

**Updated: 06/16/2022**

## **INTRODUCTION**

GoodData Corporation (“**GoodData**”, “**We**”, “**Us**” or “**Our**”) is committed to protecting the privacy of Your personal data. For purposes of this Privacy Policy, “**You**”, “**Yourself**” and “**Your**” refers to users of Our GoodData Site, corporate customers of GoodData, or users of GoodData’s downloadable products.

This Privacy Policy describes how GoodData collects, uses, shares and secures the personal data You provide Us. This Privacy Policy applies to personal data collected by GoodData and its subsidiaries through the use of Our downloadable products (including GoodData.CN), Our services (the “**GoodData Platform**”), the gooddata.com Web site, and other products or services that We operate in which We post a direct link to this Privacy Policy (each a “**GoodData Site**”). It also describes the choices available to You regarding the use of, Your access to, and how to update and correct Your personal data. By voluntarily using a GoodData Site and/or providing personal data or other information by or through a GoodData Site, You (on behalf of Yourself and/or the legal entity that You represent) are indicating Your consent to this Privacy Policy and agree, on behalf of Yourself and/or the legal entity that You represent) to be bound by its terms.

If You are a California resident or data subject in Europe or Canada, please see the JURISDICTION-SPECIFIC PROVISIONS. If You have any questions or wish to exercise Your rights and choices, please contact us as set out in the “Contact Us” section below.

## **PERSONAL DATA WE COLLECT FROM YOU**

### **Personal Data You May Choose to Provide to GoodData**

You can visit a GoodData Site without telling us who You are and without actively revealing any personal data about Yourself except for certain personal data which may be collected as a result of Your visit to the GoodData Site (e.g. Your “digital fingerprint”, see the next section for more information). There are times, however, when We may need certain personal data from You.

You may choose to provide Us with personal data (such as Your name, email address, phone number, business contact information, and billing information) through a GoodData Site when You elect to register with GoodData in order to download or access Our products or services. When You provide Us personal data in order to register with GoodData, such personal data will be used in order to provide You with access to the requested products, services content and/or information, or for the purpose of providing You with professional services and/or support, as necessary under a contractual agreement. We may also use the personal data to help us understand who is using Our products and services and to help us manage business development activities. GoodData may also use personal data for marketing purposes. For example, GoodData may use information You provide to contact You to further discuss Your interest in Our products or services and to send You information regarding GoodData and its partners, such as information about promotions or events.

## **Personal Data that are Collected Passively**

As is true of most websites, GoodData gathers certain data automatically and stores this data in log files. This data may include Internet protocol (“IP”) addresses, browser type, the identity of Your internet service provider, referring/exit pages, operating system, date/time stamp, and/or clickstream data.

## **Data Collected from Downloadable Products**

All editions of GoodData.CN send technical and related information about Your and Your business clients (“**Your Customers**”) use of the products and services to GoodData, including a unique user identifier, partial IP address (first two octets only), information about the environment (such as browser, device type, operating system), information related to license key authentication and compliance with any applicable product limitations or restrictions, and non-personally identifiable Software usage statistics (like the use of a particular feature), (collectively, “**Usage Data**”). Usage Data does not include any other personal data such as name or email address or any user-inputted data.

## **Information About Your Customers**

In the course of providing You with services, GoodData collects information about Your Customers' use of Our products and services, for Your business information. The use of personal data collected through the GoodData Platform shall be limited to the purpose of providing the products or service for which You have engaged Us.

## **HOW WE USE PERSONAL DATA WE COLLECT FROM YOU**

### **Customer Relationship**

If You are a GoodData customer or You are working with GoodData sales personnel on a possible engagement between GoodData and Your company, We may use Your personal data You provided to Us, particularly Your business contact information and information relevant for the engagement, for the purpose of managing the relationship and in connection with any potential contractual arrangements between Our companies. We also may process Your personal data as a part of a professional services engagement and/or in order to provide You with Our technical support services.

