



隱私權告知暨同意書(台灣)

我們與您聯繫，係因您身為醫療保健或相關產業之專業人員（下稱「專業人員」），我們希望將您的專業個人資料納入我們的資料庫中。雖然我們僅收集與您專業、公開的相關之資料，但基於透明化原則，我們特此告知關於資料收集之相關資訊，並徵求您對資料處理之同意。

Veeva 是生命科學產業雲端軟體的全球領導者，同時也是一家共益公司（Public Benefit Corporation）。為了協助生命科學產業提升效率與效能，我們提供多項產品與解決方案，其中包括一個資料平台，該平台涵蓋與醫療服務提供直接或間接相關的專業人員資訊。

我們的宗旨是促進生命科學客戶與專業人員之間的溝通，使客戶向專業人員提供最新的科學與醫學資訊以及推廣資料，並在藥物研發與提升病人照護品質的脈絡下，與專業人員進行互動。我們本身不會進行直接行銷，也不會依自動化處理，包括分析或個人化剖析，對專業人員作出具有法律效果或其他重大影響的決策；然而，我們的生命科學產業客戶可能會進行此類行為。

收集的個人資料：我們僅收集與您公開相關的個人資料，例如：

- 專業身份與聯絡資訊：我們收集的資訊如下：姓名、電子郵件地址、電話號碼、性別、專業學會會員資格、執業登記字號（例如執照號碼），以及您任職單位名稱、規模、所在地與職位。
- 學術活動：我們收集關於您學術活動之資訊，包含但不限於：您的專長領域、教育背景、推薦信或參考資料、活動參與紀錄、臨床試驗參與、出版品，以及您與生命科學產業內其他專業人員或公司間之公開合作關係。
- 專業社群媒體與通訊軟體資訊：我們收集您的專業社群媒體資訊，例如：專業網路平台之連結、發布內容、帳號名稱、推文、主題標籤、按讚數、追蹤者及提及。通訊軟體資訊例，例如 Line ID 或帳號名稱。
- 專業影像與紀錄：我們收集公開來源之錄影紀錄與照片。
- 推論資訊：我們會收集推論訊息，例如您的職業興趣、產品喜好和互動偏好，這些資訊均來自上述個人化的資訊與活動。

我們可能會將您的個人資料與匿名資料檔案結合起來，以協助改善與您和其他醫療保健專業人員互動方式的決策。

個人資料之收集方式：我們自公開來源收集個人資料，包括：政府與公共紀錄、學會網站、機構網站（醫院、大學、醫療機構）、醫療資料庫與登記表，以及其他與您專業活動相關之線上專業個人檔案及網頁來源。我們亦直接自您本人、您的雇主及關係企業、或先前已取得您依適用法律所給予之同意而收集資料之供應商，以及自我們的客戶處收集個人資料。

個人資料之分享：如前所述，我們將與製藥、生技及醫療器材公司（即生命科學產業）分享個人資料，使該等公司得向您提供有關其產品與服務之科學資訊，包括：

- 接受 Veeva 客戶代表與您聯繫進行交流。



- 接受 Veeva 客戶之活動邀請及 / 或合作邀請。
- 接受 Veeva 客戶提供之醫療與科學內容。
- 接受 Veeva 客戶之市場調查及問卷請求。

我們亦得於內部與子公司及第三方分享您的個人資料，其目的如下：

- 使第三方得代表我們提供服務
- 依法律要求，或為建立、保障我們或他人之權利、財產、安全，或為法律抗辯之必要。
- 涉及公司合併、出售或資產轉讓時。
- 經您同意之其他目的（依法律要求需取得同意者）。

個人資料儲存地與傳輸：Veeva 將您的個人資料儲存於美國、韓國及日本。作為一家全球性公司，我們得為本告知書所述之目的，將您的個人資料傳輸至世界各地。無論處理地點為何，我們均適用本告知書所述之保護措施與限制。在必要時，我們會依賴合法支援資料傳輸到其他司法管轄區的傳輸機制，例如「充分性」認定、標準合約條款（如適用）。

安全性：我們實施的隱私與安全計畫，透過技術、物理及組織層面之安全措施，目的在防止未經授權之存取、使用或洩露個人資料。並提供我們認為與處理您個人資料所產生之隱私風險對應的安全等級。我們定期審查並修正安全措施，以反應科技更迭、法律規定、風險變化、產業與安全慣例及其他業務需求。關於我們安全計畫之更多資訊，請參閱 veeva.com/privacy。

保留您的個人資料：除非您提前撤回同意，否則我們將保留您的個人數據，直至其不再與本通知中所述的專業用途相關後十年。

您的權利：根據適用的資料保護法，您有權存取、取得您的個人資料副本、補充、反對、更正、撤回您對收集、處理或使用您的個人資料的同意（選擇退出），並要求從我們的資料庫中刪除您的資訊。如果您希望行使您的權利，請造訪 [這裡](#)。您也可以發送電子郵件至 privacy-hcpconsentapac@veeva.com。如果您拒絕提供所要求的個人資料，我們可能無法為您提供相關服務。

資料控制者和聯絡方式：我們是 Veeva 雲端資料控制者。如果您對我們的隱私權保護措施有任何疑問，請隨時透過 privacy-hcpconsent-apac@veeva.com 聯絡我們。



Privacy Notice - Taiwan

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 that we believe to be 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 processing of it.

Who we are. Veeva is the global leader in cloud software for the life sciences industry and a 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 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.

Personal data we collect. We only collect personal data related to your public life such as:

- *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 and Messaging.* We collect professional social media information, such as hyperlinks to professional network sites, posted content, handles, tweets, hashtags, likes, followers and mentions, and messaging platform details, such as account handles or your Line ID, where applicable.
- *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.

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.

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, obtain a copy of your personal data, supplement, object, correct, withdraw your consent (opt-out) to the collection, processing or use of your personal data and request deletion of your information from our database under the applicable data protection law.

If you wish to exercise your rights with us, visit [here](#). Alternatively, you can email us at privacy-hcpconsentapac@veeva.com. If you refuse to provide the requested personal data when completing our consent form, we may not be able to provide you the relevant services.

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 our local representative via privacy-hcpconsentapac@veeva.com.