

Novartis Pro Israel – Privacy Notice

Novartis Israel Ltd. (“Novartis”) as data controller is responsible for the processing of your personal data on this website. In this Privacy Notice, “Novartis”, “we” or “us” refers to Novartis Israel Ltd..

Please carefully read this Privacy Notice, which describes the ways in which we collect information about individuals who visit this website (“personal data”), how we hold and use personal data, and how we respect your privacy rights.

We may change or update this Privacy Notice from time to time by posting a new Privacy Notice on this website.

Novartis will track, and identify users via an encrypted ID, how they engage with content to enable Novartis to provide tailored communications, subject to users’ consent.

Key information

Purpose of processing: Novartis is processing personal data about you when you are visiting our website, in order to provide you with personalized medical and scientific information tailored to the area of interest and expertise and in order to improve our services for the medical community.

Specific personal data to be collected

For this purpose, we will collect the following specific personal data about you:

- Full name;
- e-mail address;
- Area of expertise
- Area of Interest
- Place of work
- Job title
- How you interact with the website, and communication user behavior etc.,
- License Id

This information may either be directly provided by you (e.g. when filling a web form or interacting with a website), by the website systems, by third parties or obtained through trusted publicly available sources.

Specific purposes for which we require your personal data

The collected information will be used by us for the following specific purposes:

Providing personalized medical and scientific information tailored to the area of interest and expertise, sending communications and updates, direct marketing etc..

Please note that the collected data may also be used by us for a number of other standard purposes (e.g. to measure the usage of our website), as set out in the General Information.

Duration of storage

We will only store the above personal data and the personal data listed in the General Information for as long as we provide you with the services through the website, and additional 3 years.

Cookies and other similar technologies

The following specific types of cookies and/or other tracking technologies are used on Novartis Pro Israel : Google Analytics, Kaltura for the purposes of analysing the content usage in the website.

Please note that we also rely on the usual cookies and other technologies for the standard purposes set out in the General Information (e.g. to ensure the proper functioning of our website).

Dedicated point of contact

Should you have any question in relation to the processing of your personal data in the above context, please contact local data privacy department at dataprivacy.israel@novartis.com.
General information

1. This part of the Privacy Notice explains how we process your personal data, your rights, and our obligations

Who has access to your personal data and to whom are they transferred?

We do not sell or share your personal data with third parties, except as stated in this Privacy Notice. Your data may be accessed or transferred to:

- Our personnel and Novartis group companies
- Suppliers and service providers
- IT systems providers, cloud services, and consultants
- Business partners offering joint products or services
- Third parties for business transfers
- Advisors and external lawyers

These parties must protect your data's confidentiality and security. Your data may also be accessed by regulatory bodies or courts as required by law. Data may be processed or stored outside Israel, but we ensure protection by applying local data protection standards. For intra-group transfers, we use Binding Corporate Rules provided by European law to ensure data protection. You can read more about the Novartis Binding Corporate Rules at novartis.com/privacy/novartis-binding-corporate-rules-bcr.

We will not sell, share, or otherwise transfer your personal data to third parties other than those indicated in this Privacy Notice.

2. How do we protect your personal data?

We implement technical and organizational measures to secure your data, considering technology, costs, data nature, and processing risks. We aim to protect against accidental or unlawful destruction, loss, unauthorized access, and other unlawful processing forms. We collect and process only necessary data, keep it up-to-date, and handle sensitive data with confidentiality.

3. How long do we store your personal data?

We will only retain your personal data for as long as necessary to fulfil the purpose for which it was collected or to comply with legal or regulatory requirements. The retention period for data collected in this website is 36 months after your last use of our website or app, after which data is removed from active systems.

4. How do we use cookies and other similar technologies on our websites and apps?
We use cookies to improve our websites. Cookies do not track individual visitors but help us understand usage patterns. You can manage cookies through your browser settings. We may also use other technologies like internet tags and Adobe Flash for similar purposes. Please note that, in certain circumstances, your refusal to accept cookies or your browser settings may affect your browsing experience and prevent you from using certain features on our websites or apps.
5. What are your rights and how can you exercise them?
You may exercise the following rights under the conditions and within the limits set forth in the law:
- the right to access your personal data as processed by us and, if you believe that any information relating to you is incorrect, obsolete or incomplete, to request its correction or updating;
 - the right to withdraw your consent at any time, without affecting the lawfulness of the processing before such withdrawal;
 - the right to object to direct marketing communications; and
- If you have a question or want to exercise the above rights, you may send an email to dataprivacy.israel@novartis.com with a scan of your identity card for identification purpose, (please redact your picture and ID number). It being understood that we shall only use such data to verify your identity and shall not retain the scan after completion of the verification.
- If you are not satisfied with how we process your personal data, please address your request to our data protection officer at global.privacy_office@novartis.com, who will investigate your concern.
- Please note that you are under no legal obligation to provide us with any personal data, and the provision of personal data is subject to your consent. However, in the event you do not consent to provide us with the personal data requested in the registration for our website, as well as your consent to the processing of such personal data in accordance with this Privacy notice, you will not be able to access the website.
6. What technical and transactional data may we collect about you?
We collect technical and transactional data during your use of our websites and apps to ensure proper functioning, manage users, improve services, measure usage, personalize experiences, prevent fraud, and comply with legal requirements.