
DATA PROCESSING AGREEMENT/ADDENDUM

This Data Processing Agreement (“**DPA**”) forms part of the Dazz Master Subscription Agreement or other agreement for Dazz services (the “**Agreement**”) entered into between between the Dazz, Inc. ((“**Dazz**”, “**Us**”, “**We**”, “**Our**”) and the Customer (collectively, “**You**”, “**Your**”, or “**Customer**”) pursuant to the Agreement. Both parties shall be referred to as the “**Parties**” and each, a “**Party**”. This DPA forms a binding legal agreement to reflect the Parties’ agreement with regard to the Processing of Personal Data (as such terms are defined below).

WHEREAS, Dazz shall provide the services set forth in the Agreement (collectively, the “**Services**”) for Client, as described in the Agreement; and

WHEREAS, the Parties wish to set forth the arrangements concerning the Processing of Personal Data within the context of the Services and agree to comply with the following provisions with respect to any Personal Data, each acting reasonably and in good faith.

By using the Services, Customer accepts this DPA and you represent and warrant that you have full authority to bind the Customer to this DPA. If you cannot, or do not agree to, comply with and be bound by this DPA, or do not have authority to bind the Customer or any other entity, please do not provide Personal Data to Us.

NOW THEREFORE, in consideration of the mutual promises set forth herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the Parties, the parties, intending to be legally bound, agree as follows:

1. **DEFINITIONS**

- (a) “**Affiliate**” means any entity that directly or indirectly controls, is controlled by, or is under common control with the subject entity. “**Control**”, for purposes of this definition, means direct or indirect ownership or control of more than 50% of the voting interests of the subject entity.
- (b) “**Authorized Affiliate**” means any of Client’s Affiliate(s) which (a) is subject to the Data Protection Laws And Regulations of the European Union, the European Economic Area and/or their member states, Switzerland and/or the United Kingdom, and (b) is permitted to use the Services pursuant to the Agreement between Client and Dazz, but has not signed its own agreement with Dazz and is not a “**Client**” as defined under the Agreement.
- (c) “**Dazz**” means the relevant Dazz entity of the following Dazz legal entities as specified in this DPA and/or in the Agreement, including: Dazz Cloud LTD
- (d) “**Dazz Group**” means Dazz and its Affiliates engaged in the Processing of Personal Data.
- (e) “**Controller**” or “**Data Controller**” means the entity which determines the purposes and means of the Processing of Personal Data. For the purposes of this DPA only, and except where indicated otherwise, the term “Data Controller” shall include the Organization and/or the Organization’s Authorized Affiliates.
- (f) “**Data Protection Laws and Regulations**” means all laws and regulations of the European Union, the European Economic Area (EEA) and their Member States, and the United Kingdom, each to the extent applicable to the Processing of Personal Data under the Agreement.
- (g) “**Data Subject**” means the identified or identifiable person to whom the Personal Data relates.
- (h) “**Member State**” means a country that belongs to the European Union and/or the European Economic Area. “**Union**” means the European Union.
- (i) “**GDPR**” means the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

- (j) **“Personal Data”** means any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person. For the avoidance of doubt, Client's business contact information is not by itself deemed to be Personal Data subject to this DPA.
 - (k) **“Process(ing)”** means any operation or set of operations which is performed upon Personal Data, whether or not by automatic means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.
 - (l) **“Processor”** or **“Data Processor”** means the entity which Processes Personal Data on behalf of the Controller.
 - (m) **“Security Documentation”** means the Security Documentation applicable to the specific Services purchased by Client, as updated from time to time. Client shall send a request to contact@dazz.io to receive a copy of the Security Documentation.
 - (n) **“Sub-processor”** means any Processor engaged by Dazz and/or Dazz Affiliate to Process Personal Data on behalf of Client.
 - (o) **“Supervisory Authority”** means an independent public authority which is established pursuant to applicable Data Protection Laws.
 - (p) **“US Privacy Laws”** means the California Consumer Privacy Act of 2018, Cal. Civ. Code § 1798.100 et seq., as amended by the California Privacy Rights Act of 2020 along with any associated regulations (“CCPA”); the Virginia Consumer Data Protection Act (“VCDPA”); the Colorado Privacy Act; and any similar U.S. State or Federal laws governing data privacy and security once effective.
2. Client’s Processing of Personal Data. Client shall, in its use of the Services, Process Personal Data in accordance with the requirements of Data Protection Laws and Regulations and comply with Data Protection Laws and Regulations. Client shall have sole responsibility for the means by which Client acquired Personal Data. Without limitation, Client shall comply with any and all transparency-related obligations (including, without limitation, displaying any and all relevant and required privacy notices or policies) and shall at all times have any and all required ongoing legal bases in order to collect, Process and transfer to Dazz the Personal Data and to authorize the Processing by Dazz of the Personal Data which is authorized in this DPA.
3. **PROCESSING OF PERSONAL DATA**
- 3.1 Roles of the Parties. The Parties acknowledge and agree that with regard to the Processing of Personal Data under this DPA Dazz is the Data Processor and Dazz or members of the Dazz Group may engage Sub-processors pursuant to the requirements set forth in Section 5 below. For clarity, this DPA shall not apply with respect to Dazz processing activity as a Data Controller with respect to Dazz data as defined in the Agreement.
- 3.2 Dazz’s Processing of Personal Data. Dazz shall Process Personal Data that is subject to this DPA only in accordance with Client’s documented instructions as necessary for the performance of the Services and for the performance of the Agreement and this DPA, unless required to otherwise by Union or Member State law or any other applicable law to which Dazz and its Affiliates are subject, in which case, Dazz shall inform the Client of the legal requirement before processing, unless that law prohibits such information on important grounds of public interest. The duration of the Processing, the nature and purposes of the Processing, as well as the types of Personal Data Processed and categories of Data Subjects under this DPA are further specified in **Schedule 1** (Details of the Processing) to this DPA.