### **Authentication and Personalization in Usage of the GoodData Platform**

If You are a GoodData customer, We use Your personal information to provide You with an identity in Your usage of the GoodData Platform. As part of GoodData's general security features, GoodData also collects IP addresses from You and Your Customers and sets certain cookies when You or Your Customer logs into the GoodData Platform. Additionally, We use cookies to remember users' settings (e.g. language preference), for authentication on the GoodData Platform applications and to provide relevant information on GoodData Site. For information about how users can control the use of cookies, please see Our Cookie Policy <https://www.gooddata.com/cookie-policy>. If You reject cookies, You may still use GoodData Site, but Your ability to use some features or areas of GoodData Site may be limited.

## Schedule Notices and Alert Emails

Based on written selections You make once You initiate use of the GoodData Platform, You may receive schedule email notices generated by the GoodData Platform (such as dashboards, reports or key performance indicators) or related to Platform operations (e.g. including maintenance announcements) and special alert email communications describing Platform system status.

## Workspace Invitations

If You choose to invite others within Your organization to a report or workspace on a GoodData Site, We will ask You for the other user's name and email address. We will automatically send him/her a one-time email inviting him/her to visit a GoodData Site. GoodData stores this information for the sole purpose of sending this one-time email and tracking the success of Our referral program.

## Referrals

If You choose to add a participant to register for a GoodData training session, We will ask You for that person's name, email, company name, job title and phone number. We will automatically send him/her a one-time email inviting him/her to register. GoodData stores this information for the sole purpose of sending this one-time email and tracking success of the registration.

## Improvement of Our Services

When You visit a GoodData Site, GoodData collects Your IP addresses to track and aggregate pseudonymized information. For example, GoodData uses IP addresses to monitor the regions from which customers and visitors navigate to a GoodData Site, which features they use, etc.

GoodData and Our online marketing partners (including certain advertising and sales generation service providers) use technologies such as cookies to analyze trends, administer the website, track users' movements around the GoodData Site, and to gather demographic information about Our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual or aggregated basis. For information about how We use cookies or similar technologies, please see Our Cookie Policy <https://www.gooddata.com/cookie-policy>.

## Improvement of Our Products and Your Ease of Use

Usage Data is used by GoodData to improve our product and service offerings, to better understand Your and Your Customers' needs, to carry out Our obligations and enforce our rights under relevant license agreements and other purposes permitted under applicable law. For example, we use Usage Data to:

- Analyze the user journey to identify pain points and improvement opportunities for the user experience
- Monitor the usage of individual software features in order to help us prioritize feature development

- Make decisions about product functionality and Our product roadmap based on overall usage trends and patterns
- Control access to downloadable products
- Track entitlements and verify compliance with any license limitations or restriction

## Feedback Collection

We may contact You and/or Your Customers to ask You and/or Your Customers to voluntarily provide Us with Your feedback in connection with Our services or products and Your user experience. Should You choose to do so, You may provide us with feedback and suggestions electronically by various means, including Our Portals, Third Party Agent websites, or directly in the GoodData Platform.

## Marketing

We partner with a third party advertising partner, or “ad network”, to either display advertising on the GoodData Site(s) or to manage Our advertising on other sites. Our ad network partner uses cookies and similar technologies to collect pseudonymized information about Your activities on the GoodData Site and other web sites to provide You with targeted advertising based upon Your interests. If You do not wish to have this information used for the purpose of serving You targeted advertisements, please refer to Our Cookie Policy for instructions on how You may opt <https://www.gooddata.com/cookie-policy>. Please note this selection does not opt You out of being served generic advertising.

We use Google AdSense to publish advertisements on select GoodData Sites. When You view or click on an advertisement, a cookie will be set to help better provide advertisements that may be of interest to You on this and other GoodData Sites. You may opt-out of the use of this Google AdSense cookie by visiting Google’s Privacy & Terms page for Advertising: [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html).

