



Zendesk

Binding Corporate Rules:

Processor Policy

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Part I: Introduction to this Policy

This Binding Corporate Rules: Processor Policy (the "**Processor Policy**") establishes Zendesk's approach to compliance with data protection law and specifically to transfers of personal data between Zendesk group members ("**Group Members**" or "**Zendesk**") (a list of which is available at [Appendix 1](#)) when processing that information on behalf of a third party or another Group Member.

Scope of this Processor Policy

This Processor Policy applies to all personal data which is collected and processed as part of the regular business activities of Zendesk in the course of providing services to a third party under an applicable contract between Zendesk and such third party or another Group Member (equally referred to as the "**Customer**" in this Policy). This includes processing by Zendesk of personal data contained within customer support tickets uploaded onto Zendesk's platform by Zendesk's customers. This Processor Policy applies regardless of whether the Group Members process personal data by manual or automated means.

Group Members and their staff (including new hires and individual contractors) will comply with, and respect, this Processor Policy when collecting and processing personal data in their capacity as a service provider.

This Policy does not replace any specific data protection requirements that might apply to a business area or function.

For an explanation of some of the terms used in this Processor Policy, like "controller", "process", and "personal data", please see the section headed "Important terms used in this Processor Policy" below.

Our collective responsibility to comply with this Processor Policy

All Group Members and their staff will comply with this Processor Policy when processing personal data as a processor.

In particular, all Group Members who process personal data as a processor will comply with:

- the rules set out in **Part II** of this Processor Policy;
- the practical commitments set out in **Part III** of this Processor Policy;

- the third party beneficiary rights set out in **Part IV**; and
- the related policies and procedures appended in **Part V** of this Processor Policy.

Responsibility towards the Customer

As a data processor, Zendesk may have a number of direct legal obligations under applicable data protection laws. In addition, the Customer may also pass certain data protection obligations on to Zendesk in its contract appointing Zendesk as its processor. If Zendesk fails to comply with the terms of its processor appointment, this may put the Customer in breach of its applicable data protection laws and Customer may initiate proceedings against Zendesk for breach of contract, resulting in the payment of compensation or other judicial remedies, if applicable.

A Customer may enforce this Processor Policy against any Group Member that is in breach of it where the Group Member is committed to apply the Processor Policy under a relevant contract with the Customer. Where a non-European Group Member (or a non-European third-party processor appointed by a Group Member to process personal data under this Processor Policy) processes personal data for which the Customer is a controller in breach of this Processor Policy, that Customer may enforce the Processor Policy against such Group Member. In such event, Zendesk will be responsible for demonstrating that such Group Member (or third-party processor appointed by a Group Member to process personal data under this Processor Policy) is not responsible for the breach, or that no such breach took place.

When a Customer transfers personal data to a Group Member for processing in accordance with this Processor Policy, a copy of this Processor Policy shall be incorporated into the contract with that Customer. If a Customer chooses not to rely upon this Processor Policy when transferring personal data to a Group Member outside Europe, that Customer is responsible for implementing other appropriate safeguards in accordance with applicable data protection laws.

Management commitment and consequences of non-compliance

Zendesk's management is fully committed to ensuring that all Group Members and their staff comply with this Processor Policy when processing personal data under this Processor Policy.

Relationship with Zendesk's Binding Corporate Rules: Controller Policy

This Processor Policy applies only to personal data that Zendesk processes as a processor in order to provide a service to a Customer.

Zendesk has a separate Binding Corporate Rules: Controller Policy that applies when it processes personal data as a controller (i.e. for its own purposes) or as an internal processor on behalf of another Group Member acting as a controller. When a Zendesk Group Member processes personal data as a controller, it will comply with the Controller Policy.

In some situations, Group Members may act as both a controller and a processor. Where this is the case, the Group Member will comply both with this Controller Policy and the Processor Policy, as appropriate. If in any doubt which policy applies to you, please contact the Chief Privacy Officer or privacy team, whose contact details are provided below.

Where will this Processor Policy be made available?

