

Acoustic Data Sheet

1. Definitions

Capitalized terms used but not defined in this Data Sheet shall have the same meaning as set forth in the General Terms and Conditions or other master agreement between Customer and Acoustic and the respective Order or other ordering document (together the "**Agreement**") or the Data Processing Addendum ("**DPA**").

2. Categories of Data Subjects

Data Subjects whose Personal Information may generally be Processed by Acoustic and the SaaS Products may include application users, contractors, or business partners (collectively "**Customer Personnel**") and Customer's customers ("**End-User**").

3. Types of Customer Personal Information

The list as set out below are the types of Customer Personal Information that generally can be Processed by the SaaS Products.

Acoustic Connect, Campaign and Tealeaf

- Customer Personnel information (such as name, phone number, email, mailing address)
- Customer Personnel identifiers (such as IP address and device ID)
- Customer Personnel location information (such as geolocation data)
- End-User information (such as name, phone number, email, mailing address)
- End-User identifiers (such as IP address and device ID)
- End-User location information (such as geolocation data)
- Such other End-User Personal Information included within Customer Assets.

DemandTec

- Customer Personnel information (such as name, phone number, email, mailing address)
- Customer Personnel identifiers (such as IP address and device ID)

4. Customer Responsibilities

- 4.1** Customer shall ensure that: (1) the SaaS Products are used only to Process such categories and types of Personal Information as set forth in this Data Sheet; (2) Customer has the right to Process such Personal Information Processed by and in connection with the SaaS Products; and (3) the Personal Information Processed by and in connection with the SaaS Products is both accurate and current. Acoustic is not responsible or liable if Customer breaches this section.
- 4.2** The SaaS Products should not be used to Process any special categories of Personal Information (as described in Article 9(1) GDPR), or sensitive Personal Information, including but not limited to health-related data, financial data, social security numbers, and payment card information (collectively "**Sensitive Personal Information**"). Acoustic is not responsible or liable if Customer Processes these types of Personal Information through the SaaS Products.
- 4.3** Customers using the SaaS Product (described in Section 5, below) understand that the behavioral analytics functionality of the SaaS product can be configured to mask information collected in two different ways: (1) on the server side (as a default); and (2) on the Customer side. If masked on the server side, the data will transfer to and reside on Acoustic's servers in unmasked form prior to masking by the SaaS Product. If

masked on the Customer side, the data will transfer to Acoustic in masked form and never reside on Acoustic's servers in unmasked form. Customer agrees that Customer will configure the SaaS Product to mask all Sensitive Personal Information on the Customer side. Customer agrees that it is Customer's responsibility to configure the SaaS Product to mask all data that Customer does not wish to transfer to Acoustic's servers in unmasked form.

5. Subject Matter, Nature and Purpose of the Processing of End-User Personal Information

5.1 Connect

Connect is a cloud-based all-in-one platform for multichannel marketing, behavior experience and personalized journey orchestration. Connect enables marketers to create, manage and track marketing campaigns via email, mobile app, SMS, mobile messaging, push messaging and social media as well as capturing, managing, and analyzing Customer Personal Information to provide information on the digital customer journey and experience across the customer life cycle. The components contained in this all-in-one platform are further described in the Service Description.

The purpose of this Processing is: (i) to provide marketing or transactional messages via e-mail, SMS, mobile messaging, push messaging, social media, and mobile applications; (ii) to build behavioral or marketing profiles based on usage or navigation on its website; (iii) to syndicate to application user authorized apps that will store End-User behaviours; (iv) to communicate with the End-User; (v) to provide marketing updates to End-User, (vi) to build identity graphs; and (vii) to analyze End-User behavior across websites and mobile apps for marketing, diagnostic and reporting purposes.

