

Privacy Notice for Animal Owners

1. Organization/s responsible for data processing

MSD Animal Health GmbH
Bürgenstrasse 8
6005 Lucerne
(hereinafter “MSD” or “We”)

This Privacy Notice describes how we process the personal data of Animal Owners (hereinafter “**Animal Owners**” or “**You**”), how we use personal data, and any rights you have regarding your personal data.

2. Personal data processed by us

Personal data is any information relating to you that we collect in connection with any interactions with you, such as our meetings, your participation in our training or information programs, events, your inquiries, and your communication with us. We may also process personal data that you provide to us or that results from your use of our websites or online services and those of our partners. We receive personal data from companies that provide information in the healthcare sector, sources of information open to the public, and business partners. Depending on the purpose of the data processing, we process the following personal data:

- Last name, first name
- Contact details (such as address, telephone numbers, email address, social media username), language
- Login data
- Any data related to the purchase of products
- Data about your animals (name, microchip number, species, etc.)
- Navigation data on our websites, applications or online services or those of our partners (see our [Internet Privacy Policy](#) and our [Global Online Tracking Policy](#)), cookies (see our Cookie Preference Center in this regard, which can be found at the bottom of our website by clicking on the “Cookie Preferences” button)

If MSD asks you to provide your personal data, you have the right to decline. If you decline to provide data required by us to either comply with legal obligations or to provide you with a requested service or to perform contractual obligations, we will not be able to provide those services or enter into a contract with you. If that is the case, we will inform you accordingly.

3. Purpose of processing

We only process your personal information where we have a suitable legal basis. Please see below a list of our business processes with the associated legal basis:

Fulfilment of our legitimate interest (art. 31 sec. 1 DPA):

- Implementation, monitoring, and evaluation of our activities
- Maintenance of a database to facilitate the return of lost animals, for example
- Information on our products and services
- Response to your questions
- Improving our websites and their use
- Satisfaction surveys, tracking of interest in the provided information
- Analysis of your preferences or your profile, to organise our business activities, providing training and information offerings, providing information of greater relevance to your specialty areas and interests, and to improve the use of our websites, platforms and services (including profiling)
- Consolidation and controlling of the finances of the MSD group companies
- Security monitoring, fraud prevention, and incident response

Fulfilment of our legal obligations (art. 31 sec. 1 DPA):

- Collecting data for which we have a legal obligation

Fulfillment of our contractual obligation (art. 31 sec. 2 lit. a DPA):

- Account creation and access control for our websites
- Order data
- Registration of data relating to warranties for our products

Based on your consent (art. 31 sec. 1 DPA):

- Transmission of personalised messages and newsletters. You have the right to withdraw this consent at any time by selecting the “unsubscribe” link shown in every marketing communication you receive from us
- Market research
- Tracking in our websites for non-essential cookies

4. Sharing personal data with Third parties

Depending on the purpose for which your personal data is processed, your personal data may be shared with the following categories of recipients:

- With MSD group companies in Switzerland and the EU, as well as with the parent company Merck & Co, Inc., Rahway, NJ, USA
- With business partners for processing order, payments, etc.
- With authorities and courts to comply with legal, regulatory, or judicial requirements or orders
- With third parties who process your personal data as data processors at the direction of MSD (such as database managers, email transmission and analysis, management of login data, providers, contract research organizations, etc.)
- With third parties who provide services in the animal healthcare sector
- With entities in the context of development, distribution, co-promotion, or marketing agreements, or with third parties in the context of mergers, splits, conversions, as-set transfers, and liquidations

5. Security and retention period of personal data

MSD has implemented appropriate technical and organizational measures, including security policies, rules and technical measures to protect and safeguard your personal data under its control from unauthorized access, improper use or disclosure, unauthorized modification, unlawful destruction or accidental loss. We may use third party vendors and hosting partners to provide the necessary hardware, software, networking, storage, and related technology required to securely provide our products and services. Our Company employees and data processors that have access to and are associated with the processing of your personal data, are obliged to respect the confidentiality of your personal data.

MSD will retain your personal data for as long as is necessary for the purposes described. This often means that we will keep your personal data for the duration of your account or engagement with you and will be terminated in accordance with the agreement. Please note, however, that where applicable legislation requires us to do so, it will be required to keep records of your personal data even after such termination during the term established by applicable law. As a rule, personal data may be retained for up to 11 years after termination of your interaction with us, the project or the contractual relationship based on the activity we have engaged in with you.

6. Disclosure of personal data abroad

Your personal data may be disclosed as needed to MSD entities and third parties located in the United States and other countries outside of the European Union (EU) or European Economic Area (EEA), including in countries that may not provide the same level of data protection as Switzerland. In particular, your personal

data may be transferred to countries in which MSD has group companies; the countries are listed [here](#). Where transfers occur, our company has implemented appropriate security and compliance mechanisms to ensure your personal data is protected as required and your rights are respected, such as Global Cross-Border Privacy Rules certification, Binding Corporate Rules (BCR), EU-U.S. Data Privacy Framework (DPF) program, the UK Extension to DPF and the Swiss-U.S. Data Privacy Framework program or approved data protection contractual clauses. Additionally, the recipients of your personal information are bound to duties of confidentiality through legally binding framework.

More information on these measures is described in our [Global Cross Border Privacy Rules Policy](#) and your rights provided by these can be obtained by contacting : [Privacy Office](#).

7. Your rights as a data subject

In accordance with the provisions of the Swiss Data Protection Law and subject to the conditions provided for in these provisions for exercising these rights, you have a right to access or correct information, to object to or request the restriction of processing of your personal information, and to request erasure and portability of your own personal information.

If you wish to exercise these rights, you can use the this [data privacy request form](#).

Alternatively, you may submit your request by email to [Privacy Office](#) to the attention of the Office of the Data Protection Officer. If necessary, you may also use the unsubscribe links in our communication with you.

You also have the right to file a complaint with the Federal Data Protection and Information Commissioner.

To find more information about our data protection practices, please visit www.msdprivacy.com.

We may update this Privacy Notice periodically in response to changing laws, regulations, and industry practices. We reserve the right to modify, add or remove portions of this Notice at our discretion. If we decide to change this Notice, we will post the updated version. If the changes are material, we will post the changes prior to the effective date of the change.