- 3.3 To the extent that Dazz or its Affiliates cannot comply with a request (including, without limitation, any instruction, direction, code of conduct, certification, or change of any kind) from Client and/or its authorized users relating to Processing of Personal Data or where Dazz considers such a request to be unlawful, Dazz (i) shall inform Client, providing relevant details of the problem (but not legal advice), (ii) Dazz may, without any kind of liability towards Client, temporarily cease all Processing of the affected Personal Data (other than securely storing those data), and (iii) if the Parties do not agree on a resolution to the issue in question and the costs thereof, each Party may, as its sole remedy, terminate the Agreement and this DPA with respect to the affected Processing, and Client shall pay to Dazz all the amounts owed to Dazz or due before the date of termination. Client will have no further claims against Dazz (including, without limitation, requesting refunds for Services) due to the termination of the Agreement and/or the DPA in the situation described in this paragraph (excluding the obligations relating to the termination of this DPA set forth below).
- 3.4 Dazz will not be liable in the event of any claim brought by a third party, including, without limitation, a Data Subject, arising from any act or omission of Dazz, to the extent that such is a result of Client's instructions.
4. **RIGHTS OF DATA SUBJECTS.** If Dazz receives a request from a Data Subject to exercise its rights under Data Protection Laws ("**Data Subject Request**"), Dazz shall, to the extent legally permitted, promptly notify and forward such Data Subject Request to Client. Taking into account the nature of the Processing, Dazz shall use commercially reasonable efforts to assist Client by appropriate technical and organizational measures, insofar as this is possible, for the fulfilment of Client's obligation to respond to a Data Subject Request under Data Protection Laws and Regulations. To the extent legally permitted, Client shall be responsible for any costs arising from Dazz's provision of such assistance.
5. **DAZZ PERSONNEL**
 - 5.1 **Confidentiality.** Dazz shall grant access to the Personal Data to persons under its authority (including, without limitation, its personnel) only on a need to know basis and ensure that such persons engaged in the Processing of Personal Data have committed themselves to confidentiality or are under an appropriate statutory obligation of confidentiality.
 - 5.2 Dazz may disclose and Process the Personal Data (a) as permitted hereunder (b) to the extent required by a court of competent jurisdiction or other Supervisory Authority and/or otherwise as required by applicable laws or applicable Data Protection Laws and Regulations (in such a case, Dazz shall inform the Client of the legal requirement before the disclosure, unless legally prohibited), or (c) on a "need-to-know" basis under an obligation of confidentiality to legal counsel(s), data protection advisor(s), accountant(s), investors or potential acquirers.
6. **AUTHORIZATION REGARDING SUB-PROCESSORS**
 - 6.1 Customer hereby grants general written authorization to Dazz to appoint Sub-Processors to perform specific Processing activities on Customer Personal Data on its behalf. Dazz's current list of Sub-Processors is included at <https://www.dazz.io/legal/sub-processor-list> ("**Sub-Processor List**") and is hereby approved by Customer.
 - 6.2 **Objection Right for Sub-processors.** Dazz offers a mechanism for Customers to subscribe to notifications of changes to Dazz's SubProcessor List via <https://www.dazz.io/legal/sub-processor-list>. If Customer subscribes to receive such updates, Dazz shall provide notification of any intended changes concerning the addition or replacement of other Sub-Processor(s) to the email address which has subscribed thereby giving Customer the opportunity to object. Client may reasonably object to Dazz's use of alternative Sub-processor for reasons related to Data Protection Laws by notifying Dazz promptly in writing within five (5) business days after receipt of Dazz's notice, such written objection shall include the reasons for objecting to Dazz's use of such Sub-processor. Failure to object to such Sub-processor in writing within five (5) business days following Dazz's notice shall be deemed as acceptance of the Sub-Processor. Dazz will use reasonable efforts to make available to Client a change in the Services or recommend a

