

Data Protection Information
for Business Partners of Applause App Quality UK Ltd.

In connection with our business activities we, Applause App Quality Ltd., process personal data of our potential business partners (leads), our existing business partners and their employees.

The protection of personal data is important to us. We process personal data only in accordance with the applicable data protection requirements, in particular the General Data Protection Regulation (GDPR) and the German Federal Data Protection Act (*Bundesdatenschutzgesetz* - BDSG).

In **Section A** of this Data Protection Information we provide you with information about the **controller** responsible for the processing of your personal data and the controller's **data protection officer**.

In **Section B** we provide you with information about the **processing of your personal data**.

In **Section C** we also provide you with information about **your rights regarding the processing of your personal data**.

The **technical data protection terms used in this Data Protection Information** have the meanings used in the General Data Protection Regulation. You will find more detailed information on this in **Section D**.

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A. Information on the controller

I. Identity and contact details of the controller

Applause App Quality UK Ltd.
3rd Floor, 12 Gough Square, London, England, EC4A 3DW

II. Contact details of the controller's data protection officer

Applause Data Protection Officer
c/o Applause GmbH, Obentrautstr. 72, 10963 Berlin, Deutschland
PrivacyDPO@applause.com
+49 (0)30 57700400

B. Information on the processing of personal data of potential business partners (leads), our existing business partners and their employees

In connection with our business activities, we process the personal data of potential business partners (leads), our existing business partners and their employees.

Business partners are all natural or legal persons with which we maintain business relations. These in particular include our customers, suppliers and distribution partners. Data of our business partners can be personal data if the business partners are natural persons. Personal data are also data concerning employees of our business partners.

We process data of potential business partners (leads), our existing business partners and their employees for the following purposes:

- Determination of potential business partners (leads) and initiation of business relationships,
- taking steps prior to entering into a contract, including pre-contractual communication and preparation of offers,
- performance of contracts with our business partners, including invoicing and payment processing,
- provision of the web-based Applause platform for the performance of contracts with our customers, in particular for our contractual communication between our customers, our testers and us in the context of our Applause community testing and quality services,
- ensuring the security of the IT infrastructure used for the provision of the web-based Applause platform, in particular for the detection, elimination and conclusive documentation of faults (e.g. DDoS attacks),
- proper accounting and document retention in order to comply with statutory, in particular commercial and tax law document retention obligations, as well as for evidence purposes for the establishment, exercise and defence of legal claims,
- establishment, exercise or defence of legal claims, including cooperation with external lawyers,
- cooperation with external tax advisors and/or public accountants in order to comply with statutory obligations,
- cooperation with supervisory authorities, courts and other public bodies in order to comply with statutory obligations,
- business relationship management, including establishing contact to our business partners and maintaining the relationship with our business partners and adapting our services to the needs and wishes of our business partners.

You receive more detailed information on this below:

[For a multi-layer presentation of the information (“layered information”), the following information may be hidden in the first layer]

I. Details on personal data which are processed

Categories of personal data processed	Personal data included in the categories	Sources of data	Obligation to provide the data	Storage duration
Lead data.	Company name, industry, name function and business contact details (address, e-mail address, telephone number) of lead.	Leads.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data. However, if the data is not provided, it may not be possible to initiate a business relationship .	We store the data until the purpose of processing these data specified below has been achieved. We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung – AO</i>), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch – HGB</i>)).
		(Existing) business partners, other third parties, publicly accessible sources (e.g. websites, trade directories).	-	
Master data.	Company name, register number, VAT ID number, Business	Business partners.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter	We store the data until the purpose of processing these

	<p>Identification Number, industry of our business partners.</p>		<p>into a contract. There is no obligation to provide the data.</p> <p>However, if the data is not provided, it may not be possible to enter into or fulfil a contract.</p>	<p>data specified below has been achieved.</p> <p>We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung – AO</i>), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch – HGB</i>)).</p>
	<p>Customer number(s), supplier number(s) or our business partners.</p>	<p>Generated by us.</p>	<p>-</p>	<p>We store the data until the purpose of processing these data specified below has been achieved.</p> <p>We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years</p>

