

# Privacy Statement Medians

Medians is an online platform connecting volunteers and medical trial centres for participation in medical trials. This document explains the Medians policy on processing, storing and otherwise treating the personal data of Medians clients (who can be referred to as 'trial subjects' or '(patient) volunteers' or 'user'). It describes how we manage information that can be directly or indirectly ascribed to an individual ("personal data").

Medians takes the protection of your personal data and privacy and takes appropriate measures to combat unauthorised usage, loss, unauthorised access and unwanted publication. If you think that your data is not secured properly or there are signs of abuse, please contact [info-be@medians.com](mailto:info-be@medians.com).

## Why we need data

Medians processes personal data for the following purposes:

- The (automatic) sending of personal data from the registration form to the research centre;
- Sending of our newsletter;
- Medians analyses your behaviour on the website in order to improve our website and to fine-tune our products and services to your preferences.

## Which data do we process and/or store?

The following data are processed and/or stored by Medians:

### Applications for participating in a trial

After submitting the registration form, an email containing the personal data of the volunteer is automatically sent by Medians to the trial centre conducting the trial concerned. The trial centre needs this information to contact the volunteer for participation in the trial. After submitting the registration, the corresponding trial centre is responsible for the processing and management of the data listed below:

- First name
- Last name
- Smoking
- Gender
- Date of birth
- Phone number
- Email address
- Street
- Number

- Postcode
- Place of residence

The data listed above will not be stored by Medians. Only the reference of the trial and the timestamp (date and time) are stored in our Medians database. This data is important to us because we can gain (statistical) insight into the number and diversity of the registrations.

### **Subscriptions for the Medians newsletter**

If one indicated one wants to follow Medians news and subscribes to the newsletter (directly through the newsletter subscription form or via through the trial application form) we save, after the user has (re)confirmed this by clicking a confirmation link (double opt-in), the following user data:

- Email address
- First name
- Last name
- Date of birth
- Gender
- Smoking (optional)

The user data above is needed in order for the user to receive newsletters relevant to him or her. The programme that is used for sending these newsletters and managing the profiles of the volunteers, is called Mailchimp (<https://www.mailchimp.com>). This information is stored for as long as the user is subscribed to the Medians newsletter. Mailchimp's servers are located in the United States, and the company therefore has to comply with the Privacy Shield: regulations that American companies need to adhere to in order to bring the treatment of personal data in line with European regulations.

## **Our cookie policy**

Everything Medians Clinical Trials B.V. does is aimed at providing you as a visitor with the best possible information. To this end, we use so-called cookies and pixels. We distinguish analytical cookies, functional cookies and advertising cookies. Below you will read about these cookies. Would you rather not have your data stored through these cookies? Simply click on the 'No thanks' button.

### **Google Analytics**

We use the Google Analytics pixel; however, we have rendered the information it analyses completely anonymous. By default, your IP address is anonymised, and we do not share this information with any third parties, including Google. We do not create profiles based on user behaviour for marketing purposes and we do not keep your data on multiple devices.

- These cookies are stored for a maximum of two years.
- [Here](#) you can read more about how Google handles your data.

### **Adwords remarketing**

This website uses the retargeting options of Google. This allows us to approach visitors to our website who have already shown an interest using targeted advertising tailored to these persons and their interests on the Google search engine and the Google Network. This is done via a cookie that does not store personal data, but that does store the previous use of the website. This cookie is stored on your computer or mobile phone.

- These cookies are stored for a maximum of 540 days.
- [Here](#) you can read more about how AdWords handles your data.
- [Here](#) you can opt out of the Google cookie.

## **Facebook**

This website uses a Facebook Pixel. This tool helps us analyse the website, with which we can improve the Facebook experience of our users. The cookie only stores information such as: which Facebook users visit the website, the pages that these users visit, etc. This pixel also stores the behaviour of users after viewing or clicking on a Facebook advertisement. This allows Facebook to evaluate the effectiveness of the advertisements. Thanks to the pixel we can also show website visitors advertisements on the Facebook platform. The information obtained is anonymous to us and does not provide us with any further information about the identity of you as a user. However, the data are stored by Facebook and processed in such a way that they can be linked to a specific user profile. This means that Facebook can use the data for its own advertising purposes.

- These cookies are stored for a maximum of one year.
- [Here](#) you can read more about how Facebook handles your data.

## **Share buttons**

Our website includes buttons to promote (like) or share articles on social networks such as Facebook, Twitter and LinkedIn. These buttons work thanks to pieces of code that are placed by these social media sites. Cookies are placed through this code. This is outside our control. If you want to read more, check the privacy statement of these social media sites to read what they do with your details and personal data that they process via these cookies.

## **Vimeo**

This website uses Vimeo for storing and displaying video content. These cookies are placed by Vimeo to track the use of their services. The Vimeo cookies are only installed when you press 'play'.

- These cookies are stored for a maximum of one year.
- [Here](#) you can read more about how Vimeo handles your data.

## **Opting out and changing your preferences**

Would you rather not have your data stored through these cookies? Simply click on the 'No thanks' button. The site will remain fully functional. Do you regret your choice and would you like to change your cookie permission? Then clear the cookies in your browser, refresh the page and you will receive the cookie notification again.

## Contact and questions

Do you have questions about our cookie policy or would you like your data to be modified? Please contact us via our [contact page](#). We will make sure that your information is updated within one month.

## Data processing

Data	Data controller	Data processor	Data processing agreement
Applications for participating in a trial	Clinical Trials Centre	Medians	N/A
Subscriptions for the Medians newsletter	Medians	Mailchimp	17-4-2018
Google Analytics	Medians	Google	26-3-2018

## How long we store data

Data	How long we store the data
Applications for participating in a trial	This data is under the responsibility of the trial centre responsible
Subscriptions for the Medians newsletter	These are only stored as long as the user is registered for the Medians newsletter
Google Analytics	These are stored until further notice (in a privacy-friendly way) in the Google Analytics programme

## Sharing with others

After submitting your participation form, Medians sends your personal data in an automated email to the trial centre responsible. The trial centre can contact the volunteer with the information in the email in order to facilitate the further selection process of participation in the clinical trial. This registration email is not sent to Medians, and it follows that Medians does not store this information.

## Security of personal data

Medians has taken the following measures in order to secure your personal data:

- Security software, such as a virus scanner and a firewall.

- TLS (formerly SSL). We send your personal data in the registration form through a secured internet connection. You can see this in the address bar: it contains 'https' as well as a padlock.
- HTTP Strict Transport Security (HSTS), a security mechanism necessary to protect HTTPS website against so-called downgrade attacks (browsers can only use a secure HTTPS connection, and never use the unsafe HTTP protocol).
- Internet standard SPF, which we use to prevent that you receive emails in our name, that contain viruses, spam or are meant to steal (login) information.

## **Right of access / right of rectification**

You have the right to access, rectify or delete the information stored at Mailchimp. You can do this yourself through the personal settings of your Mailchimp account. If this does not work or you have any other questions/remarks, please send a specific request to [info@medians.nl](mailto:info@medians.nl). We will try to answer/process your request within 2 weeks.

**You can also reach us via:**

W: <https://www.medians.be/en>

E: [info-be@medians.com](mailto:info-be@medians.com)

### **Medians Clinical Trials B.V.**

Vijzelstraat 68  
1017 HL Amsterdam  
The Netherlands

The personal information sent to the research centre through the registration form are under the responsibility of the research centre (processing manager). This data can be read, altered or removed directly at the research centre. If one has not received contact information of the research institute, one may contact Medians. Medians will do its best to supply this information to the user within 2 weeks.