DATA PROCESSING ADDENDUM

This Data Processing Addendum ("**DPA**") is attached to and made a part of the ClickDimensions Marketing Automation Terms of Service for the purchase of marketing automation services from ClickDimensions (identified either as "**Services**" or otherwise in the applicable agreement, and hereinafter defined as "**Services**") (the "**Agreement**") to reflect the parties' agreement with regard to the Processing of Personal Data.

By signing the Agreement, Customer enters into this DPA on behalf of itself and, to the extent required under applicable Data Protection Laws and Regulations, in the name and on behalf of its Authorized Affiliates, if and to the extent ClickDimensions processes Personal Data for which such Authorized Affiliates qualify as the Controller. For the purposes of this DPA only, and except where indicated otherwise, the term "Customer" shall include Customer and Authorized Affiliates. All capitalized terms not defined herein shall have the meaning set forth in the Agreement.

In the course of providing the Services to Customer pursuant to the Agreement, ClickDimensions may Process Personal Data on behalf of Customer and the Parties agree to comply with the following provisions with respect to any Personal Data, each acting reasonably and in good faith.

This DPA prevails over any any additional, conflicting, or inconsistent terms and conditions appearing in the Agreement regarding the subject matter of this DPA. No other agreement may limit or extend the rights, obligations and/or liability of either Party under this DPA and under statutory law unless expressly agreed in this DPA or an amendment to this DPA.

DATA PROCESSING TERMS

1. **DEFINITIONS**

a) **"Affiliate"** means any entity that directly or indirectly controls, is controlled by, or is under common control with the   subject entity. "Control", for purposes of this definition, means direct or indirect ownership or control of more than 50% of the voting interests of the subject entity.

b) "**Authorized Affiliate**" means any of Customer's Affiliate(s) which (a) is subject to the data protection laws and regulations of the European Union, the European Economic Area and/or their member states, Switzerland and/or the United Kingdom, and (b) is permitted to use the Services pursuant to the Agreement between Customer and ClickDimensions, but has not signed its own Order Form with ClickDimensions and is not a "Customer" as defined under the Agreement.

c) **"ClickDimensions"** means ClickDimensions LLC, a company organized as limited liability company in the State of Georgia USA.

d) **"ClickDimensions Group"** means ClickDimensions and its Affiliates engaged in the Processing of Personal Data.

e) **"Controller"** means the entity which determines the purposes and means of the Processing of Personal Data.

f) **"Customer Data"** means what is defined in the Agreement as "Customer Data".

g) **"Data Protection Laws and Regulations"** means all laws and regulations, including laws and regulations of the European Union, the European Economic Area and their member states, Switzerland and the United Kingdom and the US Data Protection Laws, applicable to the Processing of Personal Data under the Agreement.

h) **"Data Subject"** means the identified or identifiable person to whom Personal Data relates.

i) "**GDPR**" means the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, including as implemented or adopted under the laws of the

United Kingdom.

j) **"Personal Data"** means any information relating to (i) an identified or identifiable natural person and, (ii) an identified or identifiable legal entity (where such information is protected similarly as personal data or personally identifiable information under applicable Data Protection Laws and Regulations), where for each (i) or (ii), such data is Customer Data.

k) **"Processing"** means any operation or set of operations which is performed upon Personal Data, whether or not by automatic means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

l) **"Processor"** means the entity which Processes Personal Data on behalf of the Controller.

m) **"Regulator"** means the data protection supervisory authority which has jurisdiction over a Data Controller's Processing of Personal Data.

n) **"Security Documentation"** means the Security Documentation applicable to the specific Services purchased by Customer, as updated from time to time, and accessible via ClickDimensions' webpage, or as otherwise made reasonably available by ClickDimensions.

o) **"Standard Contractual Clauses"** or "**Clauses**" means the Standard Contractual Clauses for the transfer of personal data to processors established in third countries in the form set out by European Commission Decision 2021/914/EU as attached hereto as Annex 1.

p) **"Sub-processor"** means any Processor engaged by ClickDimensions or a member of the ClickDimensions Group.

q) "**Supervisory Authority**" means an independent public authority which is established by an EU Member State pursuant to the GDPR.

r) **"Third Country"** means any country outside of the scope of the data protection laws of the European Union or the European Economic Area *("EEA"),* excluding countries recognized by the Regulator as providing adequate protection for Personal Data from time to time.

s) **"US Data Protection Laws"** means any relevant U.S. federal or state legal requirements, including the California Consumer Privacy Act of 2018, California Privacy Rights Act, Colorado Privacy Act, New York Stop Hacks and Improve Electronic Data Security ("SHIELD") Act, Washington Privacy Act, and Virginia Consumer Data Protection Act (as each is effective, and where applicable), and any implementing regulations, as amended, consolidated, re-enacted or replaced from time to time.

Any terms not defined in this DPA but defined in the Data Protection Laws and Regulations shall have the meaning assigned to them in the Data Protection Laws and Regulations. In case of doubt, the definitions of the GDPR shall apply.

2. PROCESSING OF PERSONAL DATA

2.1 **Roles of the Parties.** The parties acknowledge and agree that with regard to the Processing of Personal Data, Customer is the Controller, ClickDimensions is the Processor and that ClickDimensions or members of the ClickDimensions Group will engage Sub-processors pursuant to the requirements set forth in Section 5 "Sub-processors" below.

2.2 **Customer's Processing of Personal Data.** Customer shall, in its use of the Services, Process Personal Data in accordance with the requirements of Data Protection Laws and Regulations. For the avoidance of doubt, Customer's instructions for the Processing of Personal Data shall comply with Data Protection Laws and Regulations. Customer shall have sole responsibility for the means by which Customer acquired Personal Data and for the accuracy, quality, and legality of Customer Data provided to ClickDimensions within the framework of the Services. Customer acknowledges that its use of the Services will not knowingly or intentionally violate the rights any Data Subject that has opted-out from sales or other disclosures of Personal Data, to the extent applicable under the applicable US Data Protection Laws.

2.3 **ClickDimensions' Processing of Personal Data.** Subject to the terms of the Agreement, ClickDimensions shall Process Personal Data in accordance with Customer's documented instructions for the following purposes: (i) Processing in accordance with the Agreement and

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applicable Order Form(s); (ii) Processing for Customer to be able to use the Services; and (iii) Processing to comply with other documented reasonable instructions provided by Customer (e.g., via email) where such instructions are consistent with the terms of the Agreement. To the extent that ClickDimensions cannot comply with a change to Customer's instructions without incurring material additional costs and/or because in ClickDimensions' reasonable opinion compliance with such instructions is legally prohibited or is likely to result in a violation of Data Protection Laws and Regulations, ClickDimensions shall: (i) immediately inform Customer, giving full details of the problem; and (ii) cease all processing of the affected Personal Data (other than securely storing those data) until revised instructions are received. Any changes in Customer's instructions that affect the pricing structure or commercial relationship between the parties must go through an appropriate change control procedure.

2.4 **Details of the Processing.** The subject-matter of Processing of Personal Data by ClickDimensions is the performance of the Services pursuant to the Agreement. The duration of the Processing, the nature and purpose of the Processing, the types of Personal Data and categories of Data Subjects Processed under this DPA are further specified in Annex I to the Standard Contractual Clauses.

