

## **ADVERTISEMENTS**

These Terms are applicable to all the advertisements that are displayed on our Platform. Advertisements are any messages or materials that promote or advertise any products or services on the Platform. The Advertisements may include banners, pop-ups, sponsored links, or any other forms of online advertising.

The Purpose and benefits of Advertisements on the Platform are to provide relevant and useful information to our Users and to generate revenue to support our Platform.

We do not endorse or guarantee any products or services advertised on our Platform. You are responsible for exercising your own judgement and due diligence before clicking any advertising links, purchasing or using any products or services advertised on our Platform.

### **Section 1: Criteria and Requirements for publishing Advertisements on our Platform**

Since we upload information on “**as – is, where is and available**” basis, the criteria and requirements for advertisements on our Platform are as follows:

- Advertisements should be accurate, truthful, and not misleading;
- Advertisements should comply with all the applicable laws and regulations, including those related to pharmaceutical products and services;
- Advertisements should respect the intellectual property rights of others and not infringe on any trademark, copyrights, patents or any other proprietary rights;
- Advertisements should not contain any illegal, harmful, hateful, offensive, abusive, defamatory, obscene, pornographic, racist, sexist, or otherwise objectionable content;
- Advertisements should not interfere with the operation or security of our Platform or any other Platform or service.

### **Section 2: Process and Procedure for submission and approval of the Advertisement**

- Advertisers who wish to display the advertisements on our Platform must submit their advertisements to us through our Email [connect@pharmalinkage.com](mailto:connect@pharmalinkage.com) or to a third-party service provider that we may have authorized to review and approve advertisements on our behalf;
- Advertisers must pay the fees that we have set for displaying advertisements on our Platform. The fees may vary depending on the type, size, duration, and location of the advertisements;
- We or our third-party service providers will review and approve the submitted advertisements to be uploaded on our Platform. We also reserve the right to reject any advertisements at our sole discretion without giving any reason;
- Approved advertisements will be displayed on our Platform and our social media platforms for the agreed period. We reserve the right to modify or remove any advertisements at any time without any notice or explanation.

### **Section 3: Rights and Responsibilities of Advertisers regarding Advertisements**

The rights and responsibilities of advertisers and users regarding advertisements on our Platform are as follows:

- Advertisers are responsible for the content and quality of the advertisements submitted to us. The Advertisers are liable for any damages or claims arising from their advertisements;
- Advertisers are responsible or liable for any content or consequences of advertisements displayed on our Platform. We do not assume any obligation or duty to monitor, verify, edit, or remove any advertisements.

#### **Section 4: Usage in promotional and marketing materials**

Subject to our reasonable right to review and approve, you may allow us:

- to include a brief description of the services provided to you in our marketing, promotional and advertising materials;
- to make reference to you in case studies, and related marketing materials;
- to serve as a reference to our existing and potential clients;
- to provide video logs, testimonials, emails, banners, interviews, case studies and related marketing materials to the news media and press releases;
- to make presentations at trade shows and conferences;
- to allow us to use the name and/or logo, brand image, tag line, etc within the product advertised, literature, press releases, social media and other advertising, marketing and promotional materials.

Advertisements should not be deceptive or misleading and should be verifiable. They should clearly identify the advertiser, product, and service being offered. Advertisements will not be accepted if they appear to be indecent or offensive in either text or artwork or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature.

Once an advertisement has been uploaded, displayed, and transmitted online, it may be withdrawn from the Platform at any time and/or sole discretion by us.

You agree that all advertisements for drug-specific campaigns must comply with the relevant domestic applicable law that regulates advertising.

Advertisements should encourage correct and rational use and should not include any misleading, fake, incorrect, or false information.

#### **Section 5: Disclaimer**

The Advertisements uploaded on our Platform are **“as is, where is and on available basis”**. PharmaLinkage does not make any representation as to the accuracy or suitability of any of the information contained in those advertisements or sites and does not accept any responsibility or liability for the conduct or content of those advertisements and sites and the offerings made by the third parties.

Third party advertisements and links to other sites where goods or services are advertised are not endorsements or recommendations by PharmaLinkage of the third party sites, goods or

services. PharmaLinkage takes no responsibility for the content of the ads, promises made, or the quality/reliability of the products or services offered in all the advertisements.

## **Section 6: Indemnity**

We reserve the right to decline any type of advertising that is damaging to our vision, mission, brand, or inappropriate to the content held on our Platform. We also reserve the right to decline and not accept any advertisements for products or services known to be harmful to health.

We reserve the right and sole discretion over all advertisements and commercially sponsored publications. You agree that all advertisements and commercially sponsored publications are independent and that we do not endorse any product or services marked as an advertisement or promoted by a sponsor on our Platform. You also agree that all editorial content uploaded to the Platform is not compromised by commercial or financial interests or by any specific arrangements with advertising clients or sponsors.

We shall not be held responsible or liable for any of the advertisements and commercially sponsored publications uploaded or marketed on our Platform. We do not assume any authenticity, genuineness, and completeness over the details, contents and the advertisement uploaded on our Platform.

The links to third party external websites that may have been included on our Platform are provided for public convenience only. We shall not be responsible for the contents or the reliability of the linked websites and do not necessarily endorse the views expressed within them. You agree to go through their privacy policy and terms of use/terms and conditions before submitting personal data on such websites. We cannot guarantee the privacy of the information submitted on such third-party external websites. We cannot always guarantee the availability of such linked pages.

When visiting our Platform, your browser may produce pop-up advertisements. These advertisements are most likely to be produced by other websites you have visited or by third party software installed on your computer. We do not endorse or recommend products or services for which you may view the pop - up advertisements on your device while visiting our platform.

## **Section 7: Complaints**

All complaints regarding advertising must be sent to [connect@pharmalinkage.com](mailto:connect@pharmalinkage.com) or post us on:

PharmaLinkage LLP

Address: 608B, Pinnacle Business Park,

Corporate Road, Prahladnagar, Ahmedabad – 380 015, India