

## Community Guidelines

At Blue Earth Diagnostics, we acknowledge the value of social media as a communications tool. We strive to create informative content while participating responsibly on social media channels. Our focus is on educating the public about our company, mission and values and the populations we serve. These guidelines are designed to provide information about Blue Earth Diagnostics' terms and guidelines for engaging with the Company on social media.

We welcome appropriate mentions, comments, likes, favorites, and retweets. However, the pharmaceutical industry is highly regulated, and to ensure compliance and adherence to general community standards. We will not respond to "@mentions" and replies that:

- Include profanity, defamatory, libelous, offensive, abusive, discriminatory, or demeaning content (including images, videos, and links)
- Are disparaging, threatening, condone violence or illegal behavior
- Offer health or medical advice
- Are commercial or advertising, e.g., sell products and services, or recruit fans and followers
- Are spam
- Are excessively repetitive and/or disruptive to the community
- Are questions directly related to financial, legal, regulatory, confidential information or medical issues
- Violate the social media platform rules

Blue Earth Diagnostics' social media channels are managed and owned by the Company. Content posted by the Company is for informational purposes only and does NOT constitute professional medical advice. We will not engage in any online conversation that mentions a medicine.

### **Safety Reporting**

If you have experienced an adverse event/side effect or think you may be experiencing an adverse event/side effect with a Blue Earth Diagnostics product, you should seek advice from a healthcare professional. To monitor the safety of our products, we encourage reporting of all adverse events/side effects experienced while taking a Blue Earth Diagnostics product.

If you wish to report possible adverse events/side effects associated with the use of the products of Blue Earth Diagnostics in Europe or the UK, please send an email to [drugsafety@blueearthdx.com](mailto:drugsafety@blueearthdx.com).

If you wish to report possible side effects associated with the use of the products of Blue Earth Diagnostics in the USA or elsewhere in the world, please send an email to [drugsafetyus@blueearthdx.com](mailto:drugsafetyus@blueearthdx.com).

Blue Earth Diagnostics operates in a highly regulated industry, and our activities on social media are limited. We do not guarantee a reply to comments on our social media posts or direct messages/@mentions received via our social media channels.

We reserve the right to deny or remove comments, block, or remove any user who breaches Blue Earth Diagnostics' community guidelines.

Views and opinions expressed by users engaging with Blue Earth Diagnostics social media channels do not reflect those of the Company. Blue Earth Diagnostics does not endorse nor is it responsible for information and opinions shared by social media users.

Social media accounts that Blue Earth Diagnostics may follow or interact with, or those that may follow or interact with us, do not constitute the Company's endorsement of an account or the content it may produce. This includes favorites, likes, comments and/or retweets. From time to time, Blue Earth Diagnostics may provide links or references to other websites as part of its social content. The Company claims no responsibility for the accuracy or content of such other sites and shall not be liable for any damages or injury arising from that content.

Please also see our [Privacy Policy](#) for more information.

We appreciate your interest in Blue Earth Diagnostics and our social media community.

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