This Processor Policy is accessible on Zendesk's corporate website at www.zendesk.com.

Important terms used in this Processor Policy

For the purposes of this Processor Policy:

- the term **applicable data protection laws** includes the data protection laws applicable to respective Group Members processing of personal data at the time of such processing. In cases where multiple laws apply to processing of certain personal data, European data protection laws shall always have precedence, unless other applicable data protection laws provide higher level of protections to personal data processed under this Processor Policy. Where a European Group Member transfers personal data on behalf of a European controller under this Processor Policy, the term applicable data protection laws shall include the European data protection laws applicable to that controller (including Europe's General Data Protection Regulation, when applicable);
- the term **controller** means the natural or legal person which, alone or jointly with others, determines the purposes and means of the processing of personal data;

- the term **Controller Policy** refers to Zendesk's Binding Corporate Rules: Controller Policy, which is available at www.zendesk.com. The Controller Policy applies where Zendesk processes personal data as a controller (i.e. for its own purposes);
- the term **Customer** refers to the third-party controller or processor on whose behalf Zendesk processes personal data. This includes Zendesk's third-party customers, when Zendesk processes personal data on their behalf in the course of providing services to them;
- the term **Europe** (and **European**) as used in this Policy refers to the Member States of the European Economic Area – that is, the Member States of the European Union plus Norway, Lichtenstein and Iceland;
- the term **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;
- the term **processing** means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
- the term **processor** means a natural or legal person which processes personal data on behalf of a controller. For example, Zendesk is a processor of the personal data it processes to provide services to its Customers;
- the term **Processor Policy** refers to this Binding Corporate Rules: Processor Policy. The Processor Policy applies where Zendesk processes personal data as a processor on behalf of a third party;
- the term **sensitive personal data** means information that relates to an individual's racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health, or data concerning a natural person's sex life

or sexual orientation. It also includes information about an individual's criminal offences or convictions; and

- the term **staff** refers to all employees, temporary staff or equivalent positions in Zendesk engaged by any Zendesk Group Member.

How to raise questions or concerns

If you have any questions regarding this Processor Policy, your rights under this Processor Policy, or applicable data protection laws, you can contact the Chief Privacy Officer at the address below. Zendesk's Chief Privacy Officer will either deal with the matter in consultation with the Zendesk Privacy Council or forward it to the appropriate person or department within Zendesk.

Attention: Chief Privacy Officer

Email: euprivacy@zendesk.com

**Address: 989 Market Street,
San Francisco, California 94103
United States**

The Zendesk Privacy Council is responsible for ensuring that changes to this Policy are notified to the Group Members and to individuals whose personal data is processed by Zendesk in accordance with [Appendix 8](#).

If you are unhappy about the way in which Zendesk has used your personal data, Zendesk has a separate complaint handling procedure which is set out in [Appendix 6](#).

Part II: Zendesk's obligations

This Processor Policy applies in all situations where a Group Member collects, uses and transfers personal data as a processor. All staff and Group Members will comply with the following obligations:

Rule 1 – Lawfulness:

Zendesk will be compliant with applicable data protection law and this Processor Policy.

Zendesk will comply with applicable data protection laws, as well as the standards set out in this Processor Policy, when processing personal data

As such:

- where applicable data protection laws exceed the level of protection for personal dataset out in this Processor Policy, Zendesk will comply with those laws; but
- where there are no applicable data protection laws, or where applicable data protection laws do not meet the standards set out by this Processor Policy, Zendesk will process personal data in accordance with this Processor Policy.

Rule 2 – Cooperation with customers:

Zendesk will cooperate and assist its Customers as required under applicable data protection laws.

Zendesk will cooperate with and assist its Customers as required under applicable data protection laws. Zendesk will provide such assistance in a reasonable time and to the extent reasonably possible, and as required under the terms of its contract with the Customer.

Assistance may include, for example, helping Zendesk's Customer to keep personal data accurate and up to date, helping the Customer to respond to data subject requests, or helping the Customer to conduct data protection impact assessments in accordance with applicable data protection laws.

