acoustic

Acoustic Analytics Data Sheet

1. Definitions

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

2. Categories of Data Subjects

2.1 Data Subjects whose Customer Personal Data may generally be Processed by Acoustic Analytics (the "**Product**") may include Customer's customers ("**End-user**"), application users, contractors, and to the extent required by law any other legal entities whose Personal Information is Processed by the Product.

2.2 Given the nature of the Product, Customer acknowledges that Acoustic is not able to verify or maintain the above list of categories of Data Subjects. Therefore, in the case the Customer provides additional information on other categories of Data Subjects than set out below, Customer is responsible for providing complete, accurate, and up-to-date information to Acoustic on the actual categories of Data Subjects that Customer will Process in the Product via Additional Instructions to Acoustic as set out in the DPA: acoustic.com/acoustic-terms.

3. Types of Customer Personal Data

3.1 The lists as set out below are the types of Customer Personal Data, including special categories of Personal Data pursuant to Art. 9 (1) GDPR that generally can be Processed by the Product.

3.2 Given the nature of the Product, Customer acknowledges that Acoustic is not able to verify or maintain the below lists of types of Customer Personal Data. Therefore, in the case the Customer provides additional or other Customer Personal Data than set out below, Customer is responsible for providing complete, accurate, and up-to-date information to Acoustic on the actual types of Customer Personal Data that Customer will process in the Product via Additional Instructions to Acoustic as set out in the DPA.

3.3 Types of Customer Personal Data that generally can be Processed by the Product:

- End-user information (username, e-mail address)

- Technically identifiable Personal Information (e.g. IP address, device ID)

- Personal location information (such as geolocation data)

The Product is not intended to process any special categories of Personal Data.

4. Subject Matter, Nature and Purpose of the Processing

The Product captures, manages, and analyzes Customer Personal Data to provide information on the digital customer journey and experience across the customer life cycle and contains the following components:

The first component of the Product captures, manages, and analyzes Customer Personal Data to provide information on the digital customer journey and experience across the customer life cycle. The Product includes further solution-based editions and services as described in the Services Description in Section 1.

The second component of the Product is a solution that allows Customers to track web visitors interacting with their website and provides reports and key performance indicators (also known as KPIs) based on the collection of this data. Data is collected for the Product through "Server Calls". A Server Call is data passed to and processed by the Product as a result of a tagged event, initiated by a tracked visitor for one Client ID. This tagged data is subsequently processed by the Product to generate reports made available through

the Product user interface to help understand visitor behavior. Custom views and reports can be generated through the user interface to provide further insights. The Product base package includes further services as described in the Services Description in Section 1.

The purpose of the Processing regarding the End-users is: (i) to track and analyze End-user behavior across websites and mobile apps for marketing and reporting purposes; (ii) for 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, resolve issues and to inform the development of new products and services.

The purpose of the Processing regarding Customers is: (i) to track and analyze End-user behavior across websites and mobile apps for marketing and reporting purposes; (ii) for 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, resolve issues and to inform the development of new products and services.

5. Technical and Organizational Measures

The following technical and organizational measures ("**TOM**") apply to the Customer Personal Data identified in Section 3.3:

- Acoustic's TOM for ensuring a level of security appropriate to the risk for Acoustic's scope of responsibility in regard to the Product 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.

6. Acoustic Processing Locations

Acoustic may process Content directly, including Customer Personal Data, in the following countries:

- Australia
- Canada
- China
- India
- Ireland
- Japan
- Poland
- United Kingdom
- United States

Acoustic utilizes the following geographic locations, each of which operates independently, for data hosting through third-party Subprocessors:

- Australia
- European Union (Germany)
- United States

7. Third-Party Subprocessors

The Product involves the following third-party Subprocessors in the Processing of Content, including Customer Personal Data:

7.1. Additional Third-Party Subprocessors
- Akamai Technologies, Inc. (for data hosting and processing), United States
- Amazon Web Services, Inc. (for data hosting), United States, Australia, Germany

- International Business Machines Corporation (for data hosting and processing), United States, Germany
- Okta, Inc. (for data processing), United States
- Salesforce.com, inc (for data hosting), United States
- Softserve, Inc (for data processing), Ukraine
- WalkMe Limited (for data processing), United States

7.2.   Subprocessor Changes and Additional Information

Any changes to Subprocessors will be communicated via update of this document as published on acoustic.com/acoustic-terms 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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