				(sec. 147 German Tax Code (<i>Abgabenordnung</i> – AO), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch</i> – HGB)).
Contact data.	Name, function and business contact data (address, e-mail address, telephone number, fax number) of the contact persons at our business partners.	Business partners.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>However, if the data is not provided, it may not be possible to enter into or fulfil a contract.</p>	<p>We store the data until the purpose of processing these data specified below has been achieved.</p> <p>We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung</i> – AO), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch</i> – HGB)).</p>
Bank account data.	Account holder, bank, IBAN, BIC of our business partners.	Business partners.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p>	<p>We store the data until the purpose of processing these data specified below has been achieved.</p> <p>We also store these data if any statutory, in particular</p>

			However, if the data is not provided, it may not be possible to enter into or fulfil a contract.	commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung</i> – AO), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch</i> – HGB)).
Communication data.	Content of business communication with our business partners, in particular by our web-based Applause platform, e-mail, post, fax, telephone.	Business partners.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data. However, if the data is not provided, it may not be possible to enter into or fulfil a contract.	We store the data until the purpose of processing these data specified below has been achieved. We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung</i> – AO), sec. § 257 German Commercial
	Circumstances of business communication with our business partners, in particular those involved, time and duration.	Generated by us.	-	

				Code (<i>Handelsgesetzbuch – HGB</i>).
Applause platform http data	<p>Protocol data which accrue when using our web-based Applause platform via the Hypertext Transfer Protocol (Secure) (HTTP(S)) for technical reasons.</p> <p>These include IP address, type and version of your internet browser, operating system used, last site accessed before visiting the site (referrer URL), date and time of visit.</p>	User of the web-based Applause platform.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>If the data is not provided, we cannot provide our web-based Applause platform.</p>	<p>We store the data until the purpose of processing these data specified below has been achieved.</p> <p>Data are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days, unless any security related event occurs (e.g. a DDoS attack).</p> <p>If there is a security related event, server log files are stored until the security relevant event has been eliminated and resolved in full.</p>
Applause platform login data	<p>Login data which is used for accessing our web-based Applause platform.</p> <p>These include usernames (e-mail address) and password.</p>	User of the web-based Applause platform.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>If the data is not provided, we cannot provide our web-based Applause platform.</p>	<p>We store the data until the purpose of processing these data specified below has been achieved.</p> <p>Data are stored in server log files in a form allowing the identification of data subject for a maximum period of 7 days, unless any security</p>

				<p>related event occurs (e.g. a DDoS attack).</p> <p>If there is a security related event, server log files are stored until the security relevant event has been eliminated and resolved in full.</p>
Contract data.	Information we receive from our business partners in order to take steps prior to entering into a contract and/or to fulfil contracts with our business partners.	Business partners.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>However, if the data is not provided, it may not be possible to enter into or fulfil a contract.</p>	<p>We store the data until the purpose of processing these data specified below has been achieved.</p> <p>We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung</i> – AO), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch</i> – HGB)).</p>
	Data from written (including electronic) contract documents that we receive from our business partners.	Business partners.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>However, if the data is not provided, it may not be possible to enter into or fulfil a contract.</p>	
	Information that we may receive from third parties in order to take	Third parties.	-	

	pre-contractual steps and/or to fulfil contracts with our business partners.			
	Data from written (including electronic) contract documents that we create.	Generated by us.	-	
Invoice data.	Data from invoices and payment reminders that we receive from our business partners, in particular date, invoice items and invoice amounts.	Business partners.	Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data. However, if the data is not provided, invoicing may not be possible.	We store the data until the purpose of processing these data specified below has been achieved. We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung</i> – AO), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch</i> – HGB)).
	Data that we generate automatically for invoicing purposes, in particular the content of internal time records and activity reports.	Generated by us.	-	
	Data from invoices and payment reminders that we create, in particular data, invoice items and invoice amounts.	Generated by us.	-	
Payment data.	Data concerning payment processes, in particular data and payment amounts.	Generated by us.	-	We store the data until the purpose of processing these data specified below has been achieved.