3. **RIGHTS OF DATA SUBJECTS**

3.1 **Data Subject Requests**. ClickDimensions shall, to the extent legally permitted, promptly notify Customer if ClickDimensions receives a request from a Data Subject to exercise the Data Subject's right of access, right to rectification, restriction of Processing, erasure ("right to be forgotten"), data portability, object to the Processing, or its right not to be subject to an automated individual decision making ("Data Subject Request"). Taking into account the nature of the Processing, ClickDimensions shall assist Customer by appropriate technical and organizational measures, insofar as this is possible, for the fulfilment of Customer's obligation to respond to a Data Subject Request under Data Protection Laws and Regulations. In addition, to the extent Customer, in its use of the Services, does not have the ability to address a Data Subject Request, ClickDimensions shall upon Customer's request provide commercially reasonable efforts to assist Customer in responding to such Data Subject Request, to the extent ClickDimensions is legally permitted to do so and the response to such Data Subject Request is required under Data Protection Laws and Regulations. To the extent legally permitted, Customer shall be responsible for any costs arising from ClickDimensions' provision of such assistance.

4. **CLICKDIMENSIONS PERSONNEL**

4.1 **Confidentiality.** ClickDimensions shall ensure that its personnel engaged in the Processing of Personal Data are informed of the confidential nature of the Personal Data, have received appropriate training on their responsibilities and have executed written confidentiality agreements. ClickDimensions shall ensure that such confidentiality obligations survive the termination of the personnel engagement and/or the Agreement. Further details are provided in the Security Documentation.

4.2 **Reliability.** ClickDimensions shall take commercially reasonable steps to ensure the reliability of any ClickDimensions personnel engaged in the Processing of Personal Data.

4.3 **Limitation of Access.** ClickDimensions shall ensure that ClickDimensions' access to Personal Data is limited to those personnel performing Services in accordance with the Agreement and only as required to perform the Services.

5. **SUB-PROCESSORS**

5.1 **Appointment of Sub-processors.** Customer acknowledges and agrees that ClickDimensions may engage third-party Sub-processors in connection with the provision of the Services. ClickDimensions has entered into an agreement with each Sub-processor containing data protection obligations not less protective than those in this DPA with respect to the protection of Customer Data to the extent applicable to the nature of the Services provided by each such Sub-processor.

5.2 **List of Current Sub-processors and Notification of New Sub-processors.** The current list of Sub-processors used by ClickDimensions is located here: https://support.clickdimensions.com/hc/en-us/sections/360009048952-Subprocessors ("**Sub-processor List**") and Customer consents to the use of

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such Sub-processors as of the date of this DPA. In addition, Customer hereby grants ClickDimensions a general authorization to utilize new sub-processors in accordance with the process below.   If Customer subscribes to the mechanism to subscribe to notifications of new Sub-processors, ClickDimensions shall provide notification of a new Sub-processor(s) before authorizing any new Sub-processor(s) to Process Personal Data in connection with the provision of the Services.

5.3 **Objection Right for New Sub-processors.** Customer may object to ClickDimensions' use of a new Sub-processor by notifying ClickDimensions promptly in writing within ten (10) business days after receipt of ClickDimensions' notice in accordance with the mechanism set out in Section 5.2. In the event Customer objects to a new Sub-processor, as permitted in the preceding sentence, ClickDimensions will use reasonable efforts to make available to Customer a change in the Services or recommend a commercially reasonable change to Customer's configuration or use of the Services to avoid Processing of Personal Data by the objected-to new Sub-processor without unreasonably burdening the Customer. If ClickDimensions is unable to make available such change within a reasonable period of time, which shall not exceed thirty (30) days, Customer's sole remedy is to terminate the applicable Order Form(s) with respect only to those Services which cannot be provided by ClickDimensions without the use of the objected-to new Sub-processor by providing written notice to ClickDimensions.

5.4 **Liability.** ClickDimensions shall be liable for the acts and omissions of its Sub-processors to the same extent ClickDimensions would be liable if performing the services of each Sub-processor directly under the terms of this DPA, except as otherwise set forth in the Agreement.

6. **SECURITY; AUDIT**

6.1 **Controls for the Protection of Customer Data.** ClickDimensions shall maintain appropriate industry-standard technical and organizational measures for protection of the security (including protection against unauthorized or unlawful Processing and against accidental or unlawful destruction, loss or alteration or damage, unauthorized disclosure of, or access to, Customer Data), confidentiality and integrity of Customer Data, including, as appropriate, the measures referred to in Article 32(1) of the GDPR and as set forth in the Security Documentation. ClickDimensions regularly monitors compliance with these measures. ClickDimensions will not materially decrease the overall security of the Services during a subscription term.

6.2 **Third-Party Certifications and Audits.**

6.2.1 Upon Customer's request not more than once per year, and subject to the confidentiality obligations set forth in the Agreement, ClickDimensions shall make available to Customer that is not a competitor of ClickDimensions (or Customer's independent, third-party auditor that is not a competitor of ClickDimensions) a copy of ClickDimensions' then most recent third-party audits or certifications, as applicable. Notwithstanding the foregoing limitations, Customer may conduct an audit at any time in particular, if (i) a Customer Data Incident has occurred which concerns it; or (ii) an audit is formally requested by its data protection authority.

6.2.2 Upon Customer's request, ClickDimensions will make available to Customer information necessary to demonstrate its compliance with the obligations set forth in this DPA. Where the mandatory Data Protection Laws and Regulations provide Customer with a direct audit right, ClickDimensions will allow for and operationally collaborate with audits, including inspections, conducted by Customer or another auditor designated by Customer (provided such an auditor is not a competitor of ClickDimensions and has duly executed a non-disclosure agreement with ClickDimensions). In case of such audit, Customer may contact ClickDimensions to request an on-site audit with at least sixty (60) days prior notice, which shall be limited to the audit of the architecture, systems and procedures relevant to the protection of Personal Data at ClickDimensions' locations where Personal Data is stored. Before the commencement of any such on-site audit, Customer and ClickDimensions shall mutually agree upon the scope, timing, and duration of the audit, none of which shall adversely impact ClickDimensions' business activities. Customer shall promptly notify ClickDimensions of any non-compliance discovered during the course of an audit. Customer shall bear the costs of all such audits, as well as of any follow-up requested by Customer to ClickDimensions

7. CUSTOMER DATA INCIDENT MANAGEMENT AND NOTIFICATION

7.1.1 ClickDimensions maintains security incident management policies and procedures specified in Security Documentation and, to the extent required under applicable Data Protection Laws and Regulations, shall notify Customer without undue delay after becoming aware of the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to Customer Data, including Personal Data, transmitted, stored or otherwise Processed by ClickDimensions or its Sub-processors of which ClickDimensions becomes aware (a "**Customer Data Incident**"). ClickDimensions shall make reasonable efforts to identify the cause of such Customer Data Incident and take those steps as ClickDimensions deems necessary and reasonable in order to remediate the cause of such a Customer Data Incident to the extent the remediation is within ClickDimensions' reasonable control. The obligations herein shall not apply to incidents that are caused by Customer or Customer's users.

7.1.2 In the event ClickDimensions becomes aware of a Customer Data Incident, ClickDimensions shall notify Customer by email, without undue delay (and in no event greater than 48 hours), after having become aware of the occurrence. ClickDimensions will ensure that such notice complies with requirements under applicable Data Protection Laws and Regulations, including with respect to the timing and substance of such notice. Notwithstanding these requirements, such notification to Customer shall include: (i) a description of the nature of the Customer Data Incident, including, the categories and approximate number of Data Subjects concerned, the affected categories and approximate number of types of Processing of Personal Data; (ii) a description of the likely consequences of the Customer Data Incident; and (iii) a description of the measures taken or proposed to remedy the Customer Data Incident and, if necessary, the measures to mitigate or limit possible negative effects thereof. To the extent it is not possible to provide the foregoing information at the same time, the information may be provided in phases without further undue delay.

