GoodData Privacy Policy

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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 SaaS services (including GoodData Legacy and GoodData Cloud), the gooddata.ai 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, interact with Our AI Features, or to apply to Our open job postings. 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 for most websites and products, GoodData gathers certain personal 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 products and services provided by Us 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. If You choose to use the optional AI Assistant when submitting a support request, Your request is also processed as described in the “AI Assistants” section below.

When joining a virtual conference call with our representatives, please be aware that the call may be recorded, and information shared during the call may be processed by third-party service providers. This processing is conducted to support service quality, training, internal documentation, and your convenience.

Authentication and Personalization in Usage of the GoodData Products and Services

If You are a GoodData customer, We use Your personal information to provide You with an identity in Your usage of the GoodData products. 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 products. Additionally, We use cookies to remember users' settings (e.g. language preference), for authentication on the GoodData product 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.ai/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 products and services, You may receive scheduled email notices generated by Us (such as dashboards, reports or key performance indicators) or related to Our operations (e.g. including maintenance announcements) and special alert email communications describing 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 the registration.

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 Our referral program.

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.ai/cookie-policy.

When You sign up to participate in GoodData UX research, GoodData collects the personal information You provide — such as Your name, email address, and professional role — to identify, contact, and coordinate with research participants. Where You have separately indicated Your agreement, GoodData may also use Your contact details to send You information about product updates and promotions.

Improvement of Our Products and Your Ease of Use

Usage Data and Telemetry 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 pattern
- Analyze the performance of the product and functionality of the features
- Analyze the adoption of the platform, usage trends, and customer contract limits
- 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/their feedback in connection with Our services or products and Your/their 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 products and services.

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.ai/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.

Transactional Emails and Newsletters

If you are a GoodData customer, we will process Your name and email address to send you Transactional Emails. Transactional Emails, also known as operational emails, are communications of a technical-administrative nature. These emails typically relate to account notifications, activity, or transactions, such as a demo request. A special subset of transactional emails includes Product Updates, which can also be sent to anyone who subscribes to them. Product Updates are intended for those interested in product-related information. They cover only product updates, including new features and capabilities that have been released to Our production, added to beta, or introduced as experimental, as well as features and capabilities that are coming soon. Product Updates do not contain any marketing content such as webinars, conferences, meetups, etc.

Newsletter and information about our events, content, webinars, and other GoodData updates is communicated to You via Our regular marketing emails (“Newsletters”). If You wish to subscribe to the Newsletters, We will use Your name and email address to send the Newsletters to You.

Forums

If You use GoodData Community, the GoodData Slack community workspace, 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 third party service providers, and could be potentially used to send You unsolicited messages. Content posted in Forums may also be indexed by Our AI Assistants provider and used to generate answers through AI Assistants described below, including through Our publicly available documentation MCP server, which may return excerpts of Forum content to third-party AI tools. We are not responsible for the personal data You choose to submit in a Forum.

Customer Testimonials

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

Job Applications

GoodData collects Your personal data for the purposes of managing GoodData's recruitment related activities as well as for organizational planning purposes globally. Consequently, GoodData may use Your personal data in relation to the evaluation and selection of applicants; including, for example, setting up and conducting interviews and tests, evaluating and assessing the results thereto, and as is otherwise needed in the recruitment processes including the final recruitment. If you are a California resident and you apply for a job at GoodData please see our **CCPA Employee and Applicant Privacy Notice** for additional information.

AI FEATURES

AI Assistants

Our website, documentation, and Slack community feature conversational AI assistants that help answer Your questions about GoodData (“AI Assistants”). The AI Assistants are provided by Our Third Party Agent kapa.ai, which uses third-party large language model providers to generate answers. Your information, questions and conversations with the AI Assistants are processed by kapa.ai and its providers to answer Your questions and to help Us improve Our documentation and support content. When submitting a support request, You may choose to have kapa.ai review Your request before it is submitted The AI Assistants are designed for non-personal, analytical interactions and are not intended for processing personal or regulated data entered via Inputs. As with all AI systems, the AI Assistants may occasionally provide inaccurate or incomplete information and do not make any binding representations on behalf of GoodData.

AI in Product

GoodData may provide access to artificial intelligence and machine learning features ("AI Features") as part of its products and services. AI Features may include, but are not limited to, AI Assistant, Agent Builder, AI Automation, and other generative AI or agentic capabilities. Certain AI Features may involve the processing of Your data by third-party AI model providers. Such processing will only occur where You have opted in to sharing data with the AI model. When using AI Features, You should avoid submitting personal data beyond what is necessary for the intended analytical purpose, and in accordance with applicable data protection law.

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 product and services and related services, perform certain business-related functions for Us or that process personal data 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, AI, technical support or implementation services. When We employ a Third Party Agent 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 Party Agents 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 Party Agents 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 Agent.

