Privacy Notice for Users of Veeva Applications

Last Updated: November 25, 2025

Scope

This privacy notice is intended to provide transparency to the individual users of Veeva applications about how Veeva Systems processes their personal information as they use Veeva's applications. Veeva's processing of this personal information is subject to the terms and conditions of our customer agreements. If there is a conflict between the terms and conditions of an applicable customer agreement and this privacy notice, the applicable customer agreement controls.

Information We Process

We process the following categories of information about users of Veeva applications:

- **User Profile:** To create, manage and support users, we process information that the user, or their system administrator, provides to create the user account or receive related services (e.g., support), such as the user's name, role, email address, preferences (such as language and time zone), demographic details, and (optional) profile photo.

- **Account Verification:** When users log into an account, we collect their IP address, username and password, and other related information we need to verify the user is the account owner, before allowing them to access that account.

- **Audit Logs:** To maintain an audit trail of access to Veeva applications, we process information, such as username, IP address, browser, platform, timestamp, and application version when the user logs in and as they use those applications.

- **Device and Usage Information:** To ensure Veeva applications are functioning correctly, to enable users to set preferences and to maintain the security of the Veeva applications, we collect information such as cookie records, device model and operating system version.

- **Real-Time Communications:** If a Veeva application supports video or audio calling, we process video and audio streams to facilitate the communication. These streams are not recorded or retained by Veeva unless otherwise configured by the customer.

Our customers may use Veeva applications to store other types of personal information (e.g., information about medical professionals or participants in clinical trials). Customer-specific uses are not covered under this privacy notice; instead, please contact the customer for information about their privacy practices.

Why We Collect Information and How We Use It

In general, we collect users' personal information to provide users with access to the Veeva application(s) and to ensure the Veeva applications are working as intended. Our use of such personal information is strictly limited to the purposes described in our applicable customer agreement(s).

We do not sell users' personal information or share it with third parties for advertising purposes. We do not use personal information to make decisions about users which have legal or similarly significant effects on them, based solely on the automated processing, including profiling, of their data.

User Controls

Requests to exercise data privacy rights – such as the right to access, delete, or correct personal information – should be directed to the Veeva customer that authorized use of the Veeva application(s).

Cookies

The Veeva applications collect information about users through use of cookies – small text files – stored on the user's device. We classify cookies into the following categories:

- **Strictly Necessary**. These cookies are necessary for Veeva applications to function as designed. We use authentication and session cookies to log users into Veeva applications and to enable them to navigate within the application while staying logged in. We also use other necessary cookies for security purposes.

- **Functional.** These cookies enable the Veeva applications to operate as intended by the user and to enhance the user experience. These help us remember personalization of users, such as creating custom tabs, enabling/disabling features, creating custom reports and setting language preferences. They may also help support other system capabilities such as chat, autofill, and video playback.

- **Performance**. These cookies allow us to monitor the performance and usage of the Veeva applications and provide that reporting to our customers. We also use performance cookies to track user activity for audit reporting.

Security

We maintain a privacy and security program with technical, physical, and organizational safeguards designed to protect against the wrongful access, use, or disclosure of personal information, and to provide a level of security which we believe is appropriate to the risk our processing of personal information poses to user privacy. We regularly review and modify our security measures to reflect changing technology, laws and regulations, risk, industry and security practices, and other business needs. More information about our security program can be found here.

Changes to this Notice

From time-to-time, we may change our privacy notice to reflect changing technology, laws, regulations, risk, industry and security practices and other business needs. The most up-to-date version can be found at veeva.com/privacy/application-user-notice/, we post its effective date at the top.

Contact Us

If you have questions about Veeva's privacy practices, you can contact us at:

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