Data”). If we associate Other Data with Personal Data, we will treat the combined information as Personal Data in accordance with this Privacy Notice.

On the Site, these technologies include:

- **Logging Functionality**: As is true of most Services, we gather certain information automatically and store it in log files. This information may include IP address, browser type, Internet service provider, referring or exiting pages, operating system, and clickstream data. We generally only use this data for purposes like security, fraud detection, and protecting our rights and the rights of our users.

- **Cookies and Other Data Collection Technologies**: We use cookies, web beacons, and similar technologies to manage the Site and email messages and to collect and track information about you and your activities online over time. In addition, we use local shared objects (or Flash cookies) to collect and store information about your preferences and how you interact with our Site and App.

  These technologies help us to recognize you, customize or personalize your online experience, and analyze the use of our Services and solutions to make them more useful to you. These technologies also allow us to aggregate statistical data and compilations of information, which may or may not include Personal Data.

  Note that most Internet browsers allow you to manage cookie functions and adjust your privacy and security preferences. For information on how to do this, access the “help” menu on your Internet browser, or visit http://www.aboutcookies.org/how-to-control-cookies/. Disabling our cookies may result in your inability to take full advantage of all of the features of our Services. [To manage Flash cookies please visit Adobe’s website.]

- **Analytics**: We use analytics providers such as Adobe Analytics to help us evaluate and measure the use and performance of our Services. To opt-out of the aggregation and analysis of data collected about you on our Services by Adobe Analytics, visit http://www.adobe.com/privacy/policy.html.
In the App, we may use cookies and other technologies to recognize you as you use or return to the App so that we can understand how the App is used and personalize and enhance your experience. These technologies collect certain information automatically, such as:

- **Information about your device**, such as your screen resolution, operating system, device manufacturer and model, language and browser type. We use this information to ensure that the App functions properly.

- **Information about your use of the App**, including content viewed, features used and the dates and times of your interactions with the App. We use this information to understand how users engage with the App and to customize and improve the App experience.

We may use third-party services, such as Adobe Analytics, in connection with the App and Community function. These services may use cookies or similar technologies to collect and analyze information about App use and to report on activities and trends. These services may also collect information regarding your use of other websites, apps and online services. For more information regarding Adobe Analytics, please go to [http://www.adobe.com/privacy/policy.html](http://www.adobe.com/privacy/policy.html).

**ADDITIONAL USES OF PERSONAL DATA**

In addition to the uses described above, we may use your Personal Data for the following purposes:

- To provide the functionality of the Services and related customer service to you;
- Contacting you to respond to your inquiries and fulfill your requests, such as to send you notifications and PIN or password resets;
- To send administrative information to you, such as information regarding the App and changes to our terms;
- To personalize your experience on the Services, including by presenting products and offers tailored to you;
- To facilitate social sharing functionality;
- To allow you to send messages to another person, who is also participating in the community;
- To evaluate your clinical trial experience and to measure and meet our legal obligations relating to research, development, drug approvals, and clinical trials;
- To alert you about a product safety announcement or recall or correction of an offer, promotion, or advertisement;
- To prevent, monitor, investigate, or provide notice of fraud, unlawful or criminal activity, or unauthorized access to or use of Personal Data, our Services or data systems, or to meet any other legal obligations;
- Enforcing our Terms of Use and other agreements;
- Sending you text messages or push notifications when you sign up for one of our messaging programs, which may be sent to you by automated means; and
• For our business purposes, such as data analysis, audits, developing new products, enhancing, improving or modifying our products and services, identifying usage trends, determining the effectiveness of our promotional campaigns, operating and expanding our business activities, and for any other lawful, legitimate business purposes.

HOW WE MAY DISCLOSE AND SHARE PERSONAL DATA

We may disclose Personal Data in the following ways:

• To our affiliates for the purposes described in this Privacy Notice.

• To our third-party service providers, to provide services such as data analysis, information technology and related infrastructure provision, customer service, email delivery, auditing and other services. For example, we use a third party service provider to operate the Services and require them by contract to maintain the confidentiality and security of your Personal Data.

• To identify you to anyone to whom you send a message through the App.

• To deliver your posts on message boards, chat, profile pages and blogs and other services to which you are able to post information and materials. Please note that any information you post may be available to other App users and the general public. Be careful when deciding to disclose any information through the App.

• To a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).

We may also use and disclose the information you provide as we believe to be necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including authorities outside your country of residence; (d) to enforce our terms and conditions; (e) to protect our operations, or those of any of our affiliates; (f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (g) to allow us to pursue available remedies or limit the damages that we may sustain.

INFORMATION SECURITY

We use organizational, technical and administrative measures designed to protect the Services and the information you provide to us. Unfortunately, however, no app, website or online service can be 100% secure. Please take steps to protect your password and log-in credentials. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us.

THIRD PARTIES

This Privacy Notice does not address, and we are not responsible for, the information collection, use, disclosure or security practices, or other practices, of any third party, including any third party operating a service to which the App links. The inclusion of a link within the App does not imply our endorsement of the linked service.
YOUR PRIVACY CONTROLS

You may stop all collection of information by the App by uninstalling the App; however, any information that you have provided up to the point in time that you uninstall the App and discontinue use of the Services may continue to be used consistent with the Informed Consent Document you signed at the beginning of this study. You may stop the receipt of push notifications through your device settings.

If you would like to review, correct, update, suppress or delete Personal Data that you have provided to us through the App, you may do so in the Settings feature. You may also contact your study coordinator at your study site with any questions relating to your participation in the trial, your health or Personal Data being collected about you.

Please note that we may need to retain certain information for recordkeeping purposes or to complete any transactions that you began prior to requesting a change or deletion. There may also be residual information that will remain within our databases and other records that will not be removed.

Do Not Track (“DNT”) is a privacy preference that users can set in their web browsers. When a user turns on DNT, the browser sends a message to websites requesting that they not track the user. At this time, Pfizer does not respond to these signals. For information about DNT, visit www.allaboutdnt.org.

SERVICES NOT INTENDED FOR CHILDREN

The Services are not directed to individuals under the age of thirteen (13), and we do not knowingly collect personal information from such individuals. If you are at least 13 years of age but less than 18 years of age, you will need your parent’s or legal guardian’s permission to use the App. Please consult with your parent or legal guardian before installing the App.

PRIVACY RIGHTS OF CALIFORNIA USERS

California residents may request a list of our affiliates to which we have disclosed certain personal information during the preceding calendar year for those affiliates’ own direct marketing purposes. If you are a California resident and would like to receive the list, please contact us at the postal mailing address listed below in the “Contact Us” section. Please include the statement “California Privacy Rights” in the body of your request, as well as your name, street address, city, state, and zip code. Please note that we will not accept requests via the telephone, email, or by facsimile, and we are not responsible for notices that are not labeled or sent properly or that do not have complete information.

CROSS-BORDER TRANSFER

The App is controlled and operated by us from the United States and is not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States. The information we collect through the App may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the App, you consent to the transfer of information to countries outside of your country of residence, including the United States, which may not afford you the same privacy or data protection rights as those of your country.
UPDATES

From time to time, we may update this Privacy Notice. Any changes will become effective when we post the revised Privacy Notice on the Services. Your use of the Services following these changes means that you accept the revised Privacy Notice. This Privacy Notice was last updated as of the “Last Updated” date shown above.

CONTACT US

Please contact your study coordinator at your study site with any questions relating to your participation in the trial, your health or Personal Data being collected about you. For questions relating to the functionality, technical support or use of the Services, you may contact us at: support@mymadeline.com