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 personal data 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 personal data We share with them, and their use of the personal data will be in accordance with their own privacy policies. If You do not wish for Your personal data 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 Our products or services, or cancel Your account by contacting us at 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. 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.ai/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 our products or services 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.ai/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.

WHISTLEBLOWING

In terms of processing personal data related to activities associated with whistleblowing, please refer to the relevant passage in the Whistleblowing at GoodData section.

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, You may contact Us at privacy@gooddata.com.

For general questions, You may contact Us at:

GoodData Corporation

Attn: Legal Department

135 Main Street, Suite 550

San Francisco, CA 94105, USA

privacy@gooddata.com

JURISDICTION-SPECIFIC PROVISIONS

California

For information applicable exclusively to all job applicants, employees, owners, directors, officers, and contractors residing in the State of California please see our **CCPA Employee and Applicant Privacy Notice**.

These additional disclosures for California residents apply only to individuals who reside in California. The California Consumer Privacy Act of 2018 ("**CCPA**"), as amended, requires businesses to give consumers certain information in a "notice at collection." A notice at collection must for example list the categories of personal information businesses collect about consumers and inform consumers about the rights they have regarding their personal information, including how to exercise them. See GoodData's *California Notice at Collection* below which, together with the information throughout this Privacy Policy, will give you all the information you need.

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 Our products and services.

We do not sell or share your personal data as defined under the CCPA.

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

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

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

The CCPA provides California residents with specific rights regarding their personal information. If You are a resident of California, You have the following rights:

The right to notice. You have the right to be notified which categories of personal data are being collected and the purposes for which the personal data is being used.

The right to request. Under CCPA, You have the right to request that We disclose information to You about Our collection, use, sale, disclosure for business purposes and share of personal information. 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
- The specific pieces of personal data We have collected about You

The right to delete. You have the right to request the deletion of Your personal data. However, this is not an absolute right and We may have legal grounds for keeping such data. Once We receive and confirm Your request, We will delete (and direct Our Service Providers to delete) Your personal information from our records, unless an exception applies.

The right to correct. You may ask us to correct inaccurate information that we have about you.

The right not to be discriminated against. You have the right not to be discriminated against for exercising any of Your consumer's rights.

To exercise any of these rights, please submit a request to privacy@gooddata.com or you may contact Us at:

GoodData Corporation

Attn: Legal Department

135 Main Street, Suite 550

San Francisco, CA 94105, USA

privacy@gooddata.com

In the request, please specify which right You are seeking to exercise and the scope of the request. Unless otherwise provided by applicable law, we will disclose and deliver the required information free of charge within 45 days of receiving Your verifiable request. The time period to provide the required information may be extended once by an additional 45 days when reasonably necessary and with prior notice. 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.

Any disclosures We provide will only cover the 12-month period preceding the verifiable request's receipt.

For **data portability** requests, We will select a format to provide Your personal information that is readily usable and should allow You to transmit the information from one entity to another entity without hindrance.

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 products and services. 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 Third Party Agents.

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.ai/legal/#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.ai/legal/#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, United Kingdom and Switzerland

Data Subprocessor. 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 Our products and services. 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.

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. Data Privacy Framework, the UK extension to the EU-U.S. Data Privacy Framework and Swiss-U.S. Data Privacy Framework

GoodData complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as set forth by the U.S. Department of Commerce. GoodData has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF. GoodData has certified to the U.S. Department of Commerce that it adheres to the Swiss-U.S. Data Privacy Framework Principles (Swiss-U.S. DPF Principles) with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF. If there is any conflict between the terms in this privacy policy and the EU-U.S. DPF Principles and/or the Swiss-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and to view our certification, please visit https://www.dataprivacyframework.gov/.

With respect to personal data received or transferred pursuant to the DPF Principles, 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.

We may, in cases specified by this Privacy Policy, use a limited number of Third Party Agents to assist us in processing Personal Data for certain purposes. We maintain contracts with these Third Party Agents restricting their access, use and disclosure of Personal Data in compliance with Our obligations under the EU-U.S. DPF, the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. DPF, including the onward transfer provisions, and We remain liable if they fail to meet those obligations and We are responsible for the event giving rise to damage.

In compliance with the DPF Principles, GoodData commits to resolve complaints about Our collection or use of Your personal information. EU, UK and Swiss individuals with inquiries or complaints regarding Our DPF policy should first contact Us at: privacy@gooddata.com.

GoodData has further committed to refer unresolved DPF complaints to JAMS Mediation, Arbitration and ADR Services, an alternative dispute resolution provider located in the United States. If You do not receive timely acknowledgment of Your complaint from Us, or if

We have not addressed Your complaint to Your satisfaction, please visit https://www.jamsadr.com/dpf-dispute-resolution for more information or to file a complaint. The services of JAMS are provided at no cost to You.

Under certain conditions, more fully described on the DPF website https://www.dataprivacyframework.gov/framework-article/ANNEX-I-introduction You may invoke binding arbitration when other dispute resolution procedures have been exhausted.

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

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.