Rule 3 – Fairness and transparency:

Zendesk will, to the extent reasonably possible, assist its Customer to comply with the requirement to explain to individuals how their personal data will be used.

Zendesk's Customers have a duty to explain to individuals whose information it processes (or instructs Zendesk to process), at the time their personal data is collected how and why that information will be used. This information will be given in a concise, transparent, intelligible and easily accessible form, using clear and plain language.

This is usually done by means of an easily accessible fair processing statement. Zendesk will provide such assistance and information to its Customers, as may be required under the terms of its contracts with its Customers to comply with this requirement.

For example, Zendesk may be required to provide information about sub-processors appointed by Zendesk to process Customer personal data on its behalf under the terms of a contract with a particular Customer.

Rule 4 – Purpose limitation:

Zendesk will only process personal data on behalf of, and in accordance with, the instructions of its Customers.

Zendesk will only process personal data on behalf of its Customers and in compliance with the terms of the contract with a particular Customer, including with regard to any international transfers of personal data.

If, for any reason, Zendesk is unable to comply with such Customer's instructions (or any of its obligations under this Processor Policy), Zendesk will inform the Customer promptly of this fact. Zendesk's Customer may then suspend the transfer of personal data to Zendesk and/or terminate the contract, in accordance with the terms of its contract with Zendesk.

In such circumstances, Zendesk will return or delete the personal data, including any copies of the personal data, in a secure manner or as otherwise required, in accordance with the terms of its contract with that Customer.

In the event that legislation prevents Zendesk from returning the personal data to a Customer or from deleting it, Zendesk will inform the Customer and, in such event, maintain the confidentiality of the personal data and not process it otherwise than in accordance with the terms of its contract with that Customer.

Rule 5 – Data accuracy and minimisation:

Zendesk will assist Customers to keep the personal data accurate and up to date.

Zendesk will assist its Customers, as required under the terms of its contract with a particular Customer, to comply with its obligation to keep personal data accurate and up to date. In particular, where a Customer informs Zendesk that personal data is inaccurate, Zendesk will assist its Customer to update, correct or erase that personal data without undue delay.

Zendesk will take measures to inform Group Members or any third party sub-processor to whom the personal data has been disclosed of the need to update, correct or erase that personal data.

Rule 6 – Storage limitation:

Zendesk will assist its Customers to store personal data only for as long as is necessary for the purpose for which the data was collected.

Where a Customer instructs Zendesk that personal data processed on the Customer's behalf is no longer needed for the purposes for which it was collected, Zendesk will assist its Customer to erase, restrict or anonymise that personal data without delay and in accordance with the terms of its contract with a particular Customer.

Zendesk will take reasonable measures to inform Group Members or any third party processors to whom the personal data has been disclosed of the need to erase, restrict or anonymise that personal data.

Rule 7 – Security, integrity and confidentiality:

Where Zendesk provides a service to a Customer which involves the processing of personal data, the contract between Zendesk and its Customer will set out the technical and organizational measures Zendesk will implement to

Zendesk will implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk to the personal data processed on behalf of a Customer.

safeguard that personal data consistent with applicable data protection laws.

Zendesk will limit access to personal data processed on behalf of its Customers to authorized staff members for purposes that are consistent with the Customer's instructions. Such Zendesk staff members are under a duty of confidence.

Rule 8 – Personal Data Breach Reporting:

Zendesk will notify a Customer of any Personal Data Breach that Zendesk experiences if it presents a risk to the personal data Zendesk processes on behalf of the Customer.

Group Members will notify a Customer of any Personal Data Breach in relation to personal data processed on behalf of that Customer without undue delay and as required to do so under the terms of the Group Member's contract with that particular Customer.

Rule 9 – Engaging sub-processors:

Zendesk will only appoint, add or replace a sub-processor with authorization from the Customer and in accordance with its requirements.

Zendesk will obtain a Customer's authorization before appointing, adding or replacing a sub-processor to process personal data on its behalf. Such authorization will be obtained in accordance with the terms of the contract with the Customer.

