

Commenting Guidelines

Hello! Thank you for your interest in Merck Canada Inc. (“Merck Canada”), known as MSD outside of Canada and the United States.

We have set up a Facebook page and a @MerckCanada Twitter account, to share news and information with Canadian residents. Our social media channels are a place for you to engage with our company and learn about our corporate initiatives and programs, including health and wellness, philanthropy, and corporate responsibility.

Our goal is to provide useful and interesting content about our company as well as foster an open and respectful dialogue. When communicating with us, we ask that you please follow these guidelines. We reserve the right to block users or remove content which violates these rules or any applicable laws or regulations:

- **Treat others with respect and kindness.** Make sure the content you share, including your comments, is not defamatory, malicious, obscene, intimidating, discriminatory, harassing, threatening, or hate propaganda. Do not share any offensive or inappropriate content, including content that is connected to race, religion, social class, ethnicity, national origin, gender, gender identity, sexual orientation, or disability. Avoid profanity or any obscene, indecent, pornographic, sexual, or otherwise objectionable content, including comments. If you use bad language your content will be removed.
- **Be yourself.** Please do not attempt to impersonate anyone else or post content from a fake or anonymous account.
- **Use common sense.** Please remember not to post any personal information of any kind, including your email address, phone number, social insurance number, or personal health information.
- **Inappropriate content is unwelcome.** Content considered to be off-topic or to disrupt the purposes of the channel, its followers or community members, and its sense of community and acceptance will be removed. Content that is factually inaccurate or misleading will also be removed.
- **You give Merck Canada rights to post.** By posting content on our social media channels, you grant us a worldwide, non-exclusive, royalty-free license (with the right to sublicense) to use that content for any purpose, indefinitely. This includes a right to modify, edit, crop, highlight and/or republish your content for marketing and promotion purposes.
- **Play by the rules.** Make sure that the content you post does not violate the rights of any third party, including but not limited to privacy rights, trademarks, and copyright, and that it respects Facebook’s *Statement of Rights and Responsibilities* or Twitter’s *Terms of Service*, as the case may be, and other applicable rules and policies.



- **Respect our content.** The content of this page, including the posts that Merck Canada creates, its logos, trademarks, taglines, video, photos, texts and graphics, is protected by intellectual property and is owned by Merck Canada and/or its affiliates, licensors or suppliers. Do not reproduce, modify, distribute or, in general, use such content without first obtaining Merck Canada's written permission. When we invite you to share our content, we ask that you do not modify it or add any comments that violate these rules. If you decide to share the content via messengers, we also ask that you only share it with your friends or family members with whom you have a personal relationship.
- **We don't endorse others' opinions.** Merck Canada does not control, represent, or endorse any opinions or positions expressed by others within our social media channels. The content provided by those other than Merck Canada does not represent the opinions or positions of Merck Canada, and Merck Canada is not responsible for those opinions or positions.
- **The content is for information only.** The content provided by Merck Canada on this page is information only. This information is not a substitute for medical advice, diagnosis or treatment for any health condition or problem. Consult a healthcare provider for all personal health matters, and if you have a medical emergency, please call 911 or contact a doctor immediately.
- **Do not reference Merck Canada products, products or websites from other companies.** While Merck Canada does not endorse any comment that is not our own, we have to be mindful of the rules that govern our industry. A post that references specific products (a Merck Canada product or another company product) will be removed. Do not reference to and/or use of external content (including external websites), since we cannot guarantee that such content is fair and balanced, and also because such content is likely to be protected (including by copyright) and owned by a third party.
- **Do not reference a possible side effect on this platform.** Our social media platforms are not the appropriate place to resolve issues or complaints or make suggestions about our products. This does not mean we do not want to hear about your concerns, but they are best handled by the Medical Information Centre which can be reached by email at medinfocanada@merck.com or by phone at 1-800-567-2594.
- **Do not create spam.** Some posts are considered spam directed at Merck Canada, its followers or community members. Any form of automatically generated content will be removed and users repeatedly posting the same content will be blocked. We do not allow our visitors to use our social media platforms to solicit money, sell products and services, or recruit fans, community members or followers.

Just in case... It is possible that we will encounter a situation not outlined above that will require us to remove content. If that occurs, we could update this list. Please keep in mind that Merck Canada reserves the right to remove any post at its sole discretion. If your content gets removed and you feel it is unfair please contact us at merckcanadasocialmedia@merck.com.