



**For Immediate Release**

## **Veeva Systems Certified Under U.S.-EU Safe Harbor Framework, Paving the Way for Seamless European Expansion**

**PLEASANTON, CA.— June 23, 2010** - Today, Veeva Systems announces that it has achieved U.S.-EU Safe Harbor certification status from the U.S. Department of Commerce. This designation recognizes that Veeva meets or exceeds the European Union's directives for data privacy and protection practices.

The European Commission's Directive on Data Protection, established in 1998, prohibits the transfer of personal data to nations that do not meet the EU's "adequacy" standard for privacy protection. In consultation with the Commission, the U.S. Commerce department created the Safe Harbor framework to help U.S.-based companies verify and represent that they meet the EU standard. Self-certification and participation in the Safe Harbor framework is entirely voluntary.

Among the benefits of this certification for Veeva clients is that the requirements for prior approval of data transfers will be either waived or automatically granted by all 27 Member States of the European Union. It also ensures that any claims brought by European citizens against U.S. companies will be heard in the U.S. thereby helping to contain legal expenses.

In order to be certified, Veeva had to comply with the seven Safe Harbor principles covering: notice, choice, transfers to third parties, access, security, data integrity, and enforcement. These principles are intended to give individuals more control over the accuracy and transfer of personal data.

"Safe Harbor certification marks an important milestone for Veeva Europe and our customers," said Dan Goldsmith, general manager of Veeva Europe. "It enables our customers to conduct business seamlessly with Veeva, throughout the EU, without concern for data security and privacy."

For more information about Safe Harbor, please go to <http://www.export.gov/safeharbor> .

### **About Veeva Systems**

Veeva Systems is the leader in multi-tenant SaaS-based solutions for the global life sciences industry. Veeva has dozens of customers ranging from the world's largest pharmaceutical companies with thousands of users to emerging biotechs commercializing their first products. Veeva customers achieve the fastest time to value through the deployment of fully functional applications that are flexible, simple to deploy, inexpensive to operate, and provide a superior user experience. Veeva is a privately-held company headquartered in Pleasanton, CA. For more information, visit [www.veevasystems.com](http://www.veevasystems.com).

### **Media Contact**

Lisa Barbadora  
Veeva Systems, Inc.  
610-420-3413  
[pr@veevasystems.com](mailto:pr@veevasystems.com)