



Veeva Data Matcher Tool Terms

Effective Date: November 1, 2025

These Data Matcher Tool Terms (these “**Terms**”) are applicable to any Order Form that references these Terms or to any other use of a Veeva Data Matcher Tool. All capitalized terms not otherwise defined in Section 6 of these Terms shall have the meanings given to them in the master subscription agreement or other agreement governing Customer’s use of Veeva Products (the “**Agreement**”). In the event of any conflicts between the terms of these Terms and the Agreement, these Terms will control with respect to Customer’s use of the Data Matcher Tool. Veeva may update these terms as reasonably necessary for legal, compliance, regulatory or business purposes. Such changes will be applicable upon renewal of the first order to reference the updated terms.

The parties agree as follows:

1. **Data Matcher Tool.** Veeva grants to Customer a limited, non- transferable, non-exclusive right to install and use the Data Matcher Tool solely for its internal use and for the sole purpose of matching Customer Data with the applicable Data Product specified in the applicable SOW or Order Form. The Data Matcher Tool is not “Software” as defined in Agreement. The Data Matcher Tool is provided to Customer without any warranties. Customer’s use of the Data Matcher Tool, including use of any Matched Data with Customer Data, is at Customer’s own risk.
2. **Limited License to Veeva Data Products.** Veeva grants Customer a limited license to use the Matched Data solely for the purpose set forth on the applicable Order Form or SOW, in the designated regions, and subject to Veeva’s reasonable instructions, regardless of whether Customer has separately licensed or subscribed to the Data Product. Customer acknowledges that the Matched Data may contain errors, may incorrectly identify matches, and may not include records for all records in Customer’s data set. For the avoidance of doubt, Matched Data shall in no event constitute “Retained Data”, “Embedded Data” or a “Deliverable” as such terms are defined in the Agreement, unless expressly stated in the applicable statement of work.
3. **Using a Veeva Identifier.** Customer may only use the designated Veeva Identifiers in the Matched Data for the purpose of matching Customer Data with a Veeva Data Product. Any other data in the Matched Data may be used solely for review and verification of suggested matches. Matched Data is not permitted to be used in any other way, including without limitation for any call planning or targeting, or for the purpose of enabling Customer personnel to contact health care providers, health care organizations or clinical trial staff, or for any other commercial purposes.
4. **Deletion of Matched Data.** Other than for the Veeva Identifiers added to Customer Data as provided in Section 3, Customer must be permanently delete all Matched Data upon the earlier of: (i) the date on which Customer completes its data-matching project; (ii) expiration or termination of the applicable statement of work or order form; or (iii) three months from the data Customer generated the Matched Data.
5. **Limitations.** Customer may not use the Link Data Matcher tool for any other purpose, and may not provide any third party with the ability to use or log in to the Link Data Matcher tool other than as specifically approved by Veeva in writing. Except where applicable law prohibits such restrictions, Customer agrees that it shall not: (i) license, sublicense, sell, resell, rent, lease, transfer, distribute, time share or otherwise commercially exploit or make the Data Matcher Tool available to any third party other than as specifically allowed by these Terms; (ii) make derivative works of, disassemble, reverse compile or reverse engineer any part of the Data Matcher Tool, or access the Data Matcher Tool in order to build a similar or competitive product or service to the applicable Data Product; or (iii) use the Data Matcher Tool in a way that will, or is likely to, expose or disclose all of the data embedded within the Data Matcher Tool.
6. **Term.** Customer’s right to use the Data Matcher Tool ends upon the expiration or termination of Customer’s subscription to the applicable Data Product or upon termination or expiration of the applicable statement of work. Upon termination or expiration, Customer shall delete or uninstall all copies of the Data Matcher Tool and any Matched Data (as provided in Section 4).
7. **Definitions.**
 - a. **“Data Matcher Tool”** means one of Veeva’s software tools that can be used to attempt to match records in a Veeva Data Product with Customer’s own records.
 - b. **“Data Product”** has the meaning set forth in the Agreement, or if no such definition exists, then it means a Veeva Product that is a proprietary datasets and databases the Veeva creates and licenses to customers.
 - c. **“Veeva Identifiers”** means the Veeva ID and any other unique Veeva-established identifier (e.g., Veeva Link URL) used to link Customer Data to a record in a Data Product.



- d. **"Matched Data"** means the portion of a Data Product returned as output from the Data Matcher Tool.
- e. **"Veeva Product"** has the meaning set forth in the Agreement, or if no such definition exists, then it means Veeva's commercially available software applications and any other Veeva-created or Veeva-licensed products or services ordered by Customer pursuant to an order form.