

## Community Guidelines - Eli Lilly and Company UK & Ireland social media

Lilly's social media helps us connect with members of the public, healthcare professionals, and other interested parties online. We welcome your engagement and set out below are some terms and conditions that we apply to these activities (including when we see mention of Eli Lilly and Company UK & Ireland on social media or you reply to one of our posts), to ensure this media is used appropriately and for the benefit of all participants.

### Adverse Event Reporting

Please do not use our social media channels to report adverse events or product complaints. To report an adverse event or a product complaint about a Lilly medicine, please call Lilly on +44 (0) 1256 315000 (UK) or +353 (0)1 664 0446 (ROI). Additionally, reporting forms and further information can be found at [www.mhra.gov.uk/yellowcard](http://www.mhra.gov.uk/yellowcard) or search for MHRA Yellow Card in the Google Play or Apple App Store (UK) or [www.hpra.ie](http://www.hpra.ie) (ROI).

### These are the key terms and conditions you need to be aware of and agree to prior to interacting with us on social media

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Lilly is in a heavily regulated industry and so we are not able to engage in discussions with you about our medicines. So please do not communicate with us via social media on our medicines or investigational products. Neither are we able to provide any medical advice – any discussion on health-related topics is in no way intended to be a substitute for professional medical advice and should not be relied on for medical diagnosis or interpreted as treatment recommendations. Always seek the advice of your healthcare professional with any questions you may have regarding a medical condition or your health.

All interactions with us on social media must be on-topic, constructive and in good taste. For this reason, we reserve the right not to respond to your comments or communications or replies that:

- name any pharmaceutical product either currently available or in the pipeline of Lilly or another company;
- ask for health or medical advice as this is not the role of Lilly. All health or medical related questions should be discussed with a healthcare professional;
- contain personal information, such as the names, email addresses, phone numbers, personal photos or videos of individuals;
- are inappropriate for professional discussions, disparaging, threatening, and condoning violence or illegal activity;
- include or signpost to profanity, defamatory, libelous, offensive, abusive, discriminatory or demeaning content, including images, videos and web links;
- contain proprietary, confidential, sensitive or non-public information;
- are commercial in nature with an intent to sell products and services, or recruit followers to other social communities;
- contain information that is false, inaccurate or misleading;
- are deemed excessively repetitive and/or disruptive to the community (SPAM); or
- violate the User Agreements/Terms of Service of [LinkedIn](#), [Facebook](#) or [Instagram](#)

Unless we specifically ask you to do so, we do not want to receive any personal information from you so please do not share it with us. Any personal information that we expressly ask you for will be treated in accordance with our UK [Privacy Policy](#) and Ireland [Privacy Policy](#). Please read these policies through carefully before providing any such requested personal information. Please note that the social media platforms also have access to information you share with us. For more details please refer to their privacy policies.

Whilst we have profiles on third party social media sites, we do not own these sites or any other third party sites that are accessed through links or references in posts or information shared by us. When you click on a link, you may be moving to a new site. We are not responsible for these sites, their content or accuracy, reliability or suitability, their terms and conditions, privacy statements, policies and practices or for any problems you face in using these sites or due to an inability to access them or our profiles or due to viruses or other harmful components. Neither do we endorse their products, services or content. You use these sites at your own risk and subject to the terms and conditions on these sites and you need to refer to these sites with any problems you may have. Nor should you upload or transmit any computer viruses through these profiles or do anything to disrupt their normal operation.

In no event shall Eli Lilly and Company Limited (“Lilly UK”) or its affiliates (“Lilly”) or any third party mentioned on our profiles or in our communications be liable for any damages (including without limitation incidental and consequential damages, loss of profits or damages resulting from lost data or business interruption) resulting from your use of or interaction with our profiles, the content thereon or any failure of performance, error, delay, virus, omission or loss of data or use related to such profiles or any website operated by a third party. Discontinuing use of our profiles or the sites is your sole and exclusive remedy.

We want our profiles and communications relating to them to be helpful, respectful and of good quality. We do not want to receive comments or communications that are unrelated to the subject at issue, breach intellectual property rights, contain personal information, adverse events or product complaints or medical advice, name a medicinal or investigational product or discuss off label use, are profane, that might be unlawful, threatening, offensive, obscene, defamatory, unsuitable, untrue, inflammatory or derogatory, so please do not send them to us. We are not legally responsible for content posted by third parties and you are solely responsible for the information you share. Neither can we guarantee the accuracy, reliability, completeness, suitability or timeliness of content that is not posted by us. Comments come from members of the public and do not necessarily reflect the views of Lilly and neither do we endorse or approve them.

Any materials or content placed on social media by Lilly UK and Ireland and the content we post (“Content”) is copyrighted and owned by Lilly UK or Lilly has the right to use it and our rights are reserved. Unless expressly stated to the contrary, you must not copy, download, transfer, modify or otherwise use or exploit any such Content in any way, without our prior consent. Unless otherwise indicated, all trade mark, company names, logos, and designs used in our Content are the intellectual property of Lilly and any use by you of them is strictly prohibited. The Content is provided as is.

Lilly does not commit to responding to communications with us via our social media channels and is not responsible for content altered by others.

Lilly may, at any time and at its sole discretion:

- monitor and review comments, posts, communications or content (“Communications”) to help improve the quality of our interactions with you and the services we offer or otherwise; or
- modify or remove any Communications that we believe do not comply with these terms or otherwise. However, Lilly is not obligated to do so.
- filter Communications prior to posting and will not post Communications pertaining to ongoing legal matters or regulated content.

Lilly reserves all rights relating to blocking other social media users.

Any Communications, drawings, concepts or information (“Information”) you share with us are given free of charge and will be deemed non confidential and Lilly has no obligation of any kind in respect of that Information which you confirm it can freely reproduce, use, disclose or distribute to others without limitation (other than those established under data protection legislation) for any purpose we

deem appropriate without requiring your consent or paying any compensation to you.

Eli Lilly and Company UK & Ireland social media is intended for the exclusive use of UK and Ireland residents over the age of 18 only. As the Eli Lilly and Company UK & Ireland social media channels are managed from the United Kingdom, the channels are governed by English law and you agree to the exclusive jurisdiction of the English courts for any dispute with Lilly or in any way related to your use of these channels, our profiles, the Communications, Information and/or the Content. If you interact with us from outside the UK, you do so at your own risk and are responsible for compliance with the laws in your jurisdiction.

We reserve the right to change or withdraw all or part of our social media channels, profiles or Content or discontinue them, at any time.

We reserve the right to modify these terms and conditions at any time without notice. In the event of any conflict between these terms and conditions and any Lilly terms and conditions, policies or statements on our social media channels, the latter will prevail.

By interacting with us on our social media channels, you are agreeing to comply with the above (which along with any terms and conditions on the social media channel itself constitute the entire agreement between us) and failure to do so could result in the suspension, termination or change to the conditions of your access at any time without notice.

If you have any concerns or comments about our social media channels, you can contact us at [ukpublicaffairs@lilly.com](mailto:ukpublicaffairs@lilly.com)

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