

Acoustic Campaign Social Audiences 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 Social Audiences (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.

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)

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

4. Subject Matter, Nature and Purpose of the Processing

The Product provides marketers with the ability to define target groups of End-users and like audiences to whom Customer would like paid social-media advertisements or marketing messages to be displayed.

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 End-users is: (i) to provide marketing or transactional messages via social media and (ii) to capture behaviors to build behavioral or marketing profiles.

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. Third-Party Subprocessors

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

6.1. International Business Machines Corporation

6.1.1. International Business Machines Corporation ("**IBM**") companies located in the European Economic Area or countries considered by the European Commission to have adequate protection:

- **International Business Machines, S.A.**

Santa Hortensia 26-28
Madrid 28002
Spain

- **IBM United Kingdom Limited**

P.O. Box 41 North Harbour
Portsmouth, Hampshire PO6 3AU
United Kingdom

- **IBM Canada Limited**

3600 Steeles Avenue
East Markham,
Ontario L3R 9Z7
Canada

6.1.2. IBM companies established outside either the European Economic Area or countries considered by the European Commission to have adequate protection:

- **International Business Machines Corporation**

New Orchard Road
Armonk, New York 10504
USA

- **IBM Brasil-Industria, Maquinas e Servicos**

Limitada Avenida Pasteur, 138/146
Botafogo
Rio de Janeiro 22290-240
Brasil

- **IBM de Mexico, Comercializacion y Servicios,**
S. de R.L de C.V

Alfonso Napoles Gandara No. 3111 Parque
Corporativo de Pena Blanca Mexico D.F. 01210
Mexico

- **IBM Philippines Incorporated**

2nd-4th Floors IBM Plaza, 8 Eastwood
Avenue, Eastwood City Cyberpark, E.
Rodriguez - Jr. Avenue, 1110 Libis – Quezon City
Philippines

6.2. Additional Third-Party Subprocessors

- Amazon Web Services, Inc. (for data hosting), United States
- Cyxtera Technologies, Inc. (for data hosting), United States
- Okta, Inc. (for data processing), United States
- Salesforce.com, inc. (for data hosting), United States
- TIBCO Software, Inc. (for data processing), United States
- WalkMe Limited (for data processing), United States

6.3. 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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