## Newsletters

If You wish to subscribe to Our newsletter, We will use Your name and email address to send the newsletter to You.

## Forums

If You use GoodData Community, or other blog, forum, chat room or bulletin board on a GoodData Site (“**Forum(s)**”), You should be aware that any personal data You submit in a Forum can be read, collected, or used by other users of such Forums, and could be potentially used to send You unsolicited messages. We are not responsible for the personal data You choose to submit in a Forum.

## Customer Testimonials

GoodData may post Your testimonials on a GoodData Site, which may contain personal data. We obtain Your consent prior to posting Your testimonials.

## WHEN WE SHARE YOUR PERSONAL DATA

## Third Party Agents

GoodData may transfer personal data that We collect under Your direction to companies that help us provide the GoodData Platform and related services, perform certain business-related functions for Us or that process information on Our behalf for Our business purposes (“**Third Party Agents**”). These companies include affiliated business partners or agents, consultants or related companies and may provide services such as payment processing, data analytics, marketing and advertising, website hosting, fraud prevention and detection, communication services, technical support or implementation services. When We employ another company to perform a function of this nature, We only provide it with the information that it needs to perform its specific function. Transfers to these third parties are covered by the provisions in this Privacy Policy and in the service agreements We have with You. All transfer of personal data to these third parties is subject to all applicable data protection laws and regulations, and, whenever required, subject to the specific contractual arrangements between Us and the third party.

## Joint Offerings

From time to time, GoodData may partner with other companies to jointly offer products or services. If You purchase or specifically express interest in a jointly offered product or service from us, GoodData may share certain information collected in connection with Your purchase or expression of interest with Our joint promotion partner(s). GoodData does not control Our business partners' use of the information We share with them, and their use of the information will be in accordance with their own privacy policies. If You do not wish for Your information to be shared in connection with any joint offerings, You may opt not to purchase or specifically express interest in a jointly offered product or service.

## Legal Obligations

In certain situations, GoodData may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. We may also disclose Your personal data as required by law, such as to comply with a subpoena or other legal demand, when We believe in good faith that disclosure is necessary to protect Our rights, protect Your safety or the safety of others, investigate fraud, or respond to a government request. If GoodData is involved in a merger, acquisition, or sale of all or a portion of its assets, You will be notified via email and/or by way a prominent notice on Our website, of any change in ownership, uses of Your personal data, and choices You may have regarding Your personal data. We may also disclose Your personal data to any other third party with Your prior consent.

## YOUR RIGHTS AND CHOICES

### Removal and Objection

You may opt-out of receiving promotional communications, remove Your personal data from Our database, object to our processing of Your personal data, remove Your personal data from Forums or testimonials, unsubscribe from communications related to the GoodData Platform, or cancel Your account by contacting us at [privacy@gooddata.com](mailto:privacy@gooddata.com). In some cases, We may not be able to remove Your personal data, in which case We will let You know if We are unable to do so and why.

## **Correcting, Updating and Accessing**

Upon Your request and authentication of Your identity, GoodData will provide You with information about the personal data We have collected from You, whether We hold Your personal data or whether We process Your personal data on behalf of a third party. You have the right to contact us to request the correction, modification or deletion of Your personal data. To make such a request and/or to pose any other questions regarding this Privacy Policy, please contact Us at [privacy@gooddata.com](mailto:privacy@gooddata.com). You may also correct, modify or delete Your registration information by logging into Your GoodData account and going to the account settings page. Requests made to GoodData to access, change or delete personal data will be addressed within 30 days, or earlier if required by applicable laws or regulations.

In some situations, We may not be able to provide access to certain personal data. Where an access request is refused, We will notify You in writing, document the reasons for refusal and outline further steps which are available to You. When a challenge regarding the accuracy of personal data is not resolved to Your satisfaction, We will annotate the personal data under Our control with a note that the correction was requested but not made.

