

# Our Philosophy on Data

## INTRODUCTION

Scope: This document applies only to [Henry Schein Veterinary Solutions PIMS](#) solutions, [Practice Performance \(client communications\)](#) solutions and data usage in North America.

Definitions for standard terms used throughout this document can be found at its end, following the summary statement.

## SUMMARY STATEMENT

The interests and needs of the veterinary practices we serve are and have always been at the center of HSVS's mission to help [practices](#) improve [patient](#) care and run more efficient businesses. We recognize that when you use our products and services, you are trusting us with vital practice information. Protecting this information is something we take seriously. For [HSVVS](#) in North America, we adhere to the following guidelines.

## WHAT PRACTICE & CLIENT DATA WE MAINTAIN

Our systems maintain three sets of data:

- Data entered by [practice](#) staff or (where applicable) [clients](#) – such as client addresses entered into a PIMS system
- Data generated by our system (where applicable) – such as email campaign targeting records
- Data provided by our [partners](#) and [connected 3rd parties](#) (when applicable) – such as email delivery statistics, lab results, etc.

## HOW WE USE PATIENT, PRACTICE & CLIENT DATA

We use [patient](#), practice and [client](#) data in three core ways:

1. To provide the services and optimize the [user](#) experience of those services that we provide to you. For example, we use email addresses so that we can deliver healthcare reminder emails to your clients and we use patient names so that we can personalize these messages.
2. To inform the development of future versions of HSVS solutions (e.g. through analysis of feature utilization, workflows and market trends). These solutions may exist within the [HSVVS](#) ecosystem and/or in collaboration with industry [partners](#).
3. To provide [aggregated, de-identified data](#) which illustrate trends or other information affecting practices, manufacturers, patients or the veterinary market. Aggregated, de-identified data refers to data which are compiled into broad groups (such as regional hospital size, etc.) or calculations (such as 'average revenue per visit' or 'patient visit growth') rather than attributed to a specific hospital, client or patient. This information is presented in a manner in which the average user could not reasonably re-identify any detail.

## Consent for data use

Our use of data occurs only with your consent or as permitted by contract or law:

We will not share [identifiable data](#) with third parties unless you have subscribed to an [HSVS](#) service that specifically requires sharing of such data. The subscription terms and conditions of these services include such consent. In these circumstances, you may withdraw your consent for us to use this data in this way by unsubscribing from the related service.

We will share [aggregated, de-identified data](#) with third parties under some circumstances. These data are compiled into broad groups (such as regional hospital size, etc.) or calculations (such as 'average revenue per visit' or 'patient visit growth') rather than attributed to a specific hospital, client or patient. This information is presented in a manner in which the average user could not reasonably re-identify any detail.

We believe veterinarians should have the ability to decide which communications are sent on behalf of their [practice\(s\)](#) and their [clients](#) should decide which communications they receive. Within the framework of our products, solutions and services, we provide several means for practices and clients alike to control these preferences.

## Definitions

**aggregated / de-identified data** – data which are compiled into broad groups (such as regional hospital size, etc.) or calculations (such as 'average revenue per visit' or 'patient visit growth') rather than attributed to a specific hospital, client or patient. This information is presented in a manner in which the average user could not reasonably re-identify any detail.

**client** – refers to the owner or on-record guardian of a patient

**connected 3rd parties** – any entity to which a practice has elected to provide data despite the absence of a formal contract between that entity and HSVS

**HSVS** – Henry Schein Veterinary Solutions, which is a group of affiliates, including Henry Schein Veterinary Solutions, LLC, Serg Solutions, LLC and Vetstreet, LLC and the products Avimark, eVetPractice, ImproMed, Improved Equine, Rapport, ThinkPets, Vet Press Online and Vetstreet (including PRO). For the purposes of this document, this applies only to HSVS in North America.

**identifiable data** – Any data point in which any specific client, patient or practice is included or is straightforward to determine partner / industry partner / subcontractor – refers to any subcontractor, service or product provider with which HSVS interacts

**patient** – refers to the animals being treated by the veterinarian

**PIMS** – Practice Information Management System. This is your main practice client and patient software, which may or may not be a HSVS product.

**practice** – refers to the hospital, veterinarian or group of veterinarians served by HSVS

**Practice Performance** – In the context of this document, this refers to the HSVS solutions such as Avimark, eVetPractice, ImproMed, Improved Equine, Rapport, ThinkPets, Vet Press Online and Vetstreet (including PRO), etc.

**user** – refers to any person (client, practice staff or partner) who is interfacing with an HSVS product or service