5.2 Campaign

Campaign enables marketers to create, manage and track marketing campaigns via email, mobile app, SMS, mobile messaging, push messaging, social media as well as landing pages and contains the following components:

- The first component of Campaign is a cloud-based digital marketing platform that leverages customer data, analytical insights, and automating relevant cross-channel interactions. Campaign provides solution-based editions and services that map to marketer needs to simplify the buying process as further described in the Services Description.
- The second component of Campaign is a cloud-based text messaging capability within Acoustic Campaign's digital marketing platform as further described in the Services Description.
- The third component of Campaign provides the ability to selectively exchange single event, audience, and End-User identity data between Acoustic applications or third-party applications in order to provide a consistent customer experience, as described in the Services Description.

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5.3 Tealeaf

Tealeaf captures, manages, and analyzes Customer Personal Information to provide information on the digital customer journey and experience across the customer life cycle. Tealeaf includes further solution-based editions and services as described in the Services Description.

The purpose of the Processing is to track and analyze End-User behavior across websites and mobile apps for marketing, diagnostic and reporting purposes.

5.4 DemandTec

DemandTec is composed of a series of components that provide pricing or promotion management related software. Price Management provides everyday price recommendations based upon historical data and business rules and predicts performance. Price Optimization provides optimization science to pricing management. Promotion Management enables retailers to import and plan promotions. Promotion Optimization provides the ability for a retailer to forecast the performance of a promotional offer from Promotion Management. Promotion Execution enables creation of an ad/circular layout and place relevant promotional offers within it; it includes proofing and exporting. Markdown Optimization enables a retailer to build a markdown plan with the proper cadence and discount depths to profitably clear out merchandise by a specific out date.

The purpose of the Processing is to enable and track Customer's use of the SaaS Product and to Communicate with Customer.

6. Subject Matter, Nature and Purpose of the Processing of Customer Personnel Personal Information

Acoustic Processes Customer Personnel contact information, login information and diagnostic information related to Customer Personnel's usage of the SaaS Products in the ordinary course of providing the SaaS Products and associated services to Customer.

The purpose of the Processing is: (i) to enable secure login the SaaS Products; (ii) to provide Customer support and for Customer troubleshooting; (iii) to provide operational maintenance, provision of upgrades and remediation; (iv) to provide Customers with product notifications, and (v) to monitor and improve our service and business, to resolve issues and to inform the development of new products and services; (vi) to provide system-driven notifications of job completion; (vii) to track user license assignment and ensure auditability of work; and (viii) to provide effective application support, including system availability messages.

7. Technical and Organizational Measures

The following technical and organizational measures ("**TOM**") apply to the Customer Personal Information identified in Section 3 above:

- Acoustic's TOM for ensuring a level of security appropriate to the risk for Acoustic's scope of responsibility in regards to the SaaS Products are Acoustic's Data Security and Privacy Principles as set forth in Annex A to the DPA or as otherwise described below or within the specific Service Descriptions as set forth in the Agreement made available to Customer.
- Configurable Security Measures (for Connect, Campaign and Tealeaf) (e.g., Custom Domains, Two-Factor Authentication, Customer configurable security controls).

8. Acoustic Processing Locations

Acoustic has locations in and may Process Customer Personal Information, in the following countries:

- Australia
- Canada
- Chile
- India
- Poland
- Singapore
- United Kingdom
- United States

Acoustic utilizes third party Subprocessors in the following geographic locations:

- Australia
- Canada
- European Union (Croatia, Germany)
- India
- Singapore
- United Kingdom
- United States

Subprocessing locations depend on Customer's location, Customer's SaaS Product configuration and the SaaS Product features being utilized. Further detail can be found in the list of third party Subprocessors referred to in Section 9 below.

9. Third-Party Subprocessors, Changes and Additional Information

A list of third-party Subprocessors is published at acoustic.com/subprocessors. Any changes to Subprocessors will be communicated via update of this document as published on acoustic.com/subprocessors or a successor site upon reasonable notice to Customer in accordance with the DPA. Additional details on each third-party Subprocessor are available upon request.

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