				<p>We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung – AO</i>), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch – HGB</i>)).</p>
Record data.	Data from records concerning the business content of appointments and meetings with our business partners that we prepare for the maintenance of the business relationship.	Generated by us.	-	<p>We store the data until the purpose of processing these data specified below has been achieved.</p> <p>We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung – AO</i>), sec. § 257 German Commercial</p>

				Code (<i>Handelsgesetzbuch – HGB</i>).
Analysis data.	Data from analyses of the business structure of the companies of our business partners that we prepare for the strategic alignment of our business relationships.	Generated by us.	-	<p>We store the data until the purpose of processing these data specified below has been achieved.</p> <p>We also store these data if any statutory, in particular commercial and tax law document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung – AO</i>), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch – HGB</i>).</p>
Survey data.	Responses to our surveys for the voluntary assessment of the business relationship from the business partner's perspective.	Business partners.	<p>Provision is not a statutory or contractual requirement, or a requirement necessary to enter into a contract. There is no obligation to provide the data.</p> <p>If the data is not provided, we will not be able to take any survey</p>	<p>We store the data until the purpose of processing these data specified below has been achieved.</p> <p>We also store these data if any statutory, in particular commercial and tax law</p>

			results of this business partner into account. This does not otherwise affect the business relationship.	document retention obligations exists. Depending on the document type, document retention requirements under commercial or tax law can be between six and ten years (sec. 147 German Tax Code (<i>Abgabenordnung – AO</i>), sec. § 257 German Commercial Code (<i>Handelsgesetzbuch – HGB</i>).
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II. Details on the processing of personal data

Purpose of processing the personal data	Categories of personal data processed	Automated decision-making	Legal basis and, where applicable, legitimate interests	Recipient
<p>Determination of potential business partners (leads) and initiation of business relationships, including establishing initial contact with the objective of establishing a business relationship.</p> <p>Depending on the potential business partners, we may cooperate with other Applause companies for these purposes.</p>	Lead data.	No automated decision-making takes place.	<p>The legal basis for the determination of potential business partners and the initiation of business relationships is in principle a balancing of interests Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests). Our legitimate interest is the establishment of new business relationships.</p> <p>The legal basis for establishing contact with leads can, depending on the</p>	<p>Applause, Inc., Applause Germany, Customer relationship management services provider, Communication and collaboration services provider.</p>

			<p>circumstances of the relevant individual case, in particular the type of initial contact with the relevant lead, either be Article 6 paragraph 1 point (a) of the General Data Protection Regulation (Consent), Article 6 paragraph 1 point (b) of the General Data Protection Regulation (performance of a contract to which the data subject is party or taking steps at the request of the data subject prior to entering into a contract) or Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests). Our legitimate interest is the establishment of new business relationships.</p>	
<p>Taking steps prior to entering into a contract, including pre-contractual communication and preparation of offers.</p> <p>Depending on the scope of the services, we may cooperate with other Applause companies for these purposes.</p>	<p>Master data, contact data, communication data, contract data.</p>	<p>No automated decision-making takes place.</p>	<p>If the data subject is our (potential) business partner, the legal basis is Article 6 paragraph 1 point (b) of the General Data Protection Regulation (performance of a contract to which the data subject is party or taking steps at the request of the data subject prior to entering into a contract). If the data subject is not our (potential) business partner, the legal basis is Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests). Our legitimate interest is taking steps prior to entering into a contract at the request of our (potential) business partner.</p>	<p>Applause, Inc., Applause Germany, Customer relationship management services provider, Communication and collaboration services provider Shipping services providers.</p>

<p>Performance of contracts with our business partners, including contractual communication, exchange of services, invoicing and payment processing.</p> <p>Depending on the scope of the services, we may cooperate with other Applause companies for the performance of contracts with our business partners.</p>	<p>Master data, contact data, bank account data, communication data, contract data, invoice data, payment data.</p>	<p>No automated decision-making takes place.</p>	<p>If the data subject is our business partner, the legal basis is Article 6 paragraph 1 point (b) of the General Data Protection Regulation (performance of a contract to which the data subject is party or taking steps at the request of the data subject prior to entering into a contract).</p> <p>If the data subject is not our business partner, the legal basis is Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests).Our legitimate interest is the performance of the contract with our business partner.</p>	<p>Applause, Inc., Applause Germany, Customer relationship management services provider, Communication and collaboration services provider Shipping services providers, Invoicing and payment processing service providers, Bank.</p>
<p>Provision of the web-based Applause platform for the performance of contracts with our customers, in particular for our contractual communication between our customers, our testers and us in the context of our Applause community testing and quality services.</p>	<p>Applause Platform Http data, Applause Platform login data, communication data.</p>	<p>No automated decision-making takes place.</p>	<p>If the data subject is our business partner, the legal basis is Article 6 paragraph 1 point (b) of the General Data Protection Regulation (performance of a contract to which the data subject is party or taking steps at the request of the data subject prior to entering into a contract).</p> <p>If the data subject is not our business partner, the legal basis is Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests).Our legitimate interest is the</p>	<p>Hosting services provider.</p>