7.1.3 Taking into account the nature of Processing and the information available to ClickDimensions, ClickDimensions will provide assistance to Customer to enable Customer to fulfill its notification obligations to affected Data Subjects or relevant authorities in connection with a Customer Data Incident. At the written request of Customer, ClickDimensions shall provide reasonable assistance to Customer and take such reasonable steps as requested by Customer agreed by the parties or necessary under Data Protection Laws and Regulations to assist in the investigation, remediation, and litigation of such Customer Data Incident. Customer shall be responsible for any reasonable costs arising from ClickDimensions' provision of such assistance unless such Customer Data Incident is determined to have been caused by ClickDimensions or its Sub-processors in which case ClickDimensions shall provide such assistance without charge.

1. RETURN AND DELETION OF CUSTOMER DATA

Subject to the Agreement, ClickDimensions shall, to the extent allowed by applicable law, delete Customer Data in accordance with the procedures and timeframes specified in applicable Data Protection Laws and Regulations.

2. AUTHORIZED AFFILIATES

2.1 Contractual Relationship. The parties acknowledge and agree that, by executing the Agreement, the Customer enters into the DPA on behalf of itself and, as applicable, in the name and on behalf of its Authorized Affiliates, thereby establishing a separate DPA between ClickDimensions and each such Authorized Affiliate subject to the provisions of the Agreement and this Section 9 and Section 10. Each Authorized Affiliate agrees to be bound by the obligations under this DPA and, to the extent applicable, the Agreement. For the avoidance of doubt, an Authorized Affiliate is not and does not become a party to the Agreement, and is only a party to the DPA. All access to and use of the Services by Authorized Affiliates must comply with the terms and conditions of the Agreement and any violation of the terms and conditions of the Agreement by an Authorized Affiliate shall be deemed a violation by Customer.

2.2 Communication. The Customer that is the contracting party to the Agreement shall remain responsible for coordinating all communication with ClickDimensions under this DPA and be entitled to make and receive any communication in relation to this DPA on behalf of its Authorized Affiliates.

2.3   **Rights of Authorized Affiliates.** Where an Authorized Affiliate becomes a party to this DPA with ClickDimensions, it shall, to the extent required under applicable Data Protection Laws and Regulations, be entitled to exercise the rights and seek remedies under this DPA, subject to the following:

2.3.1   Except where applicable Data Protection Laws and Regulations require the Authorized Affiliate to exercise a right or seek any remedy under this DPA against ClickDimensions directly by itself, the parties agree that: (i) solely the Customer that is the contracting party to the Agreement shall exercise any such right or seek any such remedy on behalf of the Authorized Affiliate, and (ii) the Customer that is the contracting party to the Agreement shall exercise any such rights under this DPA not separately for each Authorized Affiliate individually but in a combined manner for all of its Authorized Affiliates together (as set forth, for example, in Section 9.3.2, below).

2.3.2   The parties agree that the Customer that is the contracting party to the Agreement shall, when carrying out an on-site audit of the procedures relevant to the protection of Personal Data, take all reasonable measures to limit any impact on ClickDimensions and its Sub-Processors by combining, to the extent reasonable possible, several audit requests carried out on behalf of different Authorized Affiliates in one single audit.

3.   LIMITATION OF LIABILITY

Each party's and all of its Affiliates' liability, taken together in the aggregate, arising out of or related to this DPA, and all DPAs between Authorized Affiliates and ClickDimensions, whether in contract, tort or under any other theory of liability, is subject to the 'Limitation of Liability' section of the Agreement, and any reference in such section to the liability of a party means the aggregate liability of that party and all of its Affiliates under the Agreement and all DPAs together.

For the avoidance of doubt, ClickDimensions' and its Affiliates' total liability for all claims from the Customer and all of its Authorized Affiliates arising out of or related to the Agreement and each DPA shall apply in the aggregate for all claims under both the Agreement and all DPAs established under this Agreement, including by Customer and all Authorized Affiliates, and, in particular, shall not be understood to apply individually and severally to Customer and/or to any Authorized Affiliate that is a contractual party to any such DPA.

Also for the avoidance of doubt, each reference to the DPA in this DPA means this DPA including its Schedules and Appendices (if any).

4.   EUROPEAN SPECIFIC PROVISIONS

4.1   **GDPR.** ClickDimensions will Process Personal Data in accordance with the GDPR requirements directly applicable to ClickDimensions' provision of its Services.

4.2   **Data Protection Impact Assessment.** Upon Customer's request, ClickDimensions shall provide Customer with reasonable cooperation and assistance needed to fulfil Customer's obligation under the GDPR to carry out a data protection impact assessment related to Customer's use of the Services, to the extent Customer does not otherwise have access to the relevant information, and to the extent such information is available to ClickDimensions. ClickDimensions shall provide reasonable assistance to Customer in the cooperation or prior consultation with the Supervisory Authority in the performance of its tasks relating to Section 11.2 of this DPA, to the extent required under the GDPR.

4.3   **Transfer mechanisms for data transfers.**

a)   **Transfers of Personal Data to the US**: In order to ensure adequate safeguards for the Personal Data where it is transferred to the Data Processor in a Third Country, the Controller shall comply with the exporter's obligations in the Standard Contractual Clauses and ClickDimensions shall comply with the importers obligations in the Standard Contractual Clauses in respect of that transferred personal data. The Standard Contractual Clauses are deemed to be incorporated into and form part of this DPA, including that Annex I to the Standard Contractual Clauses are deemed to incorporate the information set out in Section 2 of this DPA and Annex II to the Standard Contractual Clauses are deemed to incorporate the information set out in Section 6.1 of this DPA. The parties undertake to meet and agree to any update and amendment

to the Standard Contractual Clauses which may be required as new templates are validated and published by the Regulator.

List of Schedules

- **SCHEDULE 1 -STANDARD CONTRACTUAL CLAUSES**

The parties' authorized signatories have duly executed this Agreement:

CUSTOMER:

Signature:

Customer Legal Name:

Print Name:

Title:

Date:

CLICKDIMENSIONS LLC :

Signature:

Legal Name:

Print Name:

Title:

Date:

SECTION I

Clause 1

Purpose and scope

(a) The purpose of these standard contractual clauses is to ensure compliance with the requirements of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation) for the transfer of personal data to a third country.

(b) The Parties:

    (i) the natural or legal person(s), public authority/ies, agency/ies or other body/ies (hereinafter 'entity/ies') transferring the personal data, as listed in Annex I.A (hereinafter each 'data exporter'), and

    (ii) the entity/ies in a third country receiving the personal data from the data exporter, directly or indirectly via another entity also Party to these Clauses, as listed in Annex I.A (hereinafter each 'data importer')

have agreed to these standard contractual clauses (hereinafter: 'Clauses').

(c) These Clauses apply with respect to the transfer of personal data as specified in Annex I.B.

(d) The Appendix to these Clauses containing the Annexes referred to therein forms an integral part of these Clauses.

Clause 2

Effect and invariability of the Clauses

(a) These Clauses set out appropriate safeguards, including enforceable data subject rights and effective legal remedies, pursuant to Article 46(1) and Article 46(2)(c) of Regulation (EU) 2016/679 and, with respect to data transfers from controllers to processors and/or processors to processors, standard contractual clauses pursuant to Article 28(7) of Regulation (EU) 2016/679, provided they are not modified, except to select the appropriate Module(s) or to add or update information in the Appendix. This does not prevent the Parties from including the standard contractual clauses laid down in these Clauses in a wider contract and/or to add other clauses or additional safeguards, provided that they do not contradict, directly or indirectly, these Clauses or prejudice the fundamental rights or freedoms of data subjects.

