



# **CULTIVATE DATA PROTECTION ADDENDUM**

*last updated: 04-21-2019*

- **This Data Protection Addendum, including its annexes (the “Addendum”), supplements and forms part of the Terms of Service Agreement available at <https://trycultivate.com/terms> between Client and Cultivate Technology, Inc. (“Cultivate”) governing the provision of the Service (as amended from time to time, the “Agreement”), when Applicable Data Protection Laws apply to your use of the Service or processing of Personal Data under the Agreement.**

#### Definitions

For purposes of this Addendum, the terms below have the meanings set forth below. Capitalized terms that are used but not defined in this Addendum have the meanings given in the Agreement.

- **Affiliate** means any entity that directly or indirectly controls, is controlled by, or is under common control with the subject entity, where “control” refers to the power to direct or cause the direction of the subject entity, whether through ownership of voting securities, by contract or otherwise.
- **Applicable Data Protection Laws** means European Data Protection Laws, and as of its effective date, the CCPA, in each case, to the extent applicable to the relevant Personal Data or processing thereof under the Agreement.
- **CCPA** means the California Consumer Privacy Act of 2018 and any regulations promulgated thereunder, in each case, as amended from time to time.
- **EEA** means the European Economic Area.
- **EU** means the European Union.
- **European Data Protection Laws** means the GDPR and other data protection laws of the EU, its Member States, Switzerland, Iceland, Liechtenstein, Norway and the United Kingdom, in each case, to the extent it applies to the relevant Personal Data or processing thereof under the Agreement.
- **GDPR** means Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, as amended from time to time.
- **Information Security Incident** means a breach of Cultivate’s security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, Personal Data in Cultivate’s possession, custody or control. Information Security Incidents do not include unsuccessful attempts or activities that do not compromise the security of Personal Data, including unsuccessful log-in attempts, pings, port scans, denial of service attacks, or other network attacks on firewalls or networked systems.

**Personal Data** means (a) the personal data (as defined in GDPR) that Client provides to Cultivate for the provision of the Service and (b) any other information that Client provides to Cultivate for the provision of the Service that constitutes “personal information” under and governed by the CCPA. For purposes of this Addendum, Personal Data does not include personal data of representatives of Client with whom Cultivate has business relationships independent of the Service.

- **Security Measures** has the meaning given in Section 4.1 (Cultivate’s Security Measures).
- **Standard Contractual Clauses** means the mandatory provisions of the standard contractual clauses for the transfer of personal data to processors established in third countries in the form set out by European Commission Decision 2010/87/EU.
- **Subprocessors** means third parties authorized under this Addendum to process Personal Data in relation to the Service.
- **Third Party Subprocessors** has the meaning given in Section 5 (Subprocessors) of [Annex 1](#).
- The terms **controller**, **data subject**, **processing**, **processor** and **supervisory authority** as used in this Addendum have the meanings given in the GDPR.

#### Duration and Scope of Addendum

This Addendum will, notwithstanding the expiration of the Agreement, remain in effect until, and automatically expire upon, Cultivate’s deletion of all Personal Data.

[Annex 1](#) (EU Annex) to this Addendum applies to Personal Data or the processing thereof subject to European Data Protection Laws. Annex 2 (California Annex) to this Addendum, applies to Personal Data or the processing thereof subject to the CCPA from and after the effective date of CCPA.

#### Client Instructions

Cultivate will process Personal Data only in accordance with Client’s instructions. By entering into this Addendum, Client instructs Cultivate to process Personal Data to provide the Service. Client acknowledges and agrees that such instruction authorizes Cultivate to process Personal Data (a) to perform its obligations and exercise its rights under the Agreement; (b) perform its legal obligations and to establish, exercise or defend legal claims in respect of the Agreement; (c) pursuant to any other written instructions given by Client and acknowledged in writing by Cultivate as constituting instructions for purposes of this Addendum; and (d) as reasonably necessary for the proper management and administration of Cultivate’s business.

#### Security

Cultivate Security Measures. Cultivate will implement and maintain technical and organizational measures designed to protect Personal Data against accidental or unlawful destruction, loss, alteration, unauthorized disclosure of or access to Personal Data as described in Cultivate’s privacy and security whitepaper available [here](#) (the “**Security Measures**”). The Security Measures may be updated or modified from time to time provided the updated measures do not decrease the overall protection of Personal Data.

Information Security Incidents. If Cultivate becomes aware of an Information Security Incident, Cultivate will (a) notify Client of the Information Security Incident without undue delay after becoming aware of the Information Security Incident and (b) take reasonable steps to identify the cause of such Information Security Incident, minimize harm and prevent a recurrence.