			performance of the contract with our business partner.	
Ensuring the security of the IT infrastructure used for the provision of the web-based Applause platform, in particular for the detection, elimination and conclusive documentation of faults (e.g. DDoS attacks).	Applause Platform Http data, Applause Platform login data, communication data.	No automated decision-making takes place.	Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests). Our legitimate interest is the security of the IT infrastructure used for the provision of the web-based Applause platform.	Hosting services provider.
Proper accounting and document retention in order to comply with contractual and statutory, in particular commercial and tax law document retention obligations.	Master data, contact data, bank account data, communication data, contract data, invoice data, payment data.	No automated decision-making takes place.	Article 6 paragraph 1 point (c) of the General Data Protection Regulation (Compliance with a legal obligation), in particular compliance with statutory requirements for proper accounting and statutory, in particular professional, commercial and tax law document retention obligations. If the data subject is our business partner, the legal basis is Article 6 paragraph 1 point (b) of the General Data Protection Regulation (performance of a contract to which the data subject is party or taking steps at the request of the data subject prior to entering into a contract). If the data subject is not our business partner, the legal basis is also Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests).Our legitimate interest is the	Accounting services providers..

			performance of the contract with our business partner.	
Document retention for evidence purposes for the establishment, exercise and defence of legal claims.	Master data, contact data, bank account data, communication data, contract data, record data, invoice data, payment data.	No automated decision-making takes place.	Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests). Our legitimate interest is the establishment, exercise or defence of legal claims.	Accounting services providers, Customer relationship management services provider, Communication and collaboration services provider.
Establishment, exercise or defence of legal claims, including cooperation with external lawyers.	Master data, contact data, bank account data, communication data, contract data, invoice data,	No automated decision-making takes place.	Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests). Our legitimate interest is the establishment, exercise or defence of legal claims.	Courts, lawyers.

	payment data.			
Cooperation with external tax advisors and/or public accountants in order to comply with statutory obligations.	Master data, contact data, bank account data, communication data, contract data, invoice data, payment data.	No automated decision-making takes place.	Article 6 paragraph 1 point (c) of the General Data Protection Regulation (Compliance with a legal obligation).	Tax advisors, public accountants.
Cooperation with supervisory authorities, courts and other public bodies in order to comply with statutory obligations.	Master data, contact data, bank account data, communication data, contract data, invoice data, payment data.	No automated decision-making takes place.	Article 6 paragraph 1 point (c) of the General Data Protection Regulation (Compliance with a legal obligation).	Supervisory authorities, courts and other public bodies.

<p>Business relationship management, including establishing contact to inform our business partners and maintaining the relationship with our business partners and adapting our services to the needs and wishes of our business partners.</p> <p>Depending on the business partners, we may cooperate with other Applause companies for these purposes.</p>	<p>Master data, contact data, communication data, contract data, record data, analysis data, survey data.</p>	<p>No automated decision-making takes place.</p>	<p>The legal basis for the business relationship management is in principle Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests). Our legitimate interest is the maintenance and strategic alignment of the relationship with our business partners and the adapting of our services to the needs and wishes of our business partners.</p> <p>The legal basis for establishing contact to inform our business partners can, depending on the circumstances of the individual case, in particular the type of contact, either be Article 6 paragraph 1 point (a) of the General Data Protection Regulation (Consent) or Article 6 paragraph 1 point (f) of the General Data Protection Regulation (balancing of interests). Our legitimate interest is informing our business partners.</p>	<p>Applause, Inc., Applause Germany, Customer relationship management services provider, Communication and collaboration services provider, Survey services provider.</p>
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III. Details on the recipients of personal data and the transfer of personal data to third countries and/or international organisations

Recipient	Recipient's role	Recipient's location	Adequacy decision or appropriate or suitable safeguards for transfers to third countries and/or international organisations
<p><u>Applause, Inc.:</u> Applause App Quality, Inc.</p>	<p>Controller.</p>	<p>US.</p>	<p>Applause App Quality, Inc. is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt0000000TP2RAAW&status=Active</p>

