



INTERNATIONAL
MEDICAL INFORMATION

MAILBOX MONITORING & ADVERSE EVENT REPORTING

Last updated October 2026.

Purpose

This summary is provided for client reassurance and to support Medical, Legal and Regulatory (MLR) review of campaigns and communications delivered by IMI on behalf of pharmaceutical, biotech and medical device clients.

Mailboxes and enquiries covered

All IMI mailboxes are in scope, including info@medicalimi.com and news@medicalimi.com, and any other address that IMI sends communications from. Every incoming message is reviewed and actioned, covering:

Enquiry type	What it covers
General subscriber enquiries	Questions, feedback, subscription and unsubscribe requests
GDPR requests	Consent, rectification, erasure and other data protection rights under UK and EU GDPR
Subject Access Requests (SAR)	Requests from individuals for the personal data IMI holds about them
Adverse event reports	Any report or mention of a suspected adverse reaction or incident linked to a medicine or medical device

No-reply option: where required by client MLR, communications can instead be sent from noreply@medicalimi.com, which removes the ability for subscribers to reply to that communication. All no-reply sends must carry the client's adverse event reporting statement or a link to the MHRA Yellow Card scheme.

Our monitoring commitment



HUMAN MONITORING



EVERY DAY OF THE YEAR



24-HOUR ACTION

- **Human monitoring:** every mailbox is checked manually by IMI staff. Monitoring is not left to automated filters or auto-replies.
- **Every day of the year:** mailboxes are monitored daily, including weekends and public holidays.
- **24-hour action:** all subscriber enquiries, including adverse event reports, are actioned within 24 hours of receipt.

General subscriber enquiries are passed through to clients if required, either anonymously or, with a subscriber's consent, including contact information.

Adverse events reporting

IMI recognises its legal and ethical responsibility to ensure that any adverse event received through its mailboxes is reported safely and promptly.

- **Trained staff:** everyone who monitors IMI mailboxes is trained in the safe and timely identification and reporting of adverse events. This includes backup monitors for leave or sickness.
- **MHRA adherence:** documented processes are followed for every report to ensure adherence to MHRA guidelines.
- **Yellow Card Scheme:** monitoring staff complete the BPSA MHRA Yellow Card Scheme assessment.

Every adverse event received is logged with the date and time it was received and forwarded. Logs and training records are recorded, maintained and reviewed annually.

IMI will forward adverse event reports to a client's named, nominated safety contact within 24 hours of receipt. These details should be provided prior to the communication or activity publish date.

Statement of assurance

IMI confirms that all mailboxes used for internal and client communications are monitored by trained employees every day of the year. Every enquiry, including adverse event reports, is actioned within 24 hours.

Contacts

Data Manager	Data Protection Officer
Alex Burton ICR UK Limited t/a International Medical Information (IMI) alex@medicalimi.com	Christine Mas-Mollinedo ICR UK Limited t/a International Medical Information (IMI) dpo@medicalimi.com