

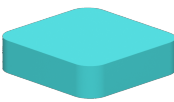
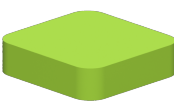
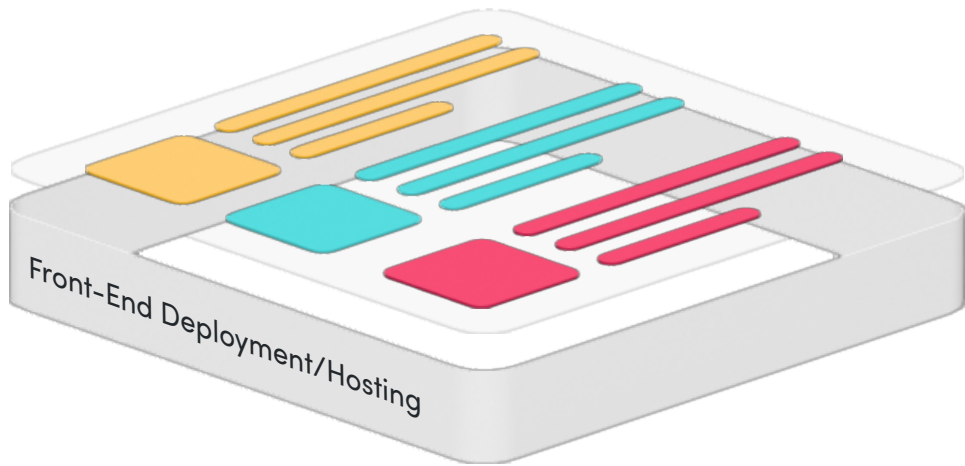


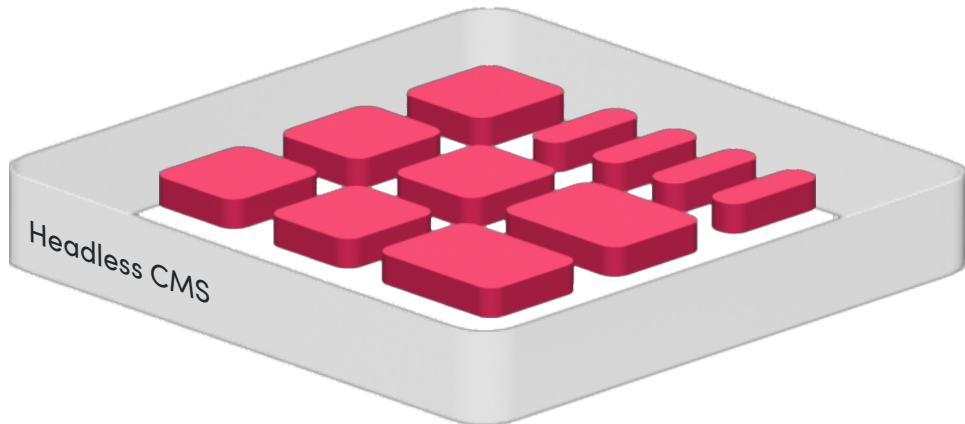
Healthcare Commerce Data Architecture

-  NII Non-identifiable information
-  PII Personally identifiable information
-  PHI Protected health information
-  PCI Payment & card information



Front-End Deployment/Hosting

All NII, PII, and PHI data will be displayed through the front-end deployment/hosting platform. This component will ensure secure and compliant handling of sensitive information during user interactions.



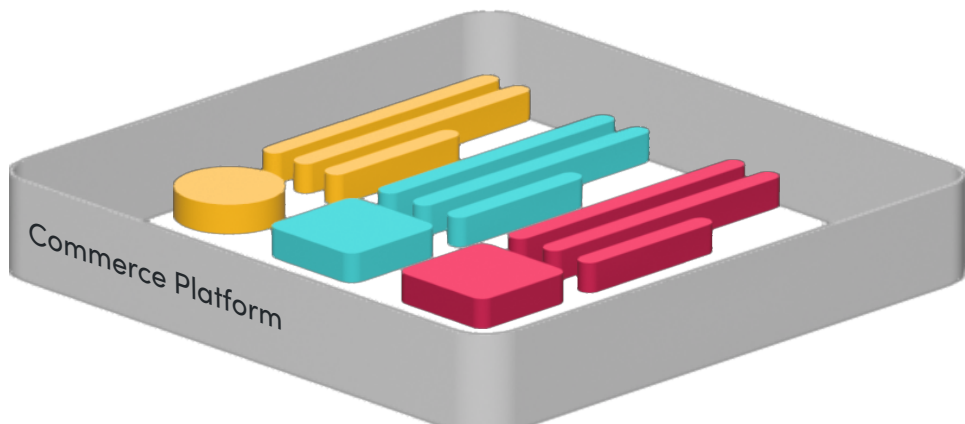
Headless CMS

Primarily stores and manages non-identifiable information such as general content, articles, blogs, and product marketing.



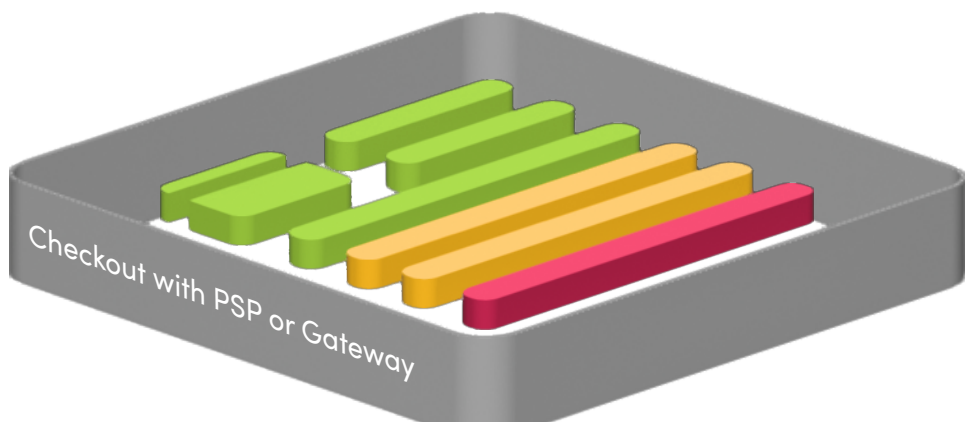
Search and Product Merchandising

Handles and optimizes non-identifiable product data for search and merchandising purposes, ensuring effective and relevant product discovery.



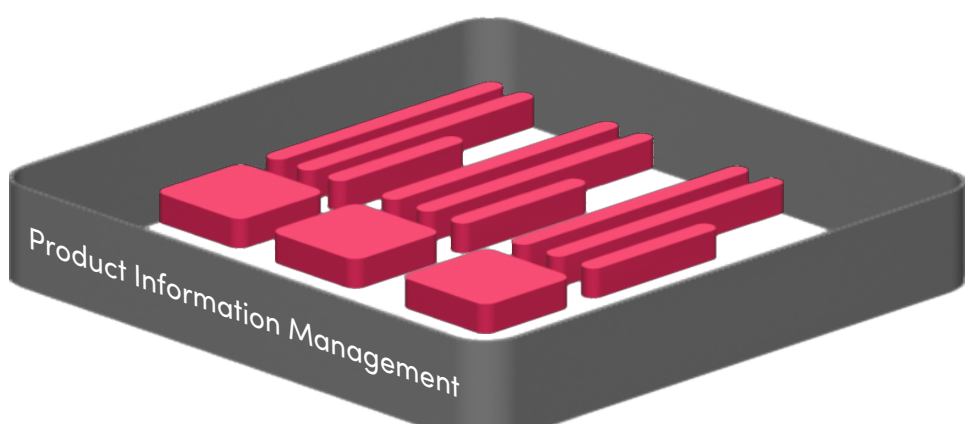
Commerce Platform

Manages and stores personally identifiable information including customer names, addresses, email addresses, and phone numbers. Stores protected health information that can identify individuals, ensuring compliance with relevant health data regulations. May also handle non-identifiable product, pricing, and inventory data.



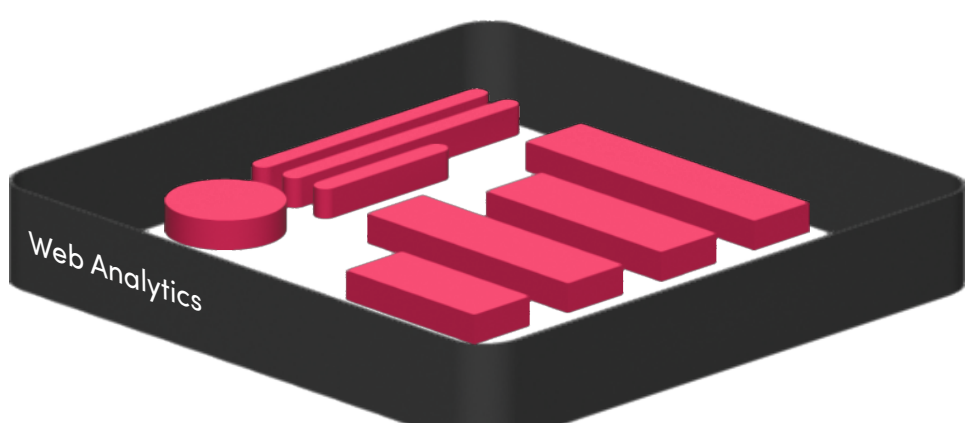
Checkout with PSP or Gateway

Handles and stores PII and PCI (payment card information), including credit card numbers, expiration dates, and security codes, ensuring secure and compliant payment processing. Can include non-identifiable checkout-related information.



Product Information Management PIM

Manages non-identifiable product information, ensuring accurate and consistent product data across all channels.



Web Analytics

Collects and analyzes non-identifiable information related to user behaviour, website performance, and general analytics data.



Marketing Automation/Customer Data Platform CDP

Manages and stores personally identifiable information for personalized marketing and customer engagement. Depending on solution configuration, may also manage and store personal health information for personalized marketing. Handles non-identifiable information related to marketing campaigns and customer interactions.