100 Pennsylvania Ave., Framingham MA 01701 United States			An adequacy decision of the EU Commission exists for the EU-US Privacy Shield: http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016D1250
<u>Applause Germany:</u> Applause GmbH Obentrautstr. 72 10963 Berlin Germany	Controller.	EU.	-
<u>Tax advisors.</u>	Controller.	EU.	-
<u>Banks.</u>	Controller.	EU.	-
<u>Lawyers.</u>	Controller.	EU.	-
<u>Public accountants.</u>	Controller.	EU.	-
<u>Supervisory authorities, courts and other public bodies.</u>	Controller.	EU.	-
<u>Shipping services providers.</u>	Controller.	EU.	-
<u>Hosting services provider:</u> Applause App Quality, Inc. 100 Pennsylvania Ave., Framingham MA 01701 United States <u>Subcontractor:</u>	Processor.	US	Applause App Quality, Inc. is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt000000TP2RAAW&status=Active Amazon Web Services is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt000000TOWQAA4&status=Active An adequacy decision of the EU Commission exists for the EU-US Privacy Shield: http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016D1250

<p>Amazon Web Services, Inc. 410 Terry Avenue North Seattle WA 98109 United States</p>			
<p><u>Accounting services provider:</u></p> <p>Applause App Quality, Inc. 100 Pennsylvania Ave., Framingham MA 01701 United States</p> <p><u>Subcontractor:</u></p> <p>NetSuite Inc. 2955 Campus Drive Suite 100 San Mateo, CA 94403 United States</p>	<p>Processor.</p>	<p>US.</p>	<p>Applause App Quality, Inc. is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt0000000TP2RAAW&status=Active</p> <p>An adequacy decision of the EU Commission exists for the EU-US Privacy Shield: http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016D1250</p>
<p><u>Customer relationship management services provider:</u></p> <p>Applause App Quality, Inc. 100 Pennsylvania Ave., Framingham. MA 01701 United States</p> <p><u>Subcontractors:</u></p>	<p>Processor.</p>	<p>US.</p>	<p>Applause App Quality, Inc. is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt0000000TP2RAAW&status=Active</p> <p>Salesforce is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt0000000KzLyAAK&status=Active</p> <p>Marketo is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt0000000Gnm2AAC&status=Active</p> <p>Gainsight is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt000000001VxAAI&status=Active</p>

<p>Salesforce.com, Inc. The Landmark @ One Market Suite 300, San Francisco CA 94105 United States</p> <p>Marketo, Inc. 901 Mariners Island Boulevard, Suite #500 (Reception), San Mateo CA 94404 United States</p> <p>Gainsight 655 Montgomery St, 7th Floor, San Francisco CA 94111 United States</p>			<p>An adequacy decision of the EU Commission exists for the EU-US Privacy Shield: http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016D1250</p>
<p><u>Communication and collaboration services provider:</u></p> <p>Applause App Quality, Inc. 100 Pennsylvania Ave., Framingham MA 01701 United States</p> <p><u>Subcontractor:</u></p> <p>Google LLC 1600 Amphitheatre Parkway, Mountain View</p>	<p>Processor.</p>	<p>US.</p>	<p>Applause App Quality, Inc. is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt0000000TP2RAAW&status=Active</p> <p>Google is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt000000001L5AAI&status=Active.</p> <p>An adequacy decision of the EU Commission exists for the EU-US Privacy Shield: http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016D1250</p>

CA 94043 United States			
<u>Survey services provider:</u> Applause App Quality, Inc. 100 Pennsylvania Ave., Framingham MA 01701 United States <u>Subcontractor:</u> Qualtrics LLC 2250 N. University Pkwy, 48-C, Provo Utah 84604 United States	Processor.	US.	Applause App Quality, Inc. is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt0000000TP2RAAW&status=Active Qualtrics is certified under the EU-US Privacy Shield: https://www.privacyshield.gov/participant?id=a2zt0000000GnGIAA0&status=Active An adequacy decision of the EU Commission exists for the EU-US Privacy Shield: http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32016D1250

C. Information on the rights of data subjects

As a data subject, you have the following rights with regard to the processing of your personal data:

- Right of access (Article 15 of the General Data Protection Regulation)
- Right to rectification (Article 16 of the General Data Protection Regulation)
- Right to erasure (“right to be forgotten”) (Article 17 of the General Data Protection Regulation)
- Right to restriction of processing (Article 18 of the General Data Protection Regulation)
- Right to data portability (Article 20 of the General Data Protection Regulation)
- Right to object (Article 21 of the General Data Protection Regulation)
- Right to withdraw consent (Article 7 paragraph 3 of the General Data Protection Regulation)
- Right to lodge a complaint with a supervisory authority (Article 77 of the General Data Protection Regulation)

You may contact us for the purpose of exercising your rights using the contact information in **Section A**.