(b) These Clauses are without prejudice to obligations to which the data exporter is subject by virtue of Regulation (EU) 2016/679.

Clause 3

Third-party beneficiaries

(a) Data subjects may invoke and enforce these Clauses, as third-party beneficiaries, against the data exporter and/or data importer, with the following exceptions:

    (i) Clause 1, Clause 2, Clause 3, Clause 6, Clause 7;

    (ii) Clause 8 - Clause 8.1(b), 8.9(a), (c), (d) and (e);

    (iii) Clause 9 –Clause 9(a), (c), (d) and (e);

    (iv) Clause 12 – Clause 12(a), (d) and (f);

    (v) Clause 13;

    (vi) Clause 15.1(c), (d) and (e);

    (vii) Clause 16(e);

(viii) Clause 18 – Clause 18(a) and (b).

(b) Paragraph (a) is without prejudice to rights of data subjects under Regulation (EU) 2016/679.

Clause 4

Interpretation

(a) Where these Clauses use terms that are defined in Regulation (EU) 2016/679, those terms shall have the same meaningas in that Regulation.

(b) These Clauses shall be read and interpreted in the light of the provisions of Regulation (EU) 2016/679.

(c) These Clauses shall not be interpreted in a way that conflicts with rights and obligations provided for in Regulation (EU) 2016/679.

Clause 5

Hierarchy

In the event of a contradiction between these Clauses and the provisions of related agreements between the Parties, existingat the time these Clauses are agreed or entered into thereafter, these Clauses shall prevail.

Clause 6

Description of the transfer(s)

The details of the transfer(s), and in particular the categories of personal data that are transferred and the purpose(s) for which they are transferred, are specified in Annex I.B.

Clause 7 – Optional

Docking clause

(a) An entity that is not a Party to these Clauses may, with the agreement of the Parties, accede to these Clauses at any time,either as a data exporter or as a data importer, by completing the Appendix and signing Annex I.A.

(b) Once it has completed the Appendix and signed Annex I.A, the acceding entity shall become a Party to these Clausesand have the rights and obligations of a data exporter or data importer in accordance with its designation in Annex I.A.

(c) The acceding entity shall have no rights or obligations arising under these Clauses from the period prior to becoming a Party.

SECTION II – OBLIGATIONS OF THE PARTIES

Clause 8

Data protection safeguards

The data exporter warrants that it has used reasonable efforts to determine that the data importer is able, through theimplementation of appropriate technical and organisational measures, to satisfy its obligations under these Clauses.

8.1 **Instructions**

(a) The data importer shall process the personal data only on documented instructions from the data exporter. The data exporter may give such instructions throughout the duration of the contract.

(b) The data importer shall immediately inform the data exporter if it is unable to follow those instructions.

8.2 Purpose limitation

The data importer shall process the personal data only for the specific purpose(s) of the transfer, as set out in Annex I. B, unless on further instructions from the data exporter.

8.3 Transparency

On request, the data exporter shall make a copy of these Clauses, including the Appendix as completed by the Parties, available to the data subject free of charge. To the extent necessary to protect business secrets or other confidential information, including the measures described in Annex II and personal data, the data exporter may redact part of the text of the Appendix to these Clauses prior to sharing a copy, but shall provide a meaningful summary where the data subject would otherwise not be able to understand the its content or exercise his/her rights. On request, the Parties shall provide the data subject with the reasons for the redactions, to the extent possible without revealing the redacted information. This Clause is without prejudice to the obligations of the data exporter under Articles 13 and 14 of Regulation (EU) 2016/679.

8.4 Accuracy

If the data importer becomes aware that the personal data it has received is inaccurate, or has become outdated, itshall inform the data exporter without undue delay. In this case, the data importer shall cooperate with the data exporter to erase or rectify the data.

8.5 Duration of processing and erasure or return of data

Processing by the data importer shall only take place for the duration specified in Annex I.B. After the end of the provision of the processing services, the data importer shall, at the choice of the data exporter, delete all personal data processed on behalf of the data exporter and certify to the data exporter that it has done so, or return to the data exporter all personal data processed on its behalf and delete existing copies. Until the data is deleted or returned, the data importer shall continue to ensure compliance with these Clauses. In case of local laws applicable to the data importer that prohibit return or deletion of the personal data, the data importer warrants that it will continue to ensure compliance with these Clauses and will only process it to the extent and for as long as required under that local law. This is without prejudice to Clause 14, in particular the requirement for the data importer under Clause 14(e) to notify the data exporter throughout the duration of the contract if it has reason to believe that it is or has become subject to laws or practices not in line with the requirements under Clause 14(a).

8.6 Security of processing

(a) The data importer and, during transmission, also the data exporter shall implement appropriate technical and organisational measures to ensure the security of the data, including protection against a breach of security leading to accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access to that data (hereinafter 'personal data breach'). In assessing the appropriate level of security, the Parties shall take dueaccount of the state of the art, the costs of implementation, the nature, scope, context and purpose(s) of processing and the risks involved in the processing for the data subjects. The Parties shall in particular consider having recourse to encryption or pseudonymisation, including during transmission, where the purpose of processing can be fulfilled in that manner. In case of pseudonymisation, the additional information forattributing the personal data to a specific data subject shall, where possible, remain under the exclusive controlof the data exporter. In complying with its obligations under this paragraph, the data importer shall at least implement the technical and organisational measures specified in Annex II. The data importer shall carry out regular checks to ensure that these measures continue to provide an appropriate level of security.

(b) The data importer shall grant access to the personal data to members of its personnel only to the extent strictly necessary for the implementation, management and monitoring of the contract. It shall ensure that persons authorised to process the personal data have committed themselves to confidentiality or are under an appropriate statutory obligation of confidentiality.

(c) In the event of a personal data breach concerning personal data processed by the data importer under these Clauses, the data importer shall take appropriate measures to address the breach, including measures to mitigate its adverse effects. The data importer shall also notify the data exporter without undue delay after having become aware of the breach. Such notification shall contain the details of a contact point where more information can be obtained, a description of the nature of the breach (including, where possible, categories and approximate

number of data subjects and personal data records concerned), its likely consequences and the measures taken or proposed to address the breach including, where appropriate, measures to mitigate its possible adverse effects. Where, and in so far as, it is not possible to provide all information at the same time, the initial notification shall contain the information then available and further information shall, as it becomes available, subsequently be provided without undue delay. The data importer shall cooperate with and assist the data exporter to enable the data exporter to comply with its obligations under Regulation (EU) 2016/679, in particular to notify the competent supervisory authority and the affected data subjects, taking into account the nature of processing and the information available to the data importer.

8.7   Sensitive data

Where the transfer involves personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, or biometric data for the purpose of uniquely identifying a natural person, data concerning health or a person's sex life or sexual orientation, or data relating to criminal convictions and offences (hereinafter 'sensitive data'), the data importer shall apply the specific restrictions and/or additional safeguards described in Annex I.B.

8.8   Onward transfers

The data importer shall only disclose the personal data to a third party on documented instructions from the data exporter. In addition, the data may only be disclosed to a third party located outside the European Union ([4]) (in the same country as the data importer or in another third country, hereinafter 'onward transfer') if the third party is or agrees to be bound by these Clauses, under the appropriate Module, or if:

(i)   the onward transfer is to a country benefitting from an adequacy decision pursuant to Article 45 of Regulation (EU) 2016/679 that covers the onward transfer;

(ii)   the third party otherwise ensures appropriate safeguards pursuant to Articles 46 or 47 Regulation of (EU) 2016/679 with respect to the processing in question;

(iii) the onward transfer is necessary for the establishment, exercise or defence of legal claims in the context of specific administrative, regulatory or judicial proceedings; or

(iv)   the onward transfer is necessary in order to protect the vital interests of the data subject or of another natural person.

Any onward transfer is subject to compliance by the data importer with all the other safeguards under these Clauses, in particular purpose limitation.

8.9   Documentation and compliance

(a)   The data importer shall promptly and adequately deal with enquiries from the data exporter that relate to the processing under these Clauses.

(b)   The Parties shall be able to demonstrate compliance with these Clauses. In particular, the data importer shall keep appropriate documentation on the processing activities carried out on behalf of the data exporter.

(c)   The data importer shall make available to the data exporter all information necessary to demonstrate compliance with the obligations set out in these Clauses and at the data exporter's request, allow for and contribute to audits of the processing activities covered by these Clauses, at reasonable intervals or if there are indications of non-compliance. In deciding on a review or audit, the data exporter may take into account relevant certifications held by the data importer.

(d)   The data exporter may choose to conduct the audit by itself or mandate an independent auditor. Audits may include inspections at the premises or physical facilities of the data importer and shall, where appropriate, be carried out with reasonable notice.

(e)   The Parties shall make the information referred to in paragraphs (b) and (c), including the results of any audits, available to the competent supervisory authority on request.

Clause 9

Use of sub-processors

(a) The data importer has the data exporter's general authorisation for the engagement of sub-processor(s) from an agreed list. The data importer shall specifically inform the data exporter in writing of any intended changes to that list through the addition or replacement of sub-processors at least 30 days in advance, thereby giving the data exporter sufficient time to be able to object to such changesprior to the engagement of the sub-processor(s). The data importer shall provide the data exporter with the information necessary to enable the data exporter to exercise its right to object.

(b) Where the data importer engages a sub-processor to carry out specific processing activities (on behalf of the data exporter), it shall do so by way of a written contract that provides for, in substance, the same data protection obligations as those binding the data importer under these Clauses, including in terms of third-party beneficiary rights for data subjects. The Parties agree that, by complying with this Clause, the data importer fulfils its obligations under Clause 8.8. The data importer shall ensure that the sub-processor complies with the obligations to which the data importer is subject pursuant to these Clauses.

(c) The data importer shall provide, at the data exporter's request, a copy of such a sub-processor agreement and any subsequent amendments to the data exporter. To the extent necessary to protect business secrets or other confidential information, including personal data, the data importer may redact the text of the agreement prior to sharing a copy.

(d) The data importer shall remain fully responsible to the data exporter for the performance of the sub-processor's obligations under its contract with the data importer. The data importer shall notify the data exporter of any failure by the sub-processor to fulfil its obligations under that contract.

(e) The data importer shall agree a third-party beneficiary clause with the sub-processor whereby – in the event the data importer has factually disappeared, ceased to exist in law or has become insolvent – the data exporter shall have the right to terminate the sub-processor contract and to instruct the sub-processor to erase or return the personal data.

Clause 10

Data subject rights

(a) The data importer shall promptly notify the data exporter of any request it has received from a data subject. It shall not respond to that request itself unless it has been authorised to do so by the data exporter.

(b) The data importer shall assist the data exporter in fulfilling its obligations to respond to data subjects' requests for the exercise of their rights under Regulation (EU) 2016/679. In this regard, the Parties shall set out in Annex II the appropriate technical and organisational measures, taking into account the nature of the processing, by which the assistance shall be provided, as well as the scope and the extent of the assistance required.

(c) In fulfilling its obligations under paragraphs (a) and (b), the data importer shall comply with the instructions from the data exporter.

Clause 11

Redress

(a) The data importer shall inform data subjects in a transparent and easily accessible format, through individual notice or on its website, of a contact point authorised to handle complaints. It shall deal promptly with any complaints it receives from a data subject.

(b) In case of a dispute between a data subject and one of the Parties as regards compliance with these Clauses, that Party shall use its best efforts to resolve the issue amicably in a timely fashion. The Parties shall keep each other informed about such disputes and, where appropriate, cooperate in resolving them.

(c) Where the data subject invokes a third-party beneficiary right pursuant to Clause 3, the data importer shall accept the decision of the data subject to:

(i) lodge a complaint with the supervisory authority in the Member State of his/her habitual residence or place ofwork, or the competent supervisory authority pursuant to Clause 13;

(ii) refer the dispute to the competent courts within the meaning of Clause 18.

(d) The Parties accept that the data subject may be represented by a not-for-profit body, organisation or association under the conditions set out in Article 80(1) of Regulation (EU) 2016/679.

(e) The data importer shall abide by a decision that is binding under the applicable EU or Member State law.

(f) The data importer agrees that the choice made by the data subject will not prejudice his/her substantive and procedural rights to seek remedies in accordance with applicable laws.

Clause 12

Liability

(a) Each Party shall be liable to the other Party/ies for any damages it causes the other Party/ies by any breach of these Clauses.

(b) The data importer shall be liable to the data subject, and the data subject shall be entitled to receive compensation, for any material or non-material damages the data importer or its sub-processor causes the data subject by breaching the third-party beneficiary rights under these Clauses.

(c) Notwithstanding paragraph (b), the data exporter shall be liable to the data subject, and the data subject shall be entitled to receive compensation, for any material or non-material damages the data exporter or the data importer (or its sub-processor) causes the data subject by breaching the third-party beneficiary rights under these Clauses. This is without prejudice to the liability of the data exporter and, where the data exporter is a processor acting on behalf of a controller, to the liability of the controller under Regulation (EU) 2016/679 or Regulation (EU) 2018/1725, as applicable.

(d) The Parties agree that if the data exporter is held liable under paragraph (c) for damages caused by the data importer (or its sub-processor), it shall be entitled to claim back from the data importer that part of the compensation corresponding to the data importer's responsibility for the damage.

(e) Where more than one Party is responsible for any damage caused to the data subject as a result of a breach of these Clauses, all responsible Parties shall be jointly and severally liable and the data subject is entitled to bring an action in court against any of these Parties.

(f) The Parties agree that if one Party is held liable under paragraph (e), it shall be entitled to claim back from the other Party/ies that part of the compensation corresponding to its/their responsibility for the damage.

(g) The data importer may not invoke the conduct of a sub-processor to avoid its own liability.

(h) *Clause 13*

Supervision

(a) [Where the data exporter is established in an EU Member State:] The supervisory authority with responsibility for ensuring compliance by the data exporter with Regulation (EU) 2016/679 as regards the data transfer, as indicated in Annex I.C, shall act as competent supervisory authority.

[Where the data exporter is not established in an EU Member State, but falls within the territorial scope of application of Regulation (EU) 2016/679 in accordance with its Article 3(2) and has appointed a representative pursuant to Article 27(1) of Regulation (EU) 2016/679:] The supervisory authority of the Member State in which the representative within the meaning of Article 27(1) of Regulation (EU) 2016/679 is established, as indicated in Annex I.C, shall act as competent supervisory authority.

[Where the data exporter is not established in an EU Member State, but falls within the territorial scope of application of Regulation (EU) 2016/679 in accordance with its Article 3(2) without however having to appoint a representative pursuant to Article 27(2) of Regulation (EU) 2016/679:] The supervisory authority of one of the Member States in which the data subjects whose personal data is transferred under these Clauses in relation to the offering of goods or services to them, or whose behaviour is monitored, are located, as indicated in Annex I.C, shall act as competent

supervisory authority.

(b) The data importer agrees to submit itself to the jurisdiction of and cooperate with the competent supervisory authority in any procedures aimed at ensuring compliance with these Clauses. In particular, the data importer agrees to respond to enquiries, submit to audits and comply with the measures adopted by the supervisory authority, including remedial and compensatory measures. It shall provide the supervisory authority with written confirmation that the necessary actions have been taken.

SECTION III – LOCAL LAWS AND OBLIGATIONS IN CASE OF ACCESS BY PUBLIC AUTHORITIES

Clause 14

Local laws and practices affecting compliance with the Clauses

(a) The Parties warrant that they have no reason to believe that the laws and practices in the third country of destination applicable to the processing of the personal data by the data importer, including any requirements to disclose personal data or measures authorising access by public authorities, prevent the data importer from fulfilling its obligations under these Clauses. This is based on the understanding that laws and practices that respect the essence of the fundamental rights and freedoms and do not exceed what is necessary and proportionate in a democratic society to safeguard one of the objectives listed in Article 23(1) of Regulation (EU) 2016/679, are not in contradiction with these Clauses.

(b) The Parties declare that in providing the warranty in paragraph (a), they have taken due account in particular of the following elements:

   (i) the specific circumstances of the transfer, including the length of the processing chain, the number of actors involved and the transmission channels used; intended onward transfers; the type of recipient; the purpose of processing; the categories and format of the transferred personal data; the economic sector in which the transfer occurs; the storage location of the data transferred;

   (ii) the laws and practices of the third country of destination– including those requiring the disclosure of data to public authorities or authorising access by such authorities – relevant in light of the specific circumstances of the transfer, and the applicable limitations and safeguards ([12]);

   (iii) any relevant contractual, technical or organisational safeguards put in place to supplement the safeguards under these Clauses, including measures applied during transmission and to the processing of the personal data in the country of destination.

(c) The data importer warrants that, in carrying out the assessment under paragraph (b), it has made its best efforts to provide the data exporter with relevant information and agrees that it will continue to cooperate with the data exporter in ensuring compliance with these Clauses.

(d) The Parties agree to document the assessment under paragraph (b) and make it available to the competent supervisory authority on request.

(e) The data importer agrees to notify the data exporter promptly if, after having agreed to these Clauses and for the duration of the contract, it has reason to believe that it is or has become subject to laws or practices not in line with the requirements under paragraph (a), including following a change in the laws of the third country or a measure (such as a disclosure request) indicating an application of such laws in practice that is not in line with the requirements in paragraph (a). [For Module Three: The data exporter shall forward the notification to the controller.]

(f) Following a notification pursuant to paragraph (e), or if the data exporter otherwise has reason to believe that the data importer can no longer fulfil its obligations under these Clauses, the data exporter shall promptly identify appropriate measures (e.g. technical or organisational measures to ensure security and confidentiality) to be adopted by the data exporter and/or data importer to address the situation [for Module Three:, if appropriate in consultation with the controller]. The data exporter shall suspend the data transfer if it considers that no appropriate safeguards for such transfer can be ensured, or if instructed by [for Module Three: the controller or] the competent supervisory authority to do so. In this case, the data exporter shall be entitled to terminate the contract, insofar as it concerns the processing of personal data under these Clauses. If the contract involves more than two Parties, the data exporter may exercise this right to termination only with respect to the relevant Party, unless the Parties have agreed otherwise. Where the contract is terminated pursuant to this Clause, Clause 16(d) and (e) shall apply.

Clause 15

Obligations of the data importer in case of access by public authorities

15.1 **Notification**

(a) The data importer agrees to notify the data exporter and, where possible, the data subject promptly (if necessary with the help of the data exporter) if it:

(i) receives a legally binding request from a public authority, including judicial authorities, under the laws of the country of destination for the disclosure of personal data transferred pursuant to these Clauses; such notification shall include information about the personal data requested, the requesting authority, the legal basis for the request and the response provided; or

(ii) becomes aware of any direct access by public authorities to personal data transferred pursuant to these Clauses in accordance with the laws of the country of destination; such notification shall include all information available to the importer.

(b) If the data importer is prohibited from notifying the data exporter and/or the data subject under the laws of the country of destination, the data importer agrees to use its best efforts to obtain a waiver of the prohibition, with a view to communicating as much information as possible, as soon as possible. The data importer agrees to document its best efforts in order to be able to demonstrate them on request of the data exporter.

(c) Where permissible under the laws of the country of destination, the data importer agrees to provide the data exporter, at regular intervals for the duration of the contract, with as much relevant information as possible on the requests received (in particular, number of requests, type of data requested, requesting authority/ies, whether requests have been challenged and the outcome of such challenges, etc.).

(d) The data importer agrees to preserve the information pursuant to paragraphs (a) to (c) for the duration of the contract and make it available to the competent supervisory authority on request.

(e) Paragraphs (a) to (c) are without prejudice to the obligation of the data importer pursuant to Clause 14(e) and Clause 16 to inform the data exporter promptly where it is unable to comply with these Clauses.

15.2 **Review of legality and data minimisation**

(a) The data importer agrees to review the legality of the request for disclosure, in particular whether it remains within the powers granted to the requesting public authority, and to challenge the request if, after careful assessment, it concludes that there are reasonable grounds to consider that the request is unlawful under the laws of the country of destination, applicable obligations under international law and principles of international comity. The data importer shall, under the same conditions, pursue possibilities of appeal. When challenging a request, the data importer shall seek interim measures with a view to suspending the effects of the request until the competent judicial authority has decided on its merits. It shall not disclose the personal data requested until required to do so under the applicable procedural rules. These requirements are without prejudice to the obligations of the data importer under Clause 14(e).

(b) The data importer agrees to document its legal assessment and any challenge to the request for disclosure and, to the extent permissible under the laws of the country of destination, make the documentation available to the data exporter. It shall also make it available to the competent supervisory authority on request.

(c) The data importer agrees to provide the minimum amount of information permissible when responding to a request for disclosure, based on a reasonable interpretation of the request.

(d) SECTION IV – FINAL PROVISIONS

Clause 16

Non-compliance with the Clauses and termination

(a) The data importer shall promptly inform the data exporter if it is unable to comply with these Clauses, for whatever reason.

(b) In the event that the data importer is in breach of these Clauses or unable to comply with these Clauses, the data exporter shall suspend the transfer of personal data to the data importer until compliance is again ensured or the contract is terminated. This is without prejudice to Clause 14(f).

(c) The data exporter shall be entitled to terminate the contract, insofar as it concerns the processing of personal data under these Clauses, where:

   (i) the data exporter has suspended the transfer of personal data to the data importer pursuant to paragraph (b) and compliance with these Clauses is not restored within a reasonable time and in any event within one month of suspension;

   (ii) the data importer is in substantial or persistent breach of these Clauses; or

   (iii) the data importer fails to comply with a binding decision of a competent court or supervisory authority regarding its obligations under these Clauses.

   In these cases, it shall inform the competent supervisory authority [for Module Three: and the controller] of such non-compliance. Where the contract involves more than two Parties, the data exporter may exercise this right to termination only with respect to the relevant Party, unless the Parties have agreed otherwise.

(d) Personal data that has been transferred prior to the termination of the contract pursuant to paragraph (c) shall at the choice of the data exporter immediately be returned to the data exporter or deleted in its entirety. The same shall apply to any copies of the data. The data importer shall certify the deletion of the data to the data exporter. Until the data is deleted or returned, the data importer shall continue to ensure compliance with these Clauses. In case of local laws applicable to the data importer that prohibit the return or deletion of the transferred personal data, the data importer warrants that it will continue to ensure compliance with these Clauses and will only process the data to the extent and for as long as required under that local law.

(e) Either Party may revoke its agreement to be bound by these Clauses where (i) the European Commission adopts a decision pursuant to Article 45(3) of Regulation (EU) 2016/679 that covers the transfer of personal data to which these Clauses apply; or (ii) Regulation (EU) 2016/679 becomes part of the legal framework of the country to which the personal data is transferred. This is without prejudice to other obligations applying to the processing in question under Regulation (EU) 2016/679.

Clause 17

Governing law

These Clauses shall be governed by the law of the EU Member State in which the data exporter is established. Where such law does not allow for third-party beneficiary rights, they shall be governed by the law of another EU Member State that does allow for third-party beneficiary rights. The Parties agree that this shall be the law of _____ (*specify Member State*).

Clause 18

Choice of forum and jurisdiction

(a) Any dispute arising from these Clauses shall be resolved by the courts of an EU Member State.

(b) The Parties agree that those shall be the courts of_____ (*specify Member State*).

(c) A data subject may also bring legal proceedings against the data exporter and/or data importer before the courts of theMember State in which he/she has his/her habitual residence.

(d) The Parties agree to submit themselves to the jurisdiction of such courts.

_____

ANNEX I

A. **LIST OF PARTIES**

Data importer(s): [*Identity and contact details of the data importer(s), including any contact person with responsibility for data protection*]

1. Name: ClickDimensions, LLC

   Address: 5901 Peachtree Dunwoody Road, Suite C370, Atlanta GA 30328

   Contact person's name, position and contact details: Jeff Hoffman, Chief Financial Officer, jeff.hoffman@clickdimensions.com

   Activities relevant to the data transferred under these Clauses: Processing the data as necessary to provide the marketing automation services specified in the applicable order.

   Signature and date: _____

   Role: Processor.

B. **DESCRIPTION OF TRANSFER**

Categories of data subjects whose personal data is transferred:

Data exporter may submit Personal Data to the Services, the extent of which is determined and controlled by data exporter in its sole discretion, and which may include, but is not limited to Personal Data relating to the following categories of data subjects:

- Customer's users authorized by Customer to use the Services
- Employees, agents, advisors, freelancers of Customer (who are natural persons)
- Prospects, customers, business partners and vendors of Customer (who are natural persons)
- Employees or contact persons of Customer's prospects, customers, business partners and vendors

Categories of personal data transferred:

The specific data elements submitted and then processed by ClickDimensions depends on which tools the Data Exporter uses and what fields are chosen to be included in emails, surveys, forms and profile

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management page. The data fields may include but are not limited to the following categories of Personal Data:

- Email address

- First and last name

- Title

- Phone number

- SMS data (Mobile Phone Number, Message Content)

- Information collected via forms and/or surveys (these fields are determined by the customer/data exporter and can range from Name and Email Address to free form text)

- Web-tracking information (IP Address, Page Visit and Page View data including timestamps, URLs, duration, Operating system, language and Linked Records, Page Title)

Sensitive data transferred (if applicable) and applied restrictions or safeguards that fully take into consideration the nature of the data and the risks involved, such as for instance strict purpose limitation, access restrictions (including access only for staff having followed specialised training), keeping a record of access to the data, restrictions for onward transfers or additional security measures.

None

The frequency of the transfer (e.g. whether the data is transferred on a one-off or continuous basis).

The transfer will be on a continuous basis during the term of the applicable order.

Nature of the processing

The data will be processed as necessary to provide the email marketing automation services.

Purpose(s) of the data transfer and further processing

The data will be processed as necessary to provide the email marketing automation services.

The period for which the personal data will be retained, or, if that is not possible, the criteria used to determine that period

For the term of the services.

For transfers to (sub-) processors, also specify subject matter, nature and duration of the processing

See Annex III.

C. **COMPETENT SUPERVISORY AUTHORITY**

Identify the competent supervisory authority/ies in

accordance with Clause 13

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ANNEX II

TECHNICAL AND ORGANISATIONAL MEASURES INCLUDING TECHNICAL AND ORGANISATIONAL MEASURES TO ENSURE THE SECURITY OF THE DATA

Cloud Provider for ClickDimensions Marketing Automation

The software used to provide the ClickDimensions Marketing Automation Solution is located on Microsoft Windows Azure servers which are located in Microsoft data centers. The Services are provided via the Microsoft Windows Azure cloud platform. Windows Azure runs in data centers managed and operated by Microsoft Global Foundation Services (GFS). These data centers comply with key industry standards, such as ISO/IEC 27001:2005, for security and reliability. The data centers are managed, monitored, and administered by Microsoft operations staff that have years of experience in delivering the world's largest online services with 24 x 7 continuity. For detailed information about Windows Azure security please visit Microsoft's Azure security page at http://www.windowsazure.com/en-us/support/trust-center/security/.

Cloud Providers for ClickDimensions Intelligent Dashboards

The software used to provide the ClickDimensions Intelligent Dashboards solution is located on Amazon Web Services (AWS) servers located in Ireland and on the Google Cloud Platform (GCP).

The AWS data centers are managed and operated by Amazon Web Services EMEA SARL for data centers EMEA (Europe, Middle East, Africa). These data centers comply with key industry standards, such as ISO/IEC 27001:2013, for security and reliability. The data centers are managed, monitored, and administered by AWS operations staff that have years of experience in delivering online services with 24 x 7 continuity. Detailed information about AWS security, can be found on the AWS Cloud Security site at https://aws.amazon.com/security/.

The GCP servers used by ClickDimensions are distributed across Eupoe in Belgium, Finland, Germany, Netherlands, and Poland. These data centers comply with key industry standards, such as ISO 27001, ISO 27017, ISO 27018, SOC 1-3, etc. The data centers are managed, monitored, and administered by GCP operations staff that have years of experience in delivering online services with 24 x 7 continuity. Detailed information about GCP security can be found on the GCP Trust & Security site at https://cloud.google.com/security/.

1. Confidentiality

- **Access control (Physical access)**
  No unauthorized access to data processing systems, e.g: Magnetic or chip cards, keys, electric door openers, factory security or gatekeepers, alarm systems, video systems;
  ☒   Alarm system
  ☒   Protection of building shafts
  ☒   Automatic access control system
  ☒   Chip card/transponder locking system
  ☒   Locking system with code lock
  ☒   Manual locking system
  ☒   Biometric access barriers
  ☒   Video surveillance of accesses
  ☒   Light barriers / motion detectors
  ☒   Safety locks
  ☒   Key regulation (key handout etc.)
  ☒   Visitor control at the porter's / reception desk
  ☒   Logging of visitors
  ☒   Careful selection of cleaning personnel

☒   Careful selection of security personnel
☒   Obligation to wear authorisation cards

- **Access control (Logical / System based access)**
  No unauthorized use of the system, e.g.: (Secure) passwords, automatic locking mechanisms, two-factor authentication, disk encryption;

  ☒   Assignment of user rights
  ☒   Creating user profiles
  ☒   Assignment of credentials (Password, Username)
  ☒   Authentication with username / password
  ☒   Assignment of user profiles to IT systems
  ☒   Use of VPN technology
  ☒   Use of intrusion detection systems
  ☒   Use of anti-Malware software
  ☒   Encryption of hard disks in laptops / notebooks
  ☒   Use of a software firewall

- **Access control (Organisational)**
  No unauthorized reading, copying, modifying or removing within the system, e.g: Authorization concepts and demand-oriented access rights, logging of accesses;

  ☒   Using an Authorization Concept
  ☒   Administration of access rights and user lifecycle management by system administrators
  ☒   Number of administrators reduced to the "bare minimum
  ☒   Password policy incl. password length, password change
  ☒   Secure storage of data storage devices
  ☒   Physical deletion of data media before reuse
  ☒   Irrecoverable destruction of data storage devices
  ☒   Use of document shredders or service providers (if possible, with data protection seal of approval)
  ☒   Encryption of data storage devices
  ☒   Encryption of data in transit using TLS protocols and latest Strong Ciphers

- **Separation control**
  Separate processing of data collected for different purposes, e.g. multi-client capability, sandboxing;

  ☒   Physically separate storage on separate systems or data storage devices
  ☒   Logical client separation (software-based)
  ☒   Creation of an authorization concept
  ☒   Encryption of data sets processed for the same purpose
  ☒   Providing the data records with purpose attributes/data fields
  ☒   Definition of database rights
  ☒   Separation of production and development environments

- **Pseudonymisation**
  The processing of personal data in such a way that the data can no longer be assigned to a specific data subject without additional information, provided that such additional information is kept separately and is subject to appropriate technical and organisational measures;

  ☒   Pseudonymisation of customer data (customer numbers)
  ☒   Pseudonymization in database applications (special tables for personal data and information)

2. Integrity

- Transmission control
  No unauthorized reading, copying, modification or removal during electronic transmission or transport, e.g.: Encryption, Virtual Private Networks (VPN), electronic signature;

  ☒ Installation of dedicated transmission paths or VPN tunnels
  ☒ Email encryption
  ☒ Documentation of the recipients of data and the time periods of the planned transfer or agreed deletion periods

- **Input control**
  Determining whether and by whom personal data have been entered, changes or removed in data processing systems, e.g.: Logging, document management;

  ☒ Allocation of rights to enter, change and delete data based on an authorization concept

3. Availability and Resilience

- Availability control
  Protection against accidental or unintentionally destruction or loss, e.g.: Backup strategy (online/offline; on-site/off-site), uninterruptible power supply (UPS), malware protection, firewall, reporting procedures, incident response and emergency plans;
- Recoverability;

  ☒ Uninterruptible power supply (UPS)
  ☒ Air conditioning in data centre's
  ☒ Devices for monitoring temperature and humidity in data centre's
  ☒ Fire and smoke detection systems
  ☒ Fire extinguishers in data centre's
  ☒ Alarm message in case of unauthorized access to data centre and similar areas
  ☒ Backup & recovery concept
  ☒ Tested data recovery processes
  ☒ Availability of an emergency plan
  ☒ Storage of data backup at a secure, external, outsourced location
  ☒ In flooded areas: data centre above the waterline

4. Regular review, assessment and evaluation procedures

  ☒ Review by Internal IT at the following intervals   Annually
  ☒ Review by external consultants at the following intervals   Annually
  ☒ Audit by certification authorities at the following intervals Annually
  ☒ Incident-Response Management System in place

5. Privacy by design and by default;

  ☒ When purchasing devices and software, Privacy by Design / Privacy by Default is considered as a selection criterion.
  ☒ During setup, the administrator activates specifically settings or options to implement Privacy by design / Privacy by default.
  ☒ Data minimization is activated (only data necessary for the defined purpose are collected and stored..)

6. Processing on behalf of the Controller

No processors will be commissioned without privacy instructions from the controller
  ☒ Commission is processed via formalized evaluation process
  ☒ Selection of the processor / sub-processor according to data protection and data security criteria

☒ Preliminary examination of the data protection requirements at the order processor's premises

☒ Regular audits of the subcontractor / subcontractor

☒ The processor guarantees that the employees involved in processing the controller's data and other persons working for the processor are prohibited from processing the data outside the scope of the controller's instructions.

☒ The Processor warrants that the persons authorised to process the personal data have been bound to confidentiality or are subject to an appropriate statutory duty of confidentiality. The obligation to maintain confidentiality and secrecy shall continue to apply even after termination of the contract.

7. Personnel Security and Training

☒ ClickDimensions maintains personnel policies including having appropriate use guidelines, written confidentiality

agreements

☒ Background checks are performed in accordance with Applicable Data Protection Laws

☒ Annual trainings on Information Security, Security Awareness, and Data Privacy are required of all employees

and contractors

SUBPROCESSORS

Infrastructure

These subprocessors make up the infrastructure that supports the **ClickDimensions Marketing Automation application**

Subprocessor	Geographic Location	Role	Data Transfer Mechanism
Microsoft Azure	US: North-Central AU: New South Wales EU: North Europe (IE) CA: Central Azure Data Center Locations	Cloud Service Provider for ClickDimensions application	Standard Contractual Clauses
MessageGears	US IE	Email Provider	Standard Contractual Clauses

Data center locations are chosen by the customer during the account registration process.

Accounts hosted on the **EU data center** will use the Microsoft Azure EU/IE data center for ClickDimensions hosting and the MessageGears EU/IE data center for email messaging. Some limited amount of data may be provided to a sub processor outside the EU for purposes of providing the services.

Accounts hosted on the **US data center** will use the Microsoft Azure US data center for ClickDimensions hosting and the MessageGears US data center for email messaging.

Accounts hosted on the **AU data center** will use the Microsoft Azure AU data center for ClickDimensions hosting and the MessageGears US data center for email messaging.

Accounts hosted on the **CA data center** will use the Microsoft Azure CA for ClickDimensions hosting data center and the MessageGears US data center with Secure PII for email messaging.

These subprocessors make up the infrastructure that supports **ClickDimensions Intelligent Dashboards**

Subprocessor	Geographic Location	Role	Data Transfer Mechanism
Amazon Web Services	North Europe (IE)	Cloud Service Provider for ClickDimensions Intelligent Dashboards	Not Applicable – no personal data is stored in AWS.
Google Cloud Platform	EU: Distributed	Cloud Service Provider for ClickDimensions Intelligent Dashboards	Not Applicable – personal data is not transferred from the EU.

Embedded Functionality

These subprocessors provide additional functionality in the marketing automation solution application.

Subprocessor	Geographic Location	Role	Data Transfer Mechanism
InsideView	US	Data Services	Standard Contractual Clauses
Oktopost	US	Social Posting	Standard Contractual Clauses

Support

These subprocessors are used to provide customer support for our Services

Subprocessor	Geographic Location	Role	Data Transfer Mechanism
Zendesk	US	Customer Support Services	Standard Contractual Clauses
Acuity	US	Customer Support Services	Standard Contractual Clauses
Pendo	US	Customer Support Services	Standard Contractual Clauses
Ring Central	US	Customer Support Services	Standard Contractual Clauses
OneTrust	US	Customer Support Services	Standard Contractual Clauses

Affiliates

The following affiliate companies are members of ClickDimensions LLC and function as subprocessors

Subprocessor	Geographic Location	Role	Data Transfer Mechanism
ClickDimensions Ireland	IE	Customer Success and Support	N/A
ClickDimensions Spain	ES	Research & Development	N/A
ClickDimensions APAC Limited	NZ	Customer Success and Support	Adequacy