## **Cookies**

Most browsers accept cookies by default. You can instruct Your browser, by changing its settings, to decline or delete cookies in accordance with Our Cookie Policy: <https://www.gooddata.com/cookie-policy>.

## **PERSONAL DATA RETENTION**

We will retain Your personal data or personal data that We process on Your behalf for as long as Your account is active, or as needed to provide You with the GoodData Platform as contracted.

We may need to retain Your personal data if it is necessary to comply with Our legal obligations, resolve disputes, or enforce Our agreements.

## **LINKS TO OTHER WEBSITES**

A GoodData Site or GoodData product or services may contain links to other web sites. GoodData is not responsible for the privacy practices or the content of such third party web sites. The links do not imply that GoodData endorses or has reviewed the third party web sites. We suggest contacting the operators of those web sites directly for information regarding their privacy policies.

## **SECURITY**

GoodData implements and maintains reasonable administrative, physical, and technical security safeguards to help protect Your personal data from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction. We have staff dedicated to maintaining this Privacy Policy and other privacy initiatives, periodically reviewing security, and making sure that every GoodData

employee is aware of Our security practices. However, no email transmission or transmission over the internet in general is ever fully secure or error free and You should take special care in deciding what information You send to GoodData via these communication methods. Please refer to <https://www.gooddata.com/security> for additional information about the information security standards and best practices We have implemented. If You have any questions about the security of Your personal data, You can contact Us at [privacy@gooddata.com](mailto:privacy@gooddata.com).

## NOTIFICATION OF CHANGES

We may change Our business and any GoodData Site from time to time. As a result, it may be necessary for us to make changes to this Privacy Policy. GoodData reserves the right to update or modify this Privacy Policy at any time without prior notice. If We make material changes to this Privacy Policy, We will endeavor to notify You here, by email, or by means of a notice on Our home page. We encourage You to periodically review this page for the latest information on Our privacy practices, and especially before You provide GoodData with any personal data. This Privacy Policy was last updated on the date indicated at the top of this Privacy Policy. Your continued use of a GoodData Site after any changes or revisions to this Privacy Policy have been published shall indicate Your agreement with the terms of such revised Privacy Policy.

## CONTACT US

If You have any questions about this Privacy Policy or the manner in which We or Our Third Party Agents treat Your personal data, the practices of the GoodData Site, Your dealings with the GoodData Platform, or if You have technical problems, You may contact us at [privacy@gooddata.com](mailto:privacy@gooddata.com).

For general questions, You may contact Us at:

GoodData Corporation  
1 Post Street, Suite 400,  
San Francisco, California 94104, U.S.A.  
[privacy@gooddata.com](mailto:privacy@gooddata.com)

## JURISDICTION-SPECIFIC PROVISIONS

### California

These additional disclosures for California residents apply only to individuals who reside in California. The California Consumer Privacy Act of 2018 (“**CCPA**”) provides additional rights to know, delete and opt out, and requires business collecting or disclosing personal data to provide notice of rights California residents have and can exercise.

**California Notice of Collection.** We have collected personal data corresponding to the following categories of personal data enumerated in the CCPA.

- Identifiers, including name, address, email address, account name, Social Security Number, IP address - and an ID number

assigned to Your account.

- Customer records, phone number, billing address, credit or debit card information, employment or education information.
- Commercial information, including purchases of our Services, downloads of Our downloadable products, and engagement with the Services and Our downloadable products.
- Internet activity, including history of visiting and interacting with Our Service, the GoodData Site, browser type, browser language and other information collected automatically.
- Geolocation data, including location enabled services such as WiFi and GPS.
- Inferences, including information about interests and preferences.

For more information on what We collect, please review the section on “Personal Data We Collect From You”. We collect and use these categories of personal data for the business purposes described in the section on “How We Use Personal Data We Collect From You”, including to provide and manage the services related to Our GoodData Platform.

