



INEFAM[®] Market Audit Tools: Data & Content Governance Declaration.

Instituto Farmacéutico LATAM.
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INEFAM-LATAM[®] / info@inefam.com & clientservice@inefam.com

Executive Summary.

This document provides an in-depth exploration of the concepts of data governance and content governance and their significance within our organization, INEFAM. Data governance involves the strategic management of our data assets, ensuring their proper collection, storage, protection, and usage. It establishes accountability, defines roles and responsibilities, and implements processes for effective data management. Content governance, on the other hand, focuses on the management of our content assets, including creation, organization, storage, and distribution. It ensures that our content is managed effectively, complies with regulations, and aligns with our organizational goals.

The executive summary highlights the following key points:

- **Data Governance:** Data governance is crucial for maintaining data quality, integrity, security, and compliance. It involves developing a comprehensive data strategy, establishing policies and standards, and assigning data stewards to oversee data management activities. Effective data governance enables us to make informed decisions based on reliable data, mitigates risks, and supports compliance.
- **Content Governance:** Content governance ensures that our content assets are managed effectively and comply with regulatory requirements. It includes developing a content strategy, enforcing policies and guidelines, and conducting regular content audits. Content governance enhances collaboration, improves access to information, and facilitates better decision-making across the organization.
- **Regulatory Compliance:** Our data and content governance practices align with relevant regulations governing data protection and transparency. We prioritize compliance with privacy regulations, anonymize personal information, and adhere to legal requirements. Compliance ensures the ethical and responsible handling of data and content.
- **Integration and Collaboration:** Our data and content governance practices are integrated into various organizational processes and systems. We collaborate closely with internal teams, external partners, and government institutions to ensure effective management and sharing of data and content. Collaboration fosters transparency, innovation, and strengthens stakeholder relationships.
- **Training and Awareness:** We emphasize the importance of training and awareness programs to foster a data-aware culture within our organization. By providing comprehensive training initiatives, we empower our employees to understand and adhere to data and content governance principles. This ensures responsible data handling practices and strengthens our overall governance framework.

In conclusion, effective data and content governance are crucial for INEFAM to leverage the full potential of our information assets, ensure compliance, and make informed decisions. By establishing robust governance frameworks, complying with regulations, fostering collaboration, and promoting awareness, we can optimize our data and content management practices and achieve our organizational objectives. We recognize that data and content governance is an ongoing effort, and we remain committed to continuous evaluation, improvement, and adaptation to evolving industry standards and regulations.

Section 1: Definitions of Data Governance and Content Governance.

Data Governance:

Data governance is the strategic framework and set of practices for managing an organization's data assets. It encompasses the policies, processes, and guidelines that ensure data is properly collected, stored, protected, and used in a consistent and reliable manner. Data governance involves establishing clear accountability for data-related decisions, defining roles and responsibilities, and implementing processes for data management.

At its core, data governance focuses on maintaining data quality, integrity, security, and compliance. It involves developing a comprehensive data strategy that aligns with the organization's goals and objectives. This strategy outlines how data will be collected, stored, shared, and used throughout the organization.



Data governance also involves establishing policies and standards that define data-related processes and ensure consistency across the organization. These policies cover areas such as data quality management, data security and privacy, data access and usage, and data lifecycle management. Data stewards are typically assigned to oversee data management activities and ensure adherence to data governance policies.

The ultimate goal of data governance is to enable organizations to make informed decisions based on accurate and reliable data. It helps to mitigate risks associated with data management, enhances data-driven decision-making, and supports compliance with relevant regulations.

Content Governance:

Content governance, also known as information governance, is the strategic management of an organization's content assets. It encompasses the processes, policies, and guidelines that govern the creation, organization, storage, and distribution of content. Content governance ensures that content is managed effectively, enabling organizations to leverage it for business purposes, while also ensuring compliance with regulatory requirements.

A robust content governance framework includes a content strategy that aligns content management with organizational goals and objectives. This strategy outlines how content will be created, organized, stored, and distributed across various channels and platforms.

Content governance involves the development and enforcement of policies and guidelines that dictate how content is managed. These policies cover areas such as content creation, metadata management, content security and compliance, content lifecycle management, and content publishing and distribution.

Metadata management plays a crucial role in content governance by providing contextual information about content assets. Metadata helps with content discovery, retrieval, and organization, enhancing the overall content management process.

Content governance also includes regular content audits and assessments to evaluate the quality, relevance, and effectiveness of content. This helps organizations identify areas for improvement and ensure that content aligns with business objectives.

The primary objective of content governance is to optimize the use and value of content assets. It ensures that content is accurate, consistent, and compliant with legal and regulatory requirements. Effective content governance enhances collaboration, improves access to information, and facilitates better decision-making across the organization.

Section 2: Scope.