commercially reasonable change to Client's use of the Services to avoid Processing of Personal Data by the objected-to Sub-processor without unreasonably burdening the Client. If Dazz is unable to make available such change within a reasonable period of time, which shall not exceed thirty (30) days, Client may, as a sole remedy, terminate the applicable Agreement and this DPA with respect only to those Services which cannot be provided by Dazz without the use of the objected-to Sub-processor by providing written notice to Dazz provided that all amounts due under the Agreement before the termination date with respect to the Processing at issue shall be duly paid to Dazz. Until a decision is made regarding the Sub-processor, Dazz may temporarily suspend the Processing of the affected Personal Data. Client will have no further claims against Dazz due to the termination of the Agreement (including, without limitation, requesting refunds) and/or the DPA in the situation described in this paragraph.

- 6.3 **Agreements with Sub-processors.** Where Dazz engages a Sub-Processor, we shall do so by way of a written contract which imposes on the Sub-Processor substantially the same data protection obligations as in this DPA.

7. SECURITY

- 7.1 Controls for the Protection of Personal Data. Taking into account the state of the art, the costs of implementation, the scope, the context, the purposes of the Processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, Dazz shall maintain all industry-standard technical and organizational measures required pursuant to Article 32 of the GDPR for protection of the security (including protection against unauthorized or unlawful Processing and against accidental or unlawful destruction, loss or alteration or damage, unauthorized disclosure of, or access to, Personal Data), confidentiality and integrity of Personal Data, as set forth in the Security Documentation which are hereby approved by Client. Upon the Client's request, Dazz will use commercially reasonable efforts to assist Client, at Client's cost, in ensuring compliance with the obligations pursuant to Articles 32 to 36 of the GDPR taking into account the nature of the processing, the state of the art, and the information available to Dazz.
- 7.2 Third-Party Certifications and Audits. Upon Client's written request at reasonable intervals, and subject to the confidentiality obligations set forth in the Agreement and this DPA, Dazz shall make available to Client that is not a competitor of Dazz (or Client's independent, third-party auditor that is not a competitor of Dazz) a copy or a summary of Dazz's then most recent third-party audits or certifications, as applicable (provided, however, that such audits, certifications and the results therefrom, including the documents reflecting the outcome of the audit and/or the certifications, shall only be used by Client to assess compliance with this DPA, and shall not be used for any other purpose or disclosed to any third party without Dazz's prior written approval and, upon Dazz's first request, Client shall return all records or documentation in Client's possession or control provided by Dazz in the context of the audit and/or the certification). At Client's cost and expense, Dazz shall allow for and contribute to audits, including inspections of Dazz's, conducted by the controller or another auditor mandated by the controller (who is not a direct or indirect competitor of Dazz) provided that the parties shall agree on the scope, methodology, timing and conditions of such audits and inspections. Notwithstanding anything to the contrary, such audits and/or inspections shall not contain any information, including without limitation, personal data that does not belong to Client.

8. TRANSFERS OF DATA

- 8.1 Transfers to countries that offer adequate level of data protection. Personal Data may be transferred from the EU Member States, the three EEA member countries (Norway, Liechtenstein and Iceland) (collectively, "EEA") and the United Kingdom to countries that offer adequate level of data protection under or pursuant to the adequacy decisions published by the relevant data protection authorities of the EEA, the Union, the Member States or the European Commission ("Adequacy Decisions"), without any further safeguard being necessary.
- 8.2 Transfers to other countries. If the Processing of Personal Data includes transfers from the EEA to countries outside the EEA which are not subject to an Adequacy Decision ("Other Countries"), the

Parties shall comply with their applicable obligations under Chapter V of the GDPR., including, if necessary, executing the standard data protection clauses adopted by the relevant data protection authorities of the EEA, the Union, the Member States or the European Commission or comply with any of the other mechanisms provided for in the GDPR for transferring Personal Data to such Other Countries.

