

## Acoustic Campaign 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 Campaign (the "**Product**") may include Customer's customers ("**End-user**"), application users, contractors, or business partners, 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 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](https://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 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 (such as name, phone number, email, mailing address)
- End-user 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 enables marketers to create, manage and track marketing campaigns via email, mobile app, SMS, social media as well as landing pages and contains the following components:

The first component of the Product is a cloud-based digital marketing platform that leverages customer data, analytical insights, and automating relevant cross-channel interactions. The Product provides solution-based editions and services that map to marketer needs to simplify the buying process as further described in the Services Description in Section 1.

The second component of the Product is a cloud-based text messaging capability within the Product's digital marketing platform as further described in the Services Description in Section 1.

The purpose of the Processing regarding application users is: (i) to provide system-driven notifications of job completion; (ii) to track user license assignment and ensure auditability of work, and (iii) to provide effective application support, including system availability messages.

The purpose of the Processing regarding Customer contacts is: (i) to provide marketing or transactional messages via e-mail, social media, and mobile applications and (ii) to build behavioral or marketing profiles based on usage or navigation on its website. For the purposes of Processing Customer contacts using SMS, refer to the Acoustic Campaign SMS Data Sheet available at [acoustic.com/acoustic-terms](https://acoustic.com/acoustic-terms).

The purpose of the Processing regarding End-users is to capture behavior for marketing purposes.

## **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.
- Configurable Security Measures (e.g., Custom Domains, Two-Factor Authentication, Customer configurable security controls).

## **6. Acoustic Processing Locations**

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

- Australia
- Canada
- 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:

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

## **7. Third-Party Subprocessors**

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

- 250ok Inc. (for data processing), United States
- 6Kites, Inc. (for data processing), United States
- Allocadia Software, Inc. (for data hosting and processing), Canada, United Kingdom, United States
- Amazon Web Services, Inc. (for data hosting), United States, Canada, Singapore, Germany, India
- Apple, Inc. (for data processing), United States
- Cyxtera Technologies, Inc. (for data hosting), United States

- Google, Inc. (for data processing), United States
- Litmus Software, Inc. (for data processing), United States
- Okta, Inc. (for data processing), United States
- Salesforce.com, inc. (for data hosting), United States
- Sproutloud Media Networks, LLC (for data hosting and processing), United States
- TIBCO Software, Inc. (for data processing), United States, Germany
- WalkMe Limited (for data processing), United States

## **7.1 Subprocessor Changes and Additional Information**

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