

Privacy Policy

Our commitment to privacy and scope of this Policy

The <https://www.ayvakyat.com> website (hereinafter referred to as the “Website” or “Service”) is operated by Blueprint Medicines (Switzerland) GmbH Baarerstrasse 8, 6300 Zug Switzerland (“**Blueprint Medicines**”, “we”, “us”), a Blueprint Medicines company (<https://www.blueprintmedicines.com/>), and aims to offer the Healthcare Professionals and/or Physicians that visit the Website (“you”, “your” or “Website visitors”) information about the disease and relevant activities of Blueprint Medicines as further described below.

At Blueprint Medicines, we recognize the importance of the privacy of personal data relating to all individuals with whom we interact and are fully committed to protecting the privacy of their personal data.

This Privacy Policy (the “Policy”) is specifically intended to provide information to Healthcare Professionals on the data protection practices of Blueprint Medicines and in particular how Blueprint Medicines collects, stores, processes, discloses and generally safeguards any personal data collected through this website. This Policy is designed to assist you in making informed decisions when using our Website or otherwise interacting with us.

You are recommended to read carefully and fully understand this Policy before disclosing any personal data and/or filling in any electronic form posted on this Website.

Personal data we collect

This Website has been designed with the main function of providing information about Advanced Systemic Mastocytosis (SM) and AYWAKYT.

The type of personal data we collect depends on the interactions you have with us and the Website activities you engage with. We will collect directly from you and process the following personal data:

- Digital data generated by your use of our Website: such as browser plug-in types and versions, time and date of login, operating system and platform and other data transmitted via cookies, and your Internet Protocol (IP) Address. This data is collected and used only in an aggregated and not immediately identifiable manner. For more information, please read our [Cookie Policy](#)
- Identification information and contact details such as full name, email address, Institution, Professional Specialisation and country
- Additional data you provide when you sign up such as your communication preferences, language preference, areas of interest;



- other information you may provide us, such as communications and queries you make to us (such as personal notes, messages and your feedback on the content we provide);

Purposes of processing your personal data

Blueprint Medicines will process your personal data only for purposes permitted by applicable laws, including but not limited to the Swiss Federal Act on Data Protection 1992, as amended and in force, and to the EU General Data Protection Regulation (EU 2016/679) (EU GDPR) and on the terms set forth in this Policy. We will process your personal information to:

- ensure that content from our Website is presented in the most effective manner for you and for the device you use to access it;
- improve the level of our services;
- share useful information with you and inform HCPs on Systematic Mastocytosis and Atyvakt;
- improve the content of our communications and respond to your requests;
- comply with our legal or regulatory requirements as well as for our own administrative and quality assurance needs.
- manage your preferences: for example, providing you information and updates relevant for a specific disease (e.g. Systemic Mastocytosis) .
- provide you with information relating to our product and inform you about other promotional activities and events in accordance with applicable laws. Please also note that we may use the personal information you provided via the Website to send you from time-to-time email and other messages, e.g., in order to inform you of new group messages, new features, to remind you of seminar sign-ups and similar activities.
- for the establishment, management and organization of tailor-made high-quality disease medical education in accordance with the specific educational needs of each particular Healthcare Professional.

Blueprint Medicines will also process personal data for other purposes, where lawful to do so (such as for archiving, scientific research, statistical or historic purposes) or when legally obligated to do so (such as reporting information for Blueprint Medicines risk management and drug safety obligations).

Legal basis of processing

Blueprint Medicines will process your personal data based on one or more of the following legal grounds, unless we inform you of other legal bases for data processing that may apply in addition to this Policy:

- when you have given your explicit consent to a specific processing, for example your agreement for the deployment of optional cookies, or when you subscribe to our newsletter or sign up for email updates (please be



- reminded that you can withdraw your consent at any time and without providing any reasons);
- When the processing is necessary for Blueprint Medicines to ensure compliance with its legal obligations, or for reasons of public interest in the field of public health, or to ensure high standards of quality and safety of medicines;
 - When the processing is in the legitimate interest of Blueprint Medicines; for example, where such processing is strictly necessary for the technical operation of the Website.
 - When you have made the personal data in question manifestly public; or
 - When the processing is necessary for the establishment, exercise or defense of legal claims or in the case of actions by the courts in the course of their judicial activities.

[Redirect to other websites](#)

This website contains links to third-party websites (i.e. websites that are not owned or controlled by Blueprint Medicines). Blueprint Medicines does not endorse or recommend any third-party websites' content or services and assumes no responsibility regarding the processing activities of personal data or any activity by or content on third party websites to which our Website provides links. We encourage you to read and be aware of the privacy policy and all other policies of each site you visit. Remember, the statements in this Policy apply solely to information collected by Blueprint Medicines.

[Data disclosure](#)

Personal data are not disseminated to unspecified recipients. Blueprint Medicines may share your data among its affiliates worldwide and third-party recipients, acting on behalf of Blueprint Medicines as data processors, such as the Website's hosting service provider (Pantheon, a Blueprint Medicines server based in the United States), on a need-to-know basis where this is reasonably permitted to pursue its legitimate business aims and as required by applicable law (i.e., disclosure of your personal data to IT and web service providers).