9. **US PRIVACY LAWS**

- 9.1 In performing its obligations under the Agreement and this DPA, Dazz shall comply with its obligations under US Privacy Laws, including by providing the level of privacy protection as is required by US Privacy Laws to Customer Personal Data subject to the US Privacy Laws. Dazz will not: (1) “sell” or “share” for purposes of “cross-context behavioral advertising” or “targeted advertising” (as defined by applicable US Privacy Laws) any Customer Personal Data; (2) retain, use, or disclose Customer Personal Data for any purpose other than the contractual business purpose set forth herein or as otherwise permitted under US Privacy Laws or outside of the direct business relationship between Dazz and the Customer; or (3) attempt to re-identify any pseudonymized, anonymized, aggregate, or de-identified Customer Personal Data.
- 9.2 Dazz will (1) comply with any applicable restrictions under applicable US Privacy Laws on combining Customer Personal Data with Personal Data that Dazz receives from, or on behalf of, another person or persons; and (2) promptly notify Customer if Dazz determines that it (i) can no longer meet its obligations under this DPA or applicable US Privacy Laws; or (ii) in Dazz’s opinion, an instruction from Customer infringes applicable US Privacy Laws.
- 9.3 To the extent required under US Privacy Laws, Customer may take reasonable and appropriate steps to help to ensure that Dazz uses Customer Personal Data in a manner consistent with Customer’s obligations under US Privacy Laws and in order to stop and remediate unauthorized use of the Customer Personal Data.
- 9.4 Dazz certifies that it understands its obligations set forth in this Section 8. The Parties agree that Schedule 1 hereto shall satisfy any requirement under applicable U.S. Privacy Law to provide details regarding the nature of the Processing activities related to Customer Personal Data.

10. **PERSONAL DATA INCIDENT MANAGEMENT AND NOTIFICATION.** To the extent required under applicable Data Protection Laws and Regulations, Dazz shall notify Client without undue delay after becoming aware of the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to Personal Data, including Personal Data, transmitted, stored or otherwise Processed by Dazz or its Sub-processors of which Dazz becomes aware (a “**Personal Data Incident**”). Dazz shall make reasonable efforts to identify the cause of such Personal Data Incident and take those steps as Dazz deems necessary, possible and reasonable in order to remediate the cause of such a Personal Data Incident to the extent the remediation is within Dazz’s reasonable control. The obligations herein shall not apply to incidents that are caused by Client or Client’s users or are otherwise unrelated to the provision of the Services. In any event, Client will be the party responsible for notifying supervisory authorities and/or concerned data subjects (where required by Data Protection Laws and Regulations).

11. **RETURN AND DELETION OF PERSONAL DATA.** Subject to the Agreement, Dazz shall, at the choice of Client, delete or return the Personal Data to Client after the end of the provision of the Services relating to Processing, and shall delete existing copies unless applicable law requires storage of the Personal Data. In any event, to the extent required or allowed by applicable law, Dazz may retain one copy of the Personal Data for evidence purposes and/or for the establishment, exercise or defence of legal claims and/or to comply with applicable laws and regulations. If the Client requests the Personal Data to be returned, the Personal Data shall be returned in the format generally available for Dazz’s Clients.

12. **AUTHORIZED AFFILIATES**

- 12.1 Contractual Relationship. The Parties acknowledge and agree that, by executing the DPA, the Client enters into the DPA on behalf of itself and, as applicable, in the name and on behalf of its

Authorized Affiliates, thereby establishing a separate DPA between Dazz. Each Authorized Affiliate agrees to be bound by the obligations under this DPA. All access to and use of the Services by Authorized Affiliates must comply with the terms and conditions of the Agreement and this DPA and any violation of the terms and conditions therein by an Authorized Affiliate shall be deemed a violation by Client.