Information on any specific modalities and mechanisms that may facilitate the exercise of your rights, in particular to exercise your rights to data transferability and objection, may be found in the information on the processing of personal data in **Section B** of this Data Protection Information and in other specific data protection information.

Below you find more detailed information on your rights with regard to the processing of your personal data:

[For a multi-layer presentation of the information (“layered information”), the following information may be hidden at the first layer]

I. Right of access

As a data subject, you have a right to obtain access and information under the conditions provided in Article 15 of the General Data Protection Regulation.

This means in particular that you have the right to obtain confirmation from us as to whether we are processing your personal data. If so, you also have the right to obtain access to the personal data and the information listed in Article 15 paragraph 1 of the General Data Protection Regulation. This includes information regarding the purposes of the processing, the categories of personal data that are being processed and the recipients or categories of recipients to whom the personal data have been or will be disclosed (Article 15 paragraph 1 points (a), (b) and (c) of the General Data Protection Regulation).

You can find the full extent of your right to access and information in Article 15 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

II. Right to rectification

As a data subject, you have the right to rectification under the conditions provided in Article 16 of the General Data Protection Regulation.

This means in particular that you have the right to receive from us without undue delay the rectification of inaccuracies in your personal data and completion of incomplete personal data.

You can find the full extent of your right to rectification in Article 16 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

III. Right to erasure (“right to be forgotten”)

As a data subject, you have a right to erasure (“right to be forgotten”) under the conditions provided in Article 17 of the General Data Protection Regulation.

This means that you have the right to obtain from us the erasure of your personal data and we are obliged to erase your personal data without undue delay when one of the reasons listed in Article 17 paragraph 1 of the General Data Protection Regulation applies. This can be the case, for example, if personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed (Article 17 paragraph 1 point (a) of the General Data Protection Regulation).

If we have made the personal data public and are obliged to erase it, we are also obliged, taking account of available technology and the cost of implementation, to take reasonable steps, including technical measures, to inform controllers which are processing the personal data that you have requested the erasure by such controllers of any links to, or copy or replication of those personal data (Article 17 paragraph 2 of the General Data Protection Regulation) .

The right to erasure (“right to be forgotten”) does not apply if the processing is necessary for one of the reasons listed in Article 17 paragraph 3 of the General Data Protection Regulation. This can be the case, for example, if the processing is necessary for compliance with a legal obligation or for the establishment, exercise or defence of legal claims (Article 17 paragraph 3 points (b) and (e) of the General Data Protection Regulation).

You can find the full extent of your right to erasure (“right to be forgotten”) in Article 17 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

IV. Right to restriction of processing

As a data subject, you have a right to restriction of processing under the conditions provided in Article 18 of the General Data Protection Regulation.

This means that you have the right to obtain from us the restriction of processing if one of the conditions provided in Article 18 paragraph 1 of the General Data Protection Regulation applies. This can be the case, for example, if you contest the accuracy of the personal data. In such a case, the restriction of processing lasts for a period that enables us to verify the accuracy of the personal data (Article 18 paragraph 1 point (a) of the General Data Protection Regulation).

Restriction means that stored personal data are marked with the goal of restricting their future processing (Article 4 paragraph 3 of the General Data Protection Regulation).

You can find the full extent of your right to restriction of processing in Article 18 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

V. Right to data portability

As a data subject, you have a right to data portability under the conditions provided in Article 20 of the General Data Protection Regulation.

This means that you generally have the right to receive your personal data with which you have provided us in a structured, commonly used and machine-readable format and to transmit those data to another controller without hindrance from us if the processing is based on consent pursuant to Article 6 paragraph 1 point (a) or Article 9 paragraph 2 point (a) of the General Data Protection Regulation or on a contract pursuant to Article 6 paragraph 1 point (b) of the General Data Protection Regulation and the processing is carried out by automated means (Article 20 paragraph 1 of the General Data Protection Regulation).

You can find information as to whether an instance of processing is based on consent pursuant to Article 6 paragraph 1 point (a) or Article 9 paragraph 2 point (a) of the General Data Protection Regulation or on a contract pursuant to point (b) of Article 6 paragraph 1 of the General Data Protection Regulation in the information regarding the legal basis of processing in **Section B** of this Data Protection Information.

