

Information about the Collection of Personal Data during the Medela In-Use Test

(Usability evaluation of an new electrical pump for expressing human milk)

Dear Madam,

Medela AG, Lättichstrasse 4b, 6340 Baar, Switzerland (hereinafter referred to as "Medela") (controller) hereby invites you to support the development of medical products and take part in the above-mentioned usability test. The test is carried out at our premises in Baar, Switzerland.

Purpose of Personal Data Processing

The aim of this test is to investigate how you, as a user, handle an improved product. The test comprises different tasks concerning the handling of the product. During the test you will be filmed and observed to see how you behave while carrying out these tasks. We will also ask you various questions. This test allows us to detect problems that people may have handling the product during everyday use. Together with your comments, these findings will be used to make necessary improvements to the product. We will use your personal data only for the aforementioned purpose. This use neither entails automated processing nor analysis of your personal user characteristics (profiling).

Type of Personal Data

For the above-mentioned test we will process the following personal data:

- Your contact details (name, surname, phone number, email address)
- Age group
- Your experience of breastfeeding and pumping
- Image, audios and videos showing how you use and handle the product
- Your experiences while using the product

Legal Ground for the Processing of your Personal Data

The processing of your personal data for registration and selection purpose is based on your freely given consent. The consent will be obtained as part of the registration process on Instagram and Facebook. The processing of your personal data as part of the usability test is also based on your freely given consent. The consent for this will be obtained by your signature of declaration of consent document.

You only take part in the above-mentioned test if you want to. If you decide to participate, you can withdraw your consent at any time and you can choose in the consent form below whether Medela can continue to use your personal data collected up to your withdrawal or not. You don't have to provide any reasons for your withdrawal.

You may ask questions about the test at any time. To do so, please contact the person who provided you with information about the test.

Recipient or Categories of Recipients

Medela will never publish your name anywhere, in any reports or publications, whether in printed form or online. The responsible monitoring authorities / regulatory authorities (e.g. the US Food and Drug Administration) might request to have access to your personal data, insofar as this is necessary to check that the admission to the market has been properly granted.

Source of Personal Data Collection

Your contact details as well as your age group and experience of breastfeeding and pumping have been collected through the registration form via Instagram and Facebook. (www.medela.ch/inuse-test). Any other personal data was provided during the usability test.

Technical and Organizational Controls

We will pseudonymize your personal data, which means that all details that could identify you (e.g. name, phone number etc.) are replaced by a code (key), so people who do not have the code cannot identify you personally. Within Medela, only authorised and clearly designated persons can see the data. The key will always remain with Medela. All persons involved in the test in any way are required to maintain absolute confidentiality.

Storage Duration of your Personal Data

Your personal data which are collected as part of the registration for this usability test will be stored on our Website Content Management System in Switzerland and will be deleted after the selection of participants has been completed.

Your personal data which you provided as part of this test are also stored on IT-systems in Switzerland and will be deleted once the legal and regulatory retention requirements are fulfilled.

Your Data Privacy Rights

Right to be informed: You have the right to obtain information about what personal data are processed about you as part of this test, how long they will be kept and whether they will be shared with any third parties.

Right of access: You have the right to request a copy of the information that we hold about you.

Right to rectification: You have the right to correct your personal data that are inaccurate or incomplete.

Right to erasure: You have the right to have your personal data deleted e.g. if they are no longer necessary to fulfil the purpose for which they were collected. Exceptions are legal retention requirements.

Right to restriction of processing: You have the right to request the restriction of a certain processing of your personal data (e.g. if the processing is unlawful or the accuracy of your personal data is contested)

Right to objection: You have the right to object to certain processing of your personal data.

Please note that the above-mentioned privacy rights cannot be guaranteed if there are exceptions by law or any regulations which do not allow us to process your requests on privacy rights.

Please send your requests to exercise your privacy rights to the following address (Medela AG, Data Protection Officer, Lättichstrasse 4b, 6340 Baar, Switzerland) or send an e-mail to data.privacy@medela.ch.

In addition, please note that you have the right to submit a complaint with your local data protection supervisory authority (in Switzerland: Federal Data Protection and Information Commissioner - [Eidgenössischer Datenschutz- und Öffentlichkeitsbeauftragter EDÖB](#)).