



## Privacy Notice - Australia

We are reaching out to you, as a healthcare or related industry professional (Professional), because we would like to add your professional personal data to our database. While we only collect data related to your professional, public life, in the interest of transparency, we wish to inform you about our collection of your data and to obtain your consent to our collection, use and disclosure of your personal data.

**Who we are.** Veeva is the global leader in cloud software for the life sciences industry and a US incorporated public benefit corporation. To help the life sciences industry become more efficient and effective, we offer several products, including a data platform containing information about Professionals who directly or indirectly contribute to the provision of healthcare.

**Our primary purpose** is to facilitate our life sciences customers' communication with Professionals, so that they can provide Professionals with up-to-date scientific, medical information and promotional materials and engage with Professionals in the context of drug development and better patient care. While we do not send direct marketing and or subject Professionals to decisions based solely on automated processing, including profiling, which produce legal or similarly significant effects, our life sciences customers may. In support of our primary purpose, we collect personal data for a range of secondary purposes that facilitate and support our primary purpose.

**Personal data we collect.** We only collect personal data related to your public life including:

- *Professional Identity & Contact.* We collect information such as your name, email address, phone number, gender, membership in professional associations, unique identification number assigned to your profession (such as license number) and the name, size, and location of the company you work for and your role within it.
- *Professional Activity.* We collect information about your professional activity such as your specialty, educational background, references, contributions to events, participation in clinical trials, publications and publicly available collaborations between you and other professionals or companies in the life sciences industry context.
- *Professional Social Media.* We collect professional social media information such as hyperlinks to professional network sites, posted content, handles, tweets, hashtags, likes, followers and mentions.
- *Professional Images and Recordings.* We collect publicly available video recordings and photographs.
- *Inferences.* We collect inferences, such as your professional interests, product preferences and engagement preferences, that are drawn from the above identifiers and your activities.

We may combine your personal data with anonymized data files to help improve decisions on how to interact with you and other healthcare professionals.

**How we collect personal data.** We collect personal data from publicly available sources including government and public records, association websites, institutional websites (hospitals, universities, medical facilities), medical databases and registries, and other online professional profiles and web sources related to your professional activity. We may also collect personal data directly from you, your employer and affiliates, from suppliers who have previously collected your personal data having obtained your consent where required by applicable law, and from our customers.

**Sharing your personal data.** As described above, we share personal data with pharmaceutical, biotechnology and medical device companies (the life sciences industry) to allow these companies to provide you with scientific information about their products and services including:



- receive engagement by the representatives of Veeva customers to you;
- receive invitations to events and / or collaborations by Veeva customers;
- receive medical and scientific content from Veeva customers;
- receive requests for market research and surveys from Veeva customers.

We may also share your personal data internally and with our subsidiaries and third parties for the following purposes:

- to enable third parties to provide services on our behalf;
- where required by law or to establish or protect our or others' rights, property, or safety or to defend legal claims;
- in connection with a corporate merger, sale of our company, or asset transfer; and
- for additional purposes with your consent, where consent is required by law.

By completing our consent form, you consent to receiving digital communication from Veeva and the third parties set out above for the activities indicated. You can opt out of receiving these communications at any time.

The consent you provide under our consent form is to Veeva and is limited to the purposes described in this document. It does not alter or revoke any consent you have previously given or may give in future to specific pharmaceutical, biotechnology and medical device companies, other companies or third parties. Details on exercising your rights can be found below in the **Your Rights** section.

**Where your personal data is located and its transfer.** Veeva stores your personal data within Japan, Korea and the United States. We are a global company. As a global company, we may transfer your personal data to various locations around the world for the purposes described in this notice. We apply the protections and limitations described in this notice regardless of where we process your personal data. Where required, we rely on transfer mechanisms that lawfully support data transfer to other jurisdictions, such as "adequacy" determinations, standard contractual clauses (if applicable).

**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 data, and to provide a level of security which we believe is appropriate to the risk our processing of your personal data poses to your 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 at [veeva.com/privacy](https://veeva.com/privacy).

**Retaining your personal data.** We keep your personal data for ten years after it is no longer professionally relevant for the purposes described in this notice unless you withdraw your consent earlier.

### **Your Rights**

We provide you with the right to access and correct your personal data subject to certain exceptions provided in applicable law. You may withdraw your consent (opt-out) and request deletion of your information from our database. If you wish to exercise your rights with us, visit [here](#). Alternatively, you can email our Data Protection Officer at [privacy@veeva.com](mailto:privacy@veeva.com).

**Data controller and contact.** We are the data controller of Veeva's data cloud. If you have any questions about our privacy practices, please do not hesitate to contact us at [privacy@veeva.com](mailto:privacy@veeva.com).