

CPRA Right to Know: Customers

Important Information for CPRA:

Patterson Companies provides this supplemental privacy notice to give workers additional information required by the California Privacy Rights Act (the “CPRA”). For ease of use, we have provided examples of the most common forms of personal information, sources, third parties and processing activities related to the processing of your personal information. For complete processing details, please see our [Global Privacy Notice](#).

Categories & Sources	Business Purpose for Collection	Third Parties to Whom We May Disclose	Do We Sell or Share this Personal Information?
Device Identifiers such as IP address and Device ID usually received directly from you (or your devices).	Advertising; Website functionality; user experiences; fraud detection and prevention.	Service Providers Advertising Partners	We share limited customer contact information with some trusted third-party partners who are not part of Patterson Companies. These third parties often have integrations into our various products and services, which may require direct contact with you (or someone authorized on your account) to fully integrate.
Contact Information such as first and last name, business name, phone number and email address. We may collect this information directly from you or from a third-party source such as a government agency.	Communicate with you about your product or service; Make you aware of special discounts and offers; allow our trusted third-party partners to communicate with you about ways to get the most out of your product.	Service Providers Government Agencies Advertising Partners Trusted Third-Party Partners Regulatory Agencies (e.g., NABP)	
Business information, such as industry type, number of employees, business contact information. We may collect this information directly from you or from a third-party source such as a government agency.	Accurate reporting; build you a better customer experience through our products and services.	Service Providers Trusted Third-Party Partners Government Agencies Regulatory Agencies (e.g., NABP)	
Unique identifiers and user-generated data, such as your username to access our products and services or responses to security questions. We collect this information directly from you.	Providing you the product/service requested; account recovery; identify verification.	Service Providers	
Personal information of others , such as the contact information for people associated with your account/service. We collect this information directly from you.	Administration of accounts related to the product/service for which you purchase.	Service Providers Government Agencies Regulatory Agencies (e.g., NABP)	
Financial information such as bank account credentials, credit card information. We collect this directly from you although the information may be validated by a third party, your bank for example.	Process payment for services rendered or products purchased.	Service Providers	

Survey Data such as product survey responses or other surveys conducted during the course of your engagement with us. We collect this information directly from you.	Product improvement, customer feedback.	Service Providers	
Video or photographic data such as recording of you when you visit our sites and locations. We collect this information directly from you.	Physical site security; workforce administration	Service Providers Law Enforcement (upon verified requests) Government Agencies	
Investigation-related data such as an allegation of wrongdoing. We may collect this from you or an independent third party (i.e., a whistleblower).	Ensuring open reporting culture; compliance program effectiveness.	Service Providers Law Enforcement (upon verified requests) Government Agencies	
Government Identifiers such as your driver's license number or social security number. We collect this directly from you although the information may be validated by a third party, a government-managed database, for example.	Compliance and regulatory reporting obligations (e.g., FDA)	Service Providers Government Agencies	
Location information such as which device you log into your account from or the location associated with the IP address for such device. We collect this information directly from you (or the device).	Website functionality; user experiences; fraud detection and prevention.	Service Providers Government Agencies	
Purchase information such as the names and/or serial numbers of products you purchase from us. We collect this information from our inventory systems based on purchase requests made by you or someone authorized on your account.	Providing you the product/service requested; inventory control; administration of various rebate programs; warranties, rebates and other manufacture incentives.	Service Providers Manufacturers Trusted Third-Party Partners (e.g., resellers)	
Curriculum or learning information such as when you take courses through one of our products. We collect this information directly from you.	Providing you the product/service requested.	Service Providers	

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