- 12.2 **Communication.** The Client shall remain responsible for coordinating all communication with Dazz under the Agreement and this DPA and shall be entitled to make and receive any communication in relation to this DPA on behalf of its Authorized Affiliates.
13. **RELATIONSHIP WITH AGREEMENT.** In the event of any conflict between the provisions of this DPA and the provisions of the Agreement, the provisions of this DPA shall prevail over the conflicting provisions of the Agreement. Notwithstanding anything to the contrary in the Agreement and/or in any agreement between the parties and to the maximum extent permitted by law: (A) Dazz's (including Dazz's Affiliates') entire, total and aggregate liability, related to personal data or information, privacy, or for breach of, this DPA and/or Data Protection Laws and Regulations, including, without limitation, if any, any indemnification obligation under the Agreement or applicable law regarding data protection or privacy, shall be limited to the amounts paid to Dazz under the Agreement within the twelve (12) months preceding the event that gave rise to the claim. This limitation of liability is cumulative and not per incident; (B) In no event will Dazz and/or Dazz Affiliates and/or their third-party providers, be liable under, or otherwise in connection with this DPA for: (i) any indirect, exemplary, special, consequential, incidental or punitive damages; (ii) any loss of profits, business, or anticipated savings; (iii) any loss of, or damage to data, reputation, revenue or goodwill; and/or (iv) the cost of procuring any substitute goods or services; and (C) The foregoing exclusions and limitations on liability set forth in this Section shall apply: (i) even if Dazz, Dazz Affiliates or third-party providers, have been advised, or should have been aware, of the possibility of losses or damages; (ii) even if any remedy in this DPA fails of its essential purpose; and (iii) regardless of the form, theory or basis of liability (such as, but not limited to, breach of contract or tort). NOTWITHSTANDING THE FOREGOING, IF CUSTOMER IS USING THE SERVICES FOR A FREE TRIAL, DAZZ'S MAXIMUM AGGREGATE LIABILITY TO CUSTOMER UNDER OR RELATED TO THIS DPA SHALL BE CAPPED AT ONE THOUSAND DOLLARS US (\$1,000 US).
14. **TERMINATION.** This DPA shall automatically terminate upon the termination or expiration of the Agreement under which the Services are provided. Sections 2.2, 2.3.3, 8 and 12 shall survive the termination or expiration of this DPA for any reason. This DPA cannot, in principle, be terminated separately to the Agreement, except where the Processing ends before the termination of the Agreement, in which case, this DPA shall automatically terminate.
15. **AMENDMENTS.** This DPA may be amended at any time by a written instrument duly signed by each of the Parties.
16. **LEGAL EFFECT.** Dazz may assign this DPA or its rights or obligations hereunder to any Affiliate thereof, or to a successor or any Affiliate thereof, in connection with a merger, consolidation or acquisition of all or substantially all of its shares, assets or business relating to this DPA or the Agreement. Any Dazz obligation hereunder may be performed (in whole or in part), and any Dazz right (including invoice and payment rights) or remedy may be exercised (in whole or in part), by an Affiliate of Dazz.

List of Schedules

- **SCHEDULE 1 - DETAILS OF THE PROCESSING**

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Subject matter. Dazz will Process Personal Data as necessary to perform the Services pursuant to the Agreement, as further instructed by Client in its use of the Services.

Nature and Purpose of Processing

1. Performing the Agreement, this DPA and/or other contracts executed by the Parties, including, providing the Service(s) to Client and providing support and technical maintenance, if agreed in the Agreement
2. For Dazz to comply with documented reasonable instructions provided by Client where such instructions are consistent with the terms of the Agreement and this DPA.

Duration of Processing. Subject to any Section of the DPA and/or the Agreement dealing with the duration of the Processing and the consequences of the expiration or termination thereof, Dazz will Process Personal Data for the duration of the Agreement, unless otherwise agreed upon in writing.

Type of Personal Data. Client may submit Personal Data to the Services, the extent of which is determined and controlled by Client in its sole discretion, and which may include, but is not limited to the following categories of Personal Data:

- Full name
- Email address
- Any other Personal Data or information that the Client decides to provide to Dazz or the Services.

The Client and the Data Subjects shall provide the Personal data to Dazz by supplying the Personal data to Dazz's Service.

Notwithstanding anything to the contrary, Client acknowledges that the same personal information or Personal Data provided by Client or processed on behalf of Client may have already been (or will be) provided by other customers or clients to Dazz, or may have already been (or will be) collected by Dazz independently or from other customers or clients, or may be available on public sources. For avoidance of doubt, this data and information may be collected, used and processed by Dazz and/or disclosed by Dazz to third parties and other customers or clients without this being deemed a breach of this DPA and/or the Agreement.

Categories of Data Subjects

Client may submit Personal Data to the Services, the extent of which is determined and controlled by Client in its sole discretion, and which may include, but is not limited to Personal Data relating to the following categories of data subjects:

- Client's users authorized by Client to use the Services
- Employees, agents, advisors, freelancers of Client (who are natural persons)