Scope:

The codes and policies established in this document are applicable to the following companies established in Mexico: INSTITUTO FARMACÉUTICO, S DE RL DE CV, INSTITUTO DE INVESTIGACIÓN E INNOVACIÓN FARMACÉUTICA, AC, as well as to our business entity in Sao Paulo, Brazil: INEFAM DO BRASIL SERVICOS DE MERCADO LTDA.

Trade Names:

Collectively or separately, we are referred to as INEFAM® or INEFAM-LATAM®.

Business Purpose:

At INEFAM, we specialize in providing market research services, specialized training, and business consultancy in the healthcare sector.

Section 3: Importance of Governance.

In today's data-driven world, effective data and content governance is crucial for INEFAM to harness the power of their information assets. Our company recognizes the importance of data and content governance and has undertaken an initiative to establish robust practices in this area. This document serves as a comprehensive guide to our data and content governance framework.

Section 4: Scope of Data and Content Governance.

Our company handles a wide range of data and content, including tenders, purchases, prescriptions, inventories, and other information obtained through transparency procedures protected by Mexican law of transparency. These datasets provide valuable insights that

drive our operations and decision-making processes. Each type of data and content holds its own significance in supporting our organizational objectives and ensuring transparency in our dealings.

Section 5: Regulatory Compliance.

As a responsible organization, we prioritize compliance with relevant regulations governing the handling of data and content obtained from Mexican public institutions. We adhere to data protection regulations, ensuring that personal information is anonymized and protected. Our data and content governance practices are designed to align with the principles of transparency, integrity, and accountability.

Section 6: Data and Content Management.

Our Data Science department plays a pivotal role in managing and overseeing our data and content. We have implemented comprehensive policies and procedures for data collection, storage, and management to ensure data integrity and accuracy. These practices enable us to maintain high-quality datasets that can be relied upon for decision-making purposes.

Section 7: Security and Privacy.

We understand the importance of safeguarding sensitive and confidential data and content. To ensure the security of our information assets, we have implemented robust security measures, including access controls, encryption, and secure data transmission protocols. We prioritize data privacy and comply with privacy regulations, safeguarding personal information and respecting individuals' rights.

Section 8: Integration and Collaboration.

Our data and content governance practices are integrated with various organizational processes and systems. We collaborate closely with internal teams, external partners, and government institutions to ensure effective management and sharing of data and content. This collaboration enhances transparency, fosters innovation, and strengthens our relationships with stakeholders.

Section 9: Data Validation and Anomaly Detection Principles.

To maintain data quality and reliability, we conduct regular validation procedures to verify the accuracy and consistency of our data and content. Leveraging advanced AI algorithms, we proactively identify anomalies, outliers, and patterns that require further investigation. This allows us to address any potential issues promptly and ensure the integrity of our datasets. For this purpose we validate constantly based on the following data science Principles:

- **Traceability:** The ability to track and trace the history of information through recorded identification and documentation. It allows for the identification of the origin, distribution, and handling of any item or data in INEFAM market audit tools.
- **Auditability:** The quality or characteristic of being auditable. It refers to the ability to conduct and facilitate audits or inspections to assess the compliance and accuracy of any records available in INEFAM market audit tools. An auditable system ensures that there is sufficient evidence to support the results and outcomes.
- **Consistency:** The state or quality of being consistent or uniform. It means maintaining a level of conformity, coherence, or predictability in actions, decisions, or processes over time. Consistency ensures that there is stability, reliability, and compatibility within two or more INEFAM market audit tools.
- **Integrity:** In INEFAM market audit tools integrity is a means to establish the validation check that the same values of the same consultation must be obtained at any level of data visualization, artificial intelligence or deliverable. In the context of data or information, integrity refers to the accuracy, completeness, and reliability of the data throughout its lifecycle. It ensures that the data remains unaltered, consistent, and trustworthy.
- **Logic:** The systematic and rational reasoning based on valid principles and rules. In the context of systems or processes, logic refers to the logical flow and coherence of the operations or actions. It ensures that there is a logical sequence, reasoning, or structure in place to achieve desired outcomes or results.



These parameters play a crucial role in the way we deploy all of our information technology, quality management and data governance, to ensure transparency, reliability, and compliance with established standards and guidelines.

Section 10: Training and Awareness.

In INEFAM we believe in building a data-aware culture within our organization. We provide comprehensive training programs and initiatives to enhance employees' understanding of data and content governance principles and best practices. By promoting responsible data handling practices and fostering awareness, we empower our employees to become effective stewards of our information assets.

Section 11: Conclusion.

Our commitment to effective data and content governance is reflected in the comprehensive framework outlined in this document. By implementing robust practices, complying with regulations, and fostering a culture of data awareness, we can unlock the full potential of our data and content assets. We recognize that data and content governance is an ongoing effort, and we remain dedicated to continuous evaluation and improvement to adapt to evolving regulations and industry best practices.