

abbvie



[Instagram](#)

AbbVie's Canadian Instagram Community Guidelines

Thanks for visiting AbbVie's Canadian corporate Instagram account. Our social media team uses Instagram to celebrate the unique culture of AbbVie and the lives we touch through our philanthropic and volunteer efforts.

We welcome the opportunity to hear from you on Instagram. If you comment or ask questions, please follow these Community Guidelines to ensure we provide you the best experience.

Please remember that we work in a highly regulated industry with unique legal considerations. We cannot engage in sensitive topics or discussions about our products, other companies' products, or treatment options on Instagram. These discussions are best held in private with a health care professional.

Because of these regulations, discussions need to be on-topic and constructive. For this reason, we may delete or not respond to comments, stories, reels or direct messages on the AbbVie Canada Instagram account that include any of the following:

- Name of our or other companies' products.
- Offer health or medical advice.
- Include profanity, defamatory, libelous, offensive, abusive, discriminatory, harassing, or demeaning content, including images, videos, and links.
- Are disparaging, threatening, condone violence or illegal behavior.
- Contain personal information, like the names of individuals, email addresses, phone numbers, personal photos, or videos.
- Contain proprietary, confidential, sensitive, or non-public information.
- Violate copyright or intellectual property.
- Are commercial in nature, with an intent to sell products and services or recruit fans and followers to other social communities.
- Contain information that is false, inaccurate, or misleading.
- Are excessively repetitive and/or disruptive to the community (SPAM); or violate [Instagram's terms and policies](#).

Please be aware that followers who violate the above rules may be blocked from our Instagram account. In this case, the user would no longer be able to follow our news or comment on our posts.

AbbVie is not responsible for and does not assume any liability for any third-party content. Instagram accounts and statements that AbbVie likes are not an indication of AbbVie's endorsement of these accounts or the content they produce. Nor is it an indication that we are engaged in a business relationship with the content authors.

Medical side effects

If you believe you have experienced any medical side effects from an AbbVie product, please consult your physician, pharmacist, or other healthcare professional immediately.

You can help improve the safe use of health products for Canadians by reporting serious and unexpected side effects to Health Canada. Your report may help to identify new side effects and change the product safety information. There are three ways to report:

- Online at MedEffect: www.healthcanada.gc.ca/medeffect;
- By calling 1-866-234-2345 (toll-free);
- By completing a Consumer Side Effect Reporting Form and sending it by:
 - o Fax to 1-866-678-6789;
 - o Mail to:
Canada Vigilance Program Health Canada
Postal Locator 0701D
Ottawa, ON K1A 0KA

Postage paid labels and the Consumer Side Effect Reporting Form are available at MedEffect: www.healthcanada.gc.ca/medeffect

NOTE: contact your doctor if you need information about how to manage your side effects. The Canada Vigilance Program does not provide medical advice.

We suggest you avoid sharing specific information concerning your personal health on any social media sites, and the Internet in general. If you decide to direct message us to detail any side effects or report a complaint, we may need to contact you for more information, such as your email address and phone number, in order to assist you.

Using and storing personal identifying information

AbbVie will not disclose or share personal identifying information on its Instagram account unless we have obtained proper consents. We do not store or use your Instagram unique ID, email, or other personal identifying information. However, in the case of reporting a side effect or product issue, we will need to store and use personal identifying information, such as your name, location, health-related information or similar, in accordance with applicable laws. This information is required to be submitted to the AbbVie Pharmacovigilance and Patient Safety department and/or regulatory authorities. We are also required to store your personal identifying information for auditing purposes.

In some instances, AbbVie may choose to use third-party service providers to help us manage comments and messages, which means that they too would have access to any personal identifying information you share with us. Such third-party service providers are contractually bound and trained to ensure an adequate protection and security of your personal identifying information.

Please note that Instagram also has access to information you share with us. For more details please refer to [Instagram's Data and Privacy Policy](#).

Thank you for reading and for following AbbVie Canada on Instagram.