We do not generally sell personal data as the term “sell” is traditionally understood. However, to the extent “sale” under the CCPA is interpreted to include advertising technology activities such as those disclosed in the section “When We Share Your Personal Data”, We will comply with applicable law as to such activity.

GoodData discloses the following categories of personal data for commercial purposes:

- Commercial Information;
- Customer Records;
- Demographic Data;
- Location Data;
- Identifiers;
- Inferences; and
- Internet activity.

We use and partner with different types of entities to assist with Our daily operations and manage the GoodData Platform. Please review the “When We Share Your Personal Data” for more detail about the parties We share information with.

**Right to Know and Delete.** If You are a California resident, You have the right to know certain information about Our data practices in the preceding 12 months. In particular, You have the right to request the following from Us:

- The categories of personal data We have collected about You;
- The categories of sources from which the personal data was collected;
- The categories of personal data about You that We disclosed for a business purpose or sold;
- The categories of third parties to whom the personal data was disclosed for a business person or sold;
- The business or commercial purpose for collecting or selling the personal data; and
- The specific pieces of personal data We have collected about You.

In addition, You have the right to delete the personal data We have collected from You. However, this is not an absolute right and We may have legal grounds for keeping such data.

To exercise any of these rights, please submit a request to [privacy@gooddata.com](mailto:privacy@gooddata.com). In the request, please specify which right You are seeking to exercise and the scope of the request. We will confirm receipt of Your request within 10 days. We may require specific



information from You to help us verify Your identity and process Your request. If We are unable to verify Your identity, We may deny Your requests to know or delete.

**Authorized Agent.** You can designate an authorized agent to submit requests on Your behalf. However, We will require written proof of the agent's permission to do so and verify Your identity directly.

**Right to Non-Discrimination.** You have the right to non-discriminatory treatment by Us, should You exercise any of Your rights.

## Canada

**Transfer Of Data.** We, Our affiliates and Third Party Agents primarily store data about You, including personal data, on servers located and operated within the United States. If You reside or are located outside of the United States, We may send and store Your personal data to the United States in order to provide and operate the GoodData Platform. By accepting the terms of this Privacy Policy, You acknowledge the transfer to and processing of Your personal data on servers located in the United States and other countries. You may contact Our Privacy Officer (at the contact information provided above) to obtain information about our policies and practices regarding our transfer of personal data outside of Canada, or to ask questions about the collection, use, disclosure or storage of personal data by Us or Our foreign service providers.

**Custom Audience.** We may use services provided by third-party platforms (such as social networking or other websites) to serve targeted advertisements on such platforms to You, and We may provide a hashed version of Your email address or other personal data to the platform provider for such purposes. To opt-in or opt-out of the use of Your personal data for such purposes, please launch the cookie preferences tool at <https://www.gooddata.com/cookie-policy#cookie-settings>.

**Interest-Based Advertising in Canada.** For more information about interest-based ads, or to opt in or out of having Your web-browsing information used for behavioral advertising purposes, please visit <https://www.gooddata.com/cookie-policy#cookie-settings>.

**Information Retention.** We will keep personal data used to make a decision affecting You for at least one year after using it to make the decision. We will destroy, erase or make anonymous documents or other records containing personal data as soon as it is reasonable to assume that the original purpose is no longer being served by retention of the personal data and retention is no longer necessary for a legal or business purpose. We will take due care when destroying personal data so as to prevent unauthorized access to the personal data.

