

Our Pledge to You

The digital information age has presented tremendous opportunities to access information in many formats, in real time or on demand.

These opportunities offer new challenges to publisher ethics. For instance a number of publications in the pharmaceutical media space have been releasing site visit and click data as sales leads to vendors—a practice to which we are strictly opposed.

Putman Media, the parent company of Pharmaceutical Manufacturing magazine, PharmaManufacturing.com and PharmaQbD.com, is adamant about following a strict ethical code regarding digital media.

We pledge to you that:

Your privacy will always be protected. We will never release your personal click activity or personal survey data to anyone. You can explore our websites at your leisure without fear that your privacy will be breached, because at Putman Media, a click is never a sales lead.

We do not use intrusive marketing techniques, such as mobile marketing. Such marketing is not only annoying but can increase your monthly Blackberry or digital phone bills. Mobile content delivery may be requested by portions of our audience at some point in the near future. If this need solidifies, we will respond. However, the user experience of our audience members will come first.

We will listen to you. If you have any objections to practices or any criticism, please do not hesitate to contact us. We will respond quickly.

Thank you for your participation and loyalty. We look forward to continuing a long-stranding relationship based on mutual respect and trust.

Sincerely,

John M Cappelletti, CEO, Putman Media, jcappelletti@putman.net

Tonia Becker, Publisher, tbecker@putman.net

Agnes Shanley, Editor-in-Chief, ashanley@putman.net

Michele Vaccarello Wagner, Senior Digital Editor, mvaccarello@putman.net

Jack Jones, Director Audience Care & Development, jjones@putman.net

