



## Use of Veeva Data Products with AI Terms

*Effective Date: November 1, 2025*

These Use of Veeva Data Products with AI Terms (these “**Terms**”) is applicable to any executed Order Form for Veeva Data Products that references these Terms. 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 Data 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 Data Products with AI. 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. **AI Permitted Use.** Customer may use Data Products in connection with AI Models only in compliance with the terms below:
  - a. Customer may use the Data Products to train a Private AI Model, provided that any such AI Model must be deleted when Customer’s subscription to such Data Products ends.
  - b. Customer may use the Data Products in any Private AI Model with no obligation to delete such AI Model, provided that the Data Products are not used to train the applicable AI Model. For purposes of clarity, use of Veeva Data Products as an external reference source in a retrieval-augmented generation model is not considered training of the underlying AI Model.
  - c. Veeva retains all rights in any portion of the Data Products used in connection with any AI Inputs. Nothing in this Addendum is intended to transfer any additional rights or ownership of any Veeva proprietary materials from Veeva to Customer as a result of Customer’s use of an AI Model or other AI functionality.
  - d. Customer may not use Data Products with an AI Model in which the Data Products (or portions thereof represented in any AI Input or AI Output) are used to train, improve or enhance the AI Model or AI functionality for the benefit of any other party (including the AI provider) or that might otherwise disclose some or all of the Data Products to an unlicensed third party.
2. **AI Outputs.** If Customer creates and retains any AI Output, then, if the AI Output includes or reveals elements of a Data Product, such elements will be deemed Embedded Data in accordance with the terms of the Agreement. Customer may not create an AI Output that has the effect of copying or replicating a significant portion of the total data attributes of a Data Product licensed by Customer or that can be used as a functional equivalent or substitute for a Data Product licensed by Customer.
3. **Veeva AI.** For purposes of these Terms, any Veeva-supplied AI Model used in connection with a separately licensed Veeva AI product, application or agent is a Private AI Model. If Customer creates a custom Veeva AI agent for use with a Customer-provided AI Model, such AI Model must be a Private AI Model.
4. **Definitions.**
  - a. “**AI**” means an artificial intelligence tool, functionality, feature, or system.
  - b. “**AI Input**” means instructions, prompts, agentic instructions, context or other information provided to an AI Model and used by the AI Model to generate AI Outputs.
  - c. “**AI Model**” means a machine learning or other artificial intelligence model, algorithm, or system that processes AI Inputs to generate AI Outputs.
  - d. “**AI Output**” means any data, text, images, or other information generated or returned by an AI Model in response to an AI Input.
  - e. “**Private AI Model**” means any AI that: (i) is used solely for the exclusive benefit of Customer or its Affiliates; (ii) does not use the Data Products to train, improve, or enhance the tool, model, or system for the benefit of any party other than Customer or its Affiliates; (iii) does not allow any third party to access any portion of the Data Products through the tool, model, or system other than for the benefit of Customer or its Affiliates; and (iv) does not allow any third party to disclose any portion of the Data Products other than to Customer or its Affiliates.