

## **AVITA Social Media Community Guidelines**

Welcome to our social media channel! Our channels are here for you to connect and engage with us. We hope to provide useful and interesting content, to share company news and announcements, provide corporate information, and foster an open and respectful dialogue.

When you engage with any of our social media channels, you are agreeing to these Community Guidelines in addition to the Terms and Conditions or other legal notices provided by AVITA and those of the respective platform ([Twitter](#), [LinkedIn](#)).

### **Responsibility for Your Content**

You are responsible for content that you post or comment on our social channels. You should only post content that is original and that you have the right to post. We ask that everyone show respect for other members of our social channels and share your viewpoint in a way that is respectful to us and our community. AVITA is not responsible for any content posted by you and has no duty to monitor the content. Using any information provided by other users is at your own risk. We reserve the right to monitor, review, edit, remove, and delete user content, as well as disable, refuse, restrict, or terminate access to our social media channels at our sole discretion, with or without notice.

The healthcare industry is highly regulated with unique legal guidelines. We may often be unable to engage in some discussions about our products, financial affairs, or legal or regulatory matters.

### **We Will Remove Any Content That:**

1. Mentions our products in a manner which is non-compliant with regulatory approvals or products of other companies'
2. Infringes on the copyright, trademark, patent, or other intellectual property of any third party
3. Violates a third party's right to privacy or publicity
4. Is inappropriate, vulgar, degrading, abusive, harassing, profane, or violent
5. Constitutes as spam
6. Violates any applicable local, state, national, or international law, or advocates illegal activity
7. Violates social media platform rules

If you are a minor, do not share your comment or content without the knowledge and permission of a parent or legal guardian.

Please also note that our social media channels are English-speaking only and as such any non-English messages may not receive a response.

AVITA will link to or follow accounts from related groups and communities. Accounts that AVITA follows, (or are followed by), are not an indication of endorsement of these accounts, their opinions, or their content.

### **Medical Side Effects, Adverse Events, or Issues**

Social media is not an appropriate place to resolve issues, complaints, suggestions, or experiences with your healthcare. These types of concerns are best handled by trained representatives. If you have any questions about your personal care, you should consult your physician, pharmacist, or other healthcare professional immediately. Please note, AVITA does not give medical advice, nor does it provide medical or diagnostic services.

If you believe you have experienced an adverse event or side effect related to AVITA's product, please contact your healthcare provider immediately. You can also contact our Customer Service helpline at (833) GO-AVITA (or 833-462-8482).

Please keep in mind that social media is a public forum and that anyone may see or save your comments. We recommend not sharing any personal information within comments or posts on our pages. Sharing specific information concerning your personal health should be avoided.

### **Storing and Using Private Information**

We do not collect your social media handles/IDs, email addresses or any other personal information, except in certain limited situations, including if you report an adverse event or product issue to us, for which we need to record identifying information about you (such as your name, location, or health-related information). This information is required by law to be submitted to regulatory authorities, and we are required to store this information for five years for auditing purposes. For more information on AVITA's Privacy Policy, go to <https://avitamedical.com/privacy-policy>

AVITA reserves the right to change these guidelines at any time in its sole discretion and without notice.