

## Acoustic Personalization 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 Personalization (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 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](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 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:

- Customer information (such as Login-details),
- Personalization rules for authoring additional details.

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

### 4. Subject Matter, Nature and Purpose of the Processing

The Product is a cloud-based personalization platform that helps marketers personalize content presented to their end users designed to drive higher engagement and conversion rates. The Product provides functionality to assist marketers in website personalization and testing, audience segmentation, and content rules aligned to end user behaviour. The Product includes further specifications as described in the Services Description in Section 1.

The purpose of the Processing regarding Customer Personal Data is: (i) to set up the user account; (ii) to communicate with the user; (iii) to provide marketing updates; (iv) to allow use of the Product; (v) to monitor and improve our service and business, resolve issues and to inform the development of new products and services; (vi) to understand use of the service, and (vii) to log into the service.

The purpose of the Processing regarding the website visitors is: (i) to personalize the experience; measure, manage, and display the services; (ii) to present the service on the device; (iii) to determine content that may be of interest for marketing purposes; (iv) to understand use of the service, and (v) to provide a personalized experience based on membership to a defined audience that has been shared with the Product.

## **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.
- In addition, Acoustic implemented access restrictions, including but not limited to X-Frame and API restrictions.

## **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:

- United States

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

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

- Amazon Web Services, Inc. (for data hosting), United States
- Okta, Inc. (for data processing), United States
- Persistent Systems Limited, (for data processing), India
- Salesforce.com, inc. (for data hosting), United States
- 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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