

Data privacy, consent collection and management solution

IQVIA Consent - Efficiently align processes that meet global requirements for the collection, storage and management of consent for personal data

Defining the process

Obtaining, storing and documenting consent, including consent for email use and disclosure, pose several operational challenges:



DATA **Is the data we hold compliant?**

COMPLIANCE **Can we demonstrate proof of consent?**

PROCESSES **Are our processes efficient and reliable?**

GOVERNANCE **Do we have mechanisms for compliance across our IT ecosystem?**

Guidance, technology and expertise

Imagine losing the ability to engage with your audience because you don't have documented consent to communicate. This is a challenge that life science

companies often face in response to global privacy requirements such as GDPR and global and regional laws.

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| CONSULTING | Insightful guidance from industry experts who will provide risk assessments and comprehensive roadmaps for compliance |
| TECHNOLOGY | Innovative software that is scalable, flexible and will grow and adapt as your company does State-of-the-art technology that delivers compliance across your entire IT ecosystem |
| MANAGED SERVICES | Dedicated support: Onsite GDPR officer, and Professional Call Center to help ensure high opt-in Marketing Services: Coordinated multi-channel campaigns |

The ingenious technology that makes it happen

IQVIA Consent is a comprehensive Software-as-a-Service offering that aligns internal business and operational processes to ensure compliance with a growing number of data privacy laws. Using a single online platform, internal and external users can give, revoke, modify and store various consent types, including consent for disclosure, e-mail use and preferences.

A time-stamped, digital audit trail gives visibility into when consent was granted and for what purposes. Additionally, when needed, two-factor authentication can be activated. Dual authentication, requires HCPs to supply both a PIN and e-mail/phone verification, adding another layer of security and protection.

IQVIA Consent easily integrates with multiple databases and IT systems, providing insight into all HCP consents. The platform offers real-time status updates allowing all stakeholders access to marketing, CRM and compliance tools needed to maintain compliance with global data privacy requirements.

End result: Consent that is seamless

- GDPR compliant
- Adaptable to future privacy and consent regulations
- Audit-ready at all times
- Recognize HCP channel preferences
- Feed consent status to your IT network
- Enjoy high consent rates

OPERATIONALIZE COMPLIANCE WITH:

- A time stamped electronic audit trail for documented proof of consent
- Management of digital documents and consent forms
- Easy capture of HCP data thanks to bi-directional integrations
- An external facing portal HCPs can use to update consent and communication preferences
- An internal facing portal sales reps can leverage to assist HCPs to give consent
- Optional Dual-Verification, double opt-in or trace signature,
- Aligned with SEPA Direct Debit processes

IQVIA consulting, technology, and managed services offer a full suite of solutions that can be adapted to the specific needs of each client, that not only simplify cumbersome processes but ensure organizational compliance.