To the extent that Blueprint Medicines processes and/or transfers personal data in countries that may not provide the same level of data protection as in your country of residence, Blueprint Medicines will implement appropriate safeguards and technical and organizational security measures to ensure the security of the processing and the adequacy of the transfer in question, in particular, to protect your personal data against unauthorized access, use or disclosure. In the absence of an adequacy decision adopted by a competent data protection authority, in the case of cross-border data transfers to an affiliated company or a third party (controller or processor) located outside the EU/EEA/UK/Switzerland, in a third country, in which the level of data protection is not the same as in your country,



Blueprint Medicines will use appropriate data transfer mechanisms (such as the execution of EU Standard Contractual Clauses (SCCs) adopted by the European Commission) to secure such transfers and achieve an adequate level of data protection.

For more information on our privacy practices, how we handle your personal data and the measures we take in order to disclose it lawfully and safely internally and externally with our affiliates, service providers and partners, please read our Privacy Policy available on our corporate website here <https://www.blueprintmedicines.com/privacy-policy/>.

Security and data retention

We are committed to keep your personal data secure by taking all reasonable steps to do so. We will maintain levels of protection for your personal data in accordance with data protection legislation and use all available technical resources to prevent the loss, alteration, unauthorized access or processing of your data. The security measures we use to protect all personal data are designed to meet or exceed all industry standards to prevent intrusion. You should be aware, however, that no security measure is fully guaranteed, and you should always take appropriate security measures to protect your personal data, including ensuring that you have up-to-date antivirus software.

We will retain your personal data for the time strictly necessary to achieve the purposes for which the data was collected and any other permitted associated purpose. Data may be retained for a longer duration where applicable laws or regulations require or allow Blueprint Medicines to do so. When your data is no longer needed, it will be either irreversibly anonymised (and the anonymised information may be retained) or securely disposed of.

Automated decision making

Blueprint Medicines does not make through its Website, or in general, decisions based solely on automated processing, including profiling, of your personal data; if we choose to do so, we will inform you appropriately and obtain your prior permission as required by law.

You have the right to object to such automated decision making by contacting us at EUprivacy@blueprintmedicines.com at any time.

Sign Up for Updates

You may sign up via our Website to receive by email news and updates and relevant information and resources on Systemic Mastocytosis and other diseases



relevant to your medical specialization, and Blueprint Medicines' products and other promotional activities and events.

Subject to your prior consent, we will collect and use your personal information (such as name, surname, email address, professional specialization institution, country) to subscribe you to our mailing list to allow us to provide you with the requested information.

After you have subscribed to signed up for updates on our Website, your subscription will be automatically activated (single opt-in).

Please note that in the event you are located in Germany your subscription will be activated following your confirmation of your email address (double opt-in)).

In order to prevent any misuse of your personal data, we will log your subscription and confirmation, filing the IP address you use when subscribing, the time of your subscription and confirmation, the messages sent by us regarding your subscription, and the wording of your subscription and confirmation.

You may at any time revoke your consent to receive news and updates. To declare that you wish to unsubscribe, please send an e-mail at unsubscribe@blueprintmedicines.com; alternatively, you can click on the "unsubscribe" link on the footer of each email communication you will receive by Blueprint Medicines.

Your data protection rights

You can contact Blueprint at any time if you wish to access or enquire about the personal data we hold about you (including the source of such data). You can object to the processing of your personal data on legitimate grounds and you may also request their rectification or deletion. As applicable, you may also withdraw your consent to Blueprint's processing of your Personal Data at any time, without providing any reasons. Please note that revocation of consent has no effect on the processing by Blueprint Medicines that has already taken place up to the time of revocation. You have the right, to the extent technically feasible, to receive the personal data you have provided to us in a structured, common, machine-readable format or to request transfer to another controller.

Notice of the right to object

You have the right to object at any time, on grounds relating to your particular situation, to the processing of personal data about you carried out on the basis of the performance of a task in the public interest or on the basis of our legitimate business interests; this also applies to profiling based on these provisions. We will no longer process personal data unless we can demonstrate compelling legitimate grounds for processing that override the interests, rights and freedoms of the data



subject, or for the establishment, exercise or defense of legal claims. If personal data are processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such marketing; this also applies to profiling insofar as it is related to such direct marketing.

To exercise your rights at any time, or to request additional information, you may complete our [Data Subject Request Form](#) or email our Privacy Office at EUprivacy@blueprintmedicines.com.

Please note that some of your privacy related rights are limited by applicable data protection legislation and that we have the right to collect, process and hold your personal data in order to comply with our legal obligations. We may ask you to provide additional information necessary to confirm your identity before granting your request.

If we do not handle your request in a timely manner, or if you are not satisfied with our response to any exercise of these rights, you are entitled to submit a complaint with the competent data protection authority of your country of residence or place of work.

Policy updating

Blueprint Medicines reserves the right to amend this Policy at any time to reflect technological advancements, legal and regulatory changes, and Blueprint Medicines' business practices, subject to applicable laws. If Blueprint Medicines changes its privacy practices, an updated version of this Policy will reflect those changes by posting any revisions on with the respective update of the effective date listed on the bottom of this Policy. We therefore encourage you to periodically visit this page to stay informed of how we are using your personal data.

Contact information

If you have any questions in relation to this Policy, or you want more information about Blueprint Medicines' privacy practices, please contact our Blueprint Medicines privacy office by email at EUprivacy@blueprintmedicines.com.

Effective as of 15 February 2023