In exercising your right to data portability, you also generally have the right to have your personal data transmitted directly from us to another controller if technically feasible (Article 20 paragraph 2 of the General Data Protection Regulation).

You can find the full extent of your right to data portability in Article 20 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

VI. Right to object

As a data subject, you have a right to object under the conditions provided in Article 21 of the General Data Protection Regulation.

At the latest in our first communication with you, we expressly inform you of your right, as a data subject, to object.

More detailed information on this is given below:

1. Right to object on grounds relating to the particular situation of the data subject

As a data subject, you have the right to object, on grounds relating to your particular situation, at any time to processing of your personal data which is based on point (e) or (f) of Article 6 paragraph 1, including profiling based on those provisions.

You can find information as to whether an instance of processing is based on point (e) or (f) of Article 6 paragraph 1 of the General Data Protection Regulation in the information regarding the legal basis of processing in **Section B** of this Data Protection Information.

In the event of an objection relating to your particular situation, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defence of legal claims.

You can find the full extent of your right to objection in Article 21 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

2. Right to object to direct marketing

Where your personal data are processed for direct marketing purposes, you have the right to object at any time to processing of your personal data for such marketing, which includes profiling to the extent that it is related to such direct marketing.

You can find information as to whether and to what extent personal data are processed for direct marketing purposes in the information regarding the legal basis of processing in **Section C** of this Data Protection Information.

If you object to processing for direct marketing purposes, we no longer process your personal data for these purposes.

You can find the full extent of your right to objection in Article 21 of the General Data Protection Regulation, which can be accessed using the following link: <http://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

VII. Right to withdraw consent

Where an instance of processing is based on consent pursuant to Article 6 paragraph 1 point (a) or Article 9 paragraph 2 point (a) of the General Data Protection Regulation, as a data subject, you have the right, pursuant to Article 7 paragraph 3 of the General Data Protection Regulation, to withdraw your consent at any time. The withdrawal of your consent does not affect the legitimacy of the processing that occurred based on your consent until the withdrawal. We inform you of this before you grant your consent.

You can find information as to whether an instance of processing is based on Article 6 paragraph 1 point (a) or Article 9 paragraph 2 point (a) of the General Data Protection Regulation in the information regarding the legal basis of processing in **Section B** of this Data Protection Information.

VIII. Right to lodge a complaint with a supervisory authority

As a data subject, you have a right to lodge a complaint with a supervisory authority under the conditions provided in Article 77 of the General Data Protection Regulation.

D. Information about the technical terms of the General Data Protection Regulation used in this Data Protection Information

The technical terms relating to data protection used in this Data Protection Information have the meaning used in the General Data Protection Regulation.

The full scope of the definitions of the General Data Protection Regulation can be found in Article 4 of the General Data Protection Regulation, which can be downloaded from the following link: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32016R0679>.

You will find more detailed information on the most important technical terms of the General Data Protection Regulation used in this Data Protection Information below:

[For a multi-layer presentation of the information (“layered information”), the following information may be hidden at the first layer]

“Personal data” means any information relating to an identified or identifiable natural person (“data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

“Data Subject” means the respective identified or identifiable natural person, to which the personal Data refers to;

“Processing” means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

“Profiling” means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person’s performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements;

“Controller” means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data; where the purposes and means of such processing are determined by Union or Member State law, the controller or the specific criteria for its nomination may be provided for by Union or Member State law;

“Processor” means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller;

“Recipient” means a natural or legal person, public authority, agency or another body, to which the personal data are disclosed, whether a third party or not. However, public authorities which may receive personal data in the framework of a particular inquiry in accordance with Union or Member State law shall not be regarded as recipients; the processing of those data by those public authorities shall be in compliance with the applicable data protection rules according to the purposes of the processing;

“Third party” means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data;

“International organisation” means an organisation and its subordinate bodies governed by public international law, or any other body which is set up by, or on the basis of, an agreement between two or more countries;

“Third country” means a country which is not a member state of the European Union (“EU”) or the European Economic Area (“EEA”);

“Special categories of personal data” means personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation.

E. Effective date and changes to this Data Protection Information

The effective date of this Data Protection Information is 10 September 2019.

It may be necessary to modify this Data Protection Information due to technical developments and/or amendment of statutory or official requirements.

An up-to-date version of this Data Protection Information can be retrieved at any time at [Data Protection Information URL].