## European Union and Switzerland

**Data Sub-processor.** If You are a GoodData customer, We, Our affiliates and Third Party Agents act as Your personal data sub-processors. For the processing of personal data subject to the master service agreement, You may choose any datacenter GoodData operates, including Our data centers in the U.K, and EU. Notwithstanding the foregoing and in the scenarios where GoodData is a Data Controller, We may send to and store Your personal data in the United States in order to provide and operate the GoodData Platform. If Your personal data that is being processed by GoodData is subject to the EU or U.K. General Data Protection Regulation ("GDPR"), We undertake to ensure an adequate level of protection of the personal data transferred outside the European Economic Area and United Kingdom, either by us, Our affiliates, and/or Third Party Agents, in accordance with applicable legislation, in particular via the signature of the standard contractual clauses approved by the European Commission or and the U.K. ICO.

If You wish to exercise any of these privacy rights under GDPR, or if You need further information regarding those privacy rights, please contact Us at [privacy@gooddata.com](mailto:privacy@gooddata.com).

**Data Controller.** In limited circumstances, where GoodData processes Your personal data as a data controller, You are entitled to certain privacy rights under certain circumstances:

- Right of access
- Right to rectification
- Right to erasure (Right to be forgotten)
- Right of restriction of processing
- Right to data portability
- Right to object
- Right to access details around any automated individual decision-making, including profiling\*.

### **EU-U.S. Privacy Shield and Swiss-U.S. Privacy Shield**

GoodData and its subsidiary GoodData s.r.o. participate in, and have certified its compliance with, the EU-U.S. Privacy Shield Framework and the Swiss – U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union, United Kingdom and Switzerland (as applicable) to the United States, respectively (“**Privacy Shield Framework**”). GoodData and its subsidiary GoodData s.r.o. have certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in this privacy policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view Our certification, please visit <https://www.privacyshield.gov/>.

GoodData is responsible for the processing of personal data it receives, under the Privacy Shield Framework, and subsequently transfers to a third party acting as an agent on its behalf; however, GoodData relies on the Standard Contractual Clauses rather than the Privacy Shield Principles for all onward transfers of personal data from the EU and Switzerland.

With respect to personal data received or transferred pursuant to the Privacy Shield Framework, GoodData is subject to the regulatory enforcement powers of the U.S. Federal Trade Commission. In certain situations, GoodData may be required to disclose personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements. If You have questions or concerns regarding this Privacy Policy, please contact Us at: [privacy@gooddata.com](mailto:privacy@gooddata.com). If You do not receive acknowledgement of Your inquiry, or if Your inquiry has not been satisfactorily addressed, You should contact Our U.S.-based third party dispute resolution provider (free of charge) at <https://feedback-form.truste.com/watchdog/request>.

Under certain conditions, more fully described on the Privacy Shield website <https://www.privacyshield.gov/article?id=How-to-Submit-a-Complaint>, You may invoke binding arbitration when other dispute resolution procedures have been exhausted.

*\* GoodData does not engage in any automated decision making, including profiling.*

### **EU-U.S. Privacy Shield and Swiss-U.S. Privacy Shield Update (July 2020)**

In July 2020, the Court of Justice for the European Union (EJC) issued a ruling in a case examining transfers of data from the EU (“**Schrems II Decision**”). **As a GoodData commercial customer, you can continue to use GoodData services in compliance with European law. The EJC's ruling does not change Your ability to transfer data today between the EU, the United Kingdom, Switzerland and U.S. using the GoodData products and services.** GoodData continues to adhere to all core Privacy Shields privacy principles that support any approach to data transfers and recertifies its adherence to the same annually.

GoodData provides You with overlapping data protections under both the Standard Contractual Clauses (SCCs) (for data transfers) and Privacy Shield framework.

Following the Schrems II Decision, GoodData has reviewed the recommendations of the European Data Protection Board, and identified and implemented effective supplementary measures where they are needed.

Unless otherwise agreed by the parties, all GoodData customers are subject to the current Data Processing Agreement (or in some cases an Addendum to the agreement governing access to the GoodData products or services) with the SCCs incorporated therein.

GoodData customers that wish to discuss SCC implementation with GoodData should contact [privacy@gooddata.com](mailto:privacy@gooddata.com).