Notifications made pursuant to this Section 4.2. will describe, to the extent possible, details of the Information Security Incident, including steps taken to mitigate the potential risks and steps Cultivate recommends Client take to address the Information Security Incident. Cultivate's notification of or response to an Information Security Incident under this Section 4.2 will not be construed as an acknowledgement by Cultivate of any fault or liability with respect to the Information Security Incident.

Client's Security Responsibilities and Assessment. Client's Security Responsibilities. Client agrees that, without limitation of Cultivate's obligations under Section 4.1 (Cultivate Security Measures) and Section 4.2 (Information Security Incidents), Client is solely responsible for its use of the Service, including (a) making appropriate use of the Service to ensure a level of security appropriate to the risk in respect of the Personal Data; (b) securing the account authentication credentials, systems and devices Client uses to access the Service; (c) securing Client's systems and devices that Cultivate uses to provide the Service; and (d) backing up Personal Data.

Client's Security Assessment. Client is solely responsible for evaluating for itself whether the Service, the Security Measures and Cultivate's commitments under this Addendum will meet Client's needs, including with respect to any security obligations of Client under Applicable Data Protection Laws or other laws. Client acknowledges and agrees that (taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of the processing of Personal Data as well as the risks to individuals) the Security Measures implemented and maintained by Cultivate provide a level of security appropriate to the risk in respect of the Personal Data.

#### Data Subject Rights

Client's Responsibility for Requests. If Cultivate receives any request from a data subject in relation to the data subject's Personal Data, Cultivate will advise the data subject to submit the request to Client and Client will be responsible for responding to any such request.

Cultivate's Data Subject Request Assistance. Cultivate will (taking into account the nature of the processing of Personal Data) provide Client with self-service functionality through the Service or other reasonable assistance as necessary for Client to perform its obligation under Applicable Data Protection Laws to fulfill requests by data subjects to exercise their rights under Applicable Data Protection Laws, including if applicable, Client's obligation to respond to requests for exercising the data subject's rights set out in Chapter III of the GDPR. Client shall reimburse Cultivate for any such assistance, beyond providing self-service features included as part of the Service, at Cultivate's then-current professional services rates, which shall be made available to Client upon request.

#### Client Responsibilities

Client represents and warrants to Cultivate that (a) Client has established or ensured that another party has established a legal basis for Cultivate's processing of Personal Data contemplated by this Addendum; (b) all notices have been given to, and consents and rights have been obtained from, the relevant data subjects and any other party as may be required by Applicable Data Protection Laws and any other laws for such

processing; and (c) Personal Data does not and will not contain any protected health information subject to the Health Insurance Portability and Accountability Act (“**HIPAA**”), any biometric information, or any payment card information subject to the Payment Card Industry Data Security Standard (other than any Client payment card information used to pay for the Service).

#### Analytics

Client acknowledges and agrees that Cultivate may create and derive from processing under the Agreement anonymized and/or aggregated data that does not identify Client or any natural person, and use, publicize or share with third parties such data to improve Cultivate’s products and services and for its other lawful business purposes.

#### Notices

Notwithstanding anything to the contrary in the Agreement, any notices required or permitted to be given by Cultivate to Client may be given (a) in accordance with any notice clause of the Agreement; (b) to Cultivate’s primary points of contact with Client; or (c) to any email provided by Client for the purpose of providing it with Service-related communications or alerts. Client is solely responsible for ensuring that such email addresses are valid.

#### Effect of These Terms

Except as expressly modified by the Addendum, the terms of the Agreement remain in full force and effect. To the extent of any conflict or inconsistency between this Addendum and the other terms of the Agreement, this Addendum will govern. This Addendum replaces all other privacy, security or other data protection terms of the Agreement. Any liabilities arising in respect of this Addendum are subject to the limitations of liability under the Agreement.

### **Annex 1** **EU Annex**

- Processing of Data

Subject Matter and Details of Processing. The parties acknowledge and agree that (a) the subject matter of the processing under the Agreement is Cultivate’s provision of the Service; (b) the duration of the processing is from Cultivate’s receipt of Personal Data until deletion of all Personal Data by Cultivate in accordance with the Agreement; (c) the nature and purpose of the processing is to provide the Service; (d) the data subjects to whom the processing pertains are Client’s employees and other personnel; and (e) the categories of personal data are contact details, workplace communications and other information processed by workplace information systems about such data subjects.

Roles and Regulatory Compliance; Authorization. The parties acknowledge and agree that (a) Cultivate is a processor of that Personal Data under European Data Protection Laws; (b) Client is a controller of that Personal Data under European Data Protection Laws; and (c) each party

will comply with the obligations applicable to it in such role under the European Data Protection Laws with respect to the processing of that Personal Data.

Cultivate's Compliance with Instructions. Cultivate will only process Personal Data in accordance with Client's instructions described in Section 3 (Client Instructions) of the Addendum unless European Data Protection Laws requires otherwise, in which case Cultivate will notify Client (unless that law prohibits Cultivate from doing so on important grounds of public interest).

Data Deletion. Upon termination of Client's access to the Service, Client instructs Cultivate to delete all Personal Data from Cultivate's systems as soon as reasonably practicable, unless European Data Protection Laws requires otherwise.

#### Data Security

##### Cultivate Security Measures, Controls and Assistance

Cultivate Security Assistance. Cultivate will (taking into account the nature of the processing of Personal Data and the information available to Cultivate) provide Client with reasonable assistance necessary for Client to comply with its obligations in respect of Personal Data under European Data Protection Laws, including Articles 32 to 34 (inclusive) of the GDPR, by (a) implementing and maintaining the Security Measures; (b) complying with the terms of Section 4.2 (Information Security Incidents) of the Addendum; and (c) complying with this Annex 1.

Security Compliance by Cultivate Staff. Cultivate will grant access to Personal Data only to personnel who need such access for the scope of their job duties, and are subject to appropriate confidentiality arrangements.

##### Reviews and Audits of Compliance

Client may audit Cultivate's compliance with its obligations under this Addendum up to once per year and on such other occasions as may be required by European Data Protection Laws, including where mandated by Client's supervisory authority. Cultivate will contribute to such audits by providing Client or Client's supervisory authority with the information and assistance reasonably necessary to conduct the audit.

If a third party is to conduct the audit, Cultivate may object to the auditor if the auditor is, in Cultivate's reasonable opinion, not independent, a competitor of Cultivate, or otherwise manifestly unsuitable. Such objection by Cultivate will require Client to appoint another auditor or conduct the audit itself.

To request an audit, Client must submit a detailed proposed audit plan to Cultivate at least two weeks in advance of the proposed audit date and any third party auditor must sign a customary non-disclosure agreement mutually acceptable to the parties (such acceptance not to be unreasonably withheld) providing for the confidential treatment of all information exchanged in connection with the audit and any reports regarding the results or findings thereof. The proposed audit plan must describe the proposed scope, duration, and start date of the audit. Cultivate will review the proposed audit plan and provide Client with any concerns or questions (for example, any request for information that could compromise Cultivate security, privacy, employment or other relevant policies). Cultivate will work cooperatively with Client to agree on a final audit plan. Nothing in this Section 2.2 shall require Cultivate to breach any duties of confidentiality.

If the controls or measures to be assessed in the requested audit are addressed in an SOC 2 Type 2, ISO, NIST or similar audit report performed by a qualified third party auditor within twelve (12) months of Client's audit request and Cultivate has confirmed there are no known material changes in the controls audited, Client agrees to accept such report in lieu of requesting an audit of such controls or measures.

The audit must be conducted during regular business hours, subject to the agreed final audit plan and Cultivate's safety, security or other relevant policies, and may not unreasonably interfere with Cultivate business activities.

Client will promptly notify Cultivate of any non-compliance discovered during the course of an audit and provide Cultivate any audit reports generated in connection with any audit under this Section 2.2, unless prohibited by European Data Protection Laws or otherwise instructed by a supervisory authority. Client may use the audit reports only for the purposes of meeting Client's regulatory audit requirements and/or confirming compliance with the requirements of this Addendum.

Any audits are at Client's expense. Client shall reimburse Cultivate for any time expended by Cultivate or its Third Party Subprocessors in connection with any audits or inspections under this Section 2.2 at Cultivate's then-current professional services rates, which shall be made available to Client upon request. Client will be responsible for any fees charged by any auditor appointed by Client to execute any such audit. Nothing in this Addendum shall be construed to require Cultivate to furnish more information about its Third Party Subprocessors in connection with such audits than such Third Party Subprocessors make generally available to their customers.

#### Impact Assessments and Consultations

Cultivate will (taking into account the nature of the processing and the information available to Cultivate) reasonably assist Client in complying with its obligations under Articles 35 and 36 of the GDPR, by (a) making available documentation describing relevant aspects of Cultivate's information security program and the security measures applied in connection therewith; and (b) providing the other information contained in the Agreement, including this Addendum.

#### Data Transfers

Data Processing Facilities. Cultivate may, subject to Section 4.2 (Transfers out of the EEA), store and process Personal Data in the United States or anywhere Cultivate or its Subprocessors maintains facilities.

Transfers out of the EEA. If Client transfers Personal Data out of the EEA to Cultivate in a country not deemed by the European Commission to have adequate data protection, such transfer will be governed by the Standard Contractual Clauses, the terms of which are hereby incorporated into this DPA. In furtherance of the foregoing, the parties agree that:

for purposes of the Standard Contractual Clauses, (a) Client will act as the data exporter and (b) Cultivate will act as the data importer;

for purposes of Appendix 1 to the Standard Contractual Clauses, the categories of data subjects, data, special categories of data (if appropriate), and the processing operations shall be as set out in Section 1.1 to this Annex 1 (Subject Matter and Details of Processing);

for purposes of Appendix 2 to the Standard Contractual Clauses, the technical and organizational measures shall be the Security Measures;

upon data exporter's request under the Standard Contractual Clauses, data importer will provide the copies of the subprocessor agreements that must be sent by the data importer to the data exporter pursuant to Clause 5(j) of the Standard Contractual Clauses, and that data importer may remove or redact all commercial information or clauses unrelated the Standard Contractual Clauses or their equivalent beforehand;

the audits described in Clause 5(f) and Clause 12(2) of the Standard Contractual Clauses shall be performed in accordance with Section 2.2 of this Annex 1 (Reviews and Audits of Compliance);

Client's authorizations in Section 5 of this Annex 1 (Subprocessors) will constitute Client's prior written consent to the subcontracting by Cultivate of the processing of Personal Data if such consent is required under Clause 5(h) of the Standard Contractual Clauses; and

certification of deletion of Personal Data as described in Clause 12(1) of the Standard Contractual Clauses shall be provided only upon Client's request;

Notwithstanding the foregoing, the Standard Contractual Clauses (or obligations the same as those under the Standard Contractual Clauses) will not apply to the extent an alternative recognized compliance standard for the lawful transfer of Personal Data outside the EEA (e.g., US-E.U. Privacy Shield, binding corporate rules) applies to the transfer.

#### Subprocessors

Consent to Subprocessor Engagement. Client specifically authorizes the engagement of Cultivate's Affiliates as Subprocessors. In addition, Client generally authorizes the engagement of any other third parties as Subprocessors ("**Third Party Subprocessors**").

Information about Subprocessors. Information about Subprocessors, including their functions and locations, is available [here](#) (as may be updated by Cultivate from time to time in accordance with this Annex 1).

Requirements for Subprocessor Engagement. When engaging any Subprocessor, Cultivate will enter into a written contract with such Subprocessor containing data protection obligations not less protective than those in this Addendum with respect to Personal Data to the extent applicable to the nature of the services provided by such Subprocessor. Cultivate shall be liable for all obligations subcontracted to, and all acts and omissions of, the Subprocessor.

Opportunity to Object to Subprocessor Changes. When any new Third Party Subprocessor is engaged during, Cultivate will notify Client of the engagement (including the name and location of the relevant Subprocessor and the activities it will perform) by updating the website listed in Section 5.2 (Information about Subprocessors). If Client objects to such engagement in a written notice to Cultivate within 15 days of being informed thereof on reasonable grounds relating to the protection of Personal Data, Client and Cultivate will work together in good faith to find a mutually acceptable resolution to address such objection. If the parties are unable to reach a mutually acceptable resolution within a reasonable timeframe, Client may, as its sole and exclusive remedy, terminate the Agreement and cancel the Service by providing written notice to Cultivate.



**Annex 2**  
**California Annex**

- Cultivate shall not retain, use, or disclose any Personal Data that constitutes “personal information” under the CCPA (“**CA Personal Information**”) for any purpose other than for the specific purpose of providing the Service, or as otherwise permitted by CCPA, including retaining, using, or disclosing the CA Personal Information for a commercial purpose (as defined in CCPA) other than providing the Services.
- Cultivate shall not (a) sell any CA Personal Information; (b) retain, use or disclose any CA Personal Information for any purpose other than for the specific purpose of providing the Service, including retaining, using, or disclosing the CA Personal Information for a commercial purpose (as defined in the CCPA) other than provision of the Service; or (c) retain, use or disclose the CA Personal Information outside of the direct business relationship between Cultivate and Client. Cultivate hereby certifies that it understands its obligations under this Section 2 and will comply with them.
- Provision of the Services encompasses the processing authorized by Client’s instructions described in Section 3 of the Addendum (Client Instructions).
- Notwithstanding anything in the Agreement or any order form entered in connection therewith, the parties acknowledge and agree that Cultivate’s access to CA Personal Information or any other Personal Data does not constitute part of the consideration exchanged by the parties in respect of the Agreement.