Zendesk will make available up to date information regarding its appointment of sub-processors to those Customers in order to obtain the Customer's authorization. If, on reviewing this information, a Customer objects to the appointment of a sub-processor, that Customer may take such steps as are consistent with the terms of its contract with Zendesk and as referred to in Rule 4 of this Processor Policy regarding the return or destruction of the personal data.

Rule 10 – Sub-processor contracts:

Zendesk will only appoint external sub-processors who protect personal data with appropriate and equivalent technical and organizational security measures.

Group Members will only appoint sub-processors who provide sufficient guarantees in respect of the commitments made by Zendesk in this Processor Policy and terms in its contracts with a particular Customer. In particular, such sub-processors will be able to provide appropriate technical and organizational security measures to protect the personal data they process for Zendesk.

To comply with this Rule, where a sub-processor has access to personal data processed on behalf of Zendesk, Zendesk will take steps to ensure that it has in place appropriate technical and organizational security measures to safeguard the personal data. Zendesk will impose strict contractual obligations, in writing, on the sub-processor. The contract between Zendesk and the sub-processor will include obligations for the sub-processor:

- to protect the personal data from accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to the personal data, to a standard consistent with this Processor Policy;
- to maintain the security of the personal data, consistent with standards contained in this Processor Policy (and in particular Rules 7, 8 and 9 above);
- to process personal data only on Zendesk's instructions when using that personal data (which instructions will be consistent with the instructions of the Customer) or on the Customer's instructions; and
- to otherwise provide adequate safeguards with respect to the privacy and fundamental rights and freedoms of individuals in respect of transfers of personal data in line with this Processor Policy.

Rule 11 – Respect for individuals' data protection rights:

Zendesk will assist Customers to respond to queries or requests made by individuals in connection with their personal data.

Taking into account the nature of the processing and insofar as this is possible, Zendesk will assist its Customer to comply with its duty to respect the data protection rights of individuals in accordance with the terms of its contract with that Customer.

In particular, if any Group Member receives a request from any individual wishing to exercise their data protection rights in respect of personal data for which the Customer is the controller, the Group Member will promptly refer such individual to the controller and not respond to such a request unless authorised to do so under the Customer contract or required by law (in accordance with the Data Protection Rights Procedure in [Appendix 2](#)).

Rule 12 – Data protection by design and by default:

Zendesk will provide its products and services in a way that assists its Customer to apply data protection by design and by default principles.

Zendesk will provide its products and services in a way that assists its Customers to implement data protection by design and data protection by default principles. This means that Zendesk will implement appropriate technical and organizational measures when providing Zendesk products and services that:

- are designed to implement the data protection principles in an effective manner and to integrate the necessary safeguards in order to protect the rights of individuals and meet the requirements of applicable data protection laws ("privacy by design"); and
- ensure that, by default, only personal data, which are necessary for each specific processing purpose are collected, stored, processed and are accessible; in particular, that by default personal data is not made accessible to an indefinite number of people without the individual's intervention ("privacy by default").

These measures will be implemented in accordance with the terms of Zendesk's agreement with our Customer.

Part III: Delivering compliance in practice

To ensure Zendesk follows the rules set out in its Processor Policy, in particular the obligations in Part II, Zendesk and all of its Group Members will also comply with the following practical commitments:

Resourcing and compliance:

Zendesk will have appropriate staff and support to ensure and oversee privacy compliance throughout the business.

Zendesk has appointed its Chief Privacy Officer to oversee and ensure compliance with this Policy. The Chief Privacy Officer is supported by the Zendesk privacy team, which is responsible for overseeing and enabling day-to-day compliance with this Processor Policy. A summary of the roles and responsibilities of Zendesk's privacy team is set out in [Appendix 3](#).

Privacy training:

Zendesk will ensure staff are educated about the need to protect personal data in accordance with this Processor Policy.

Group Members will provide appropriate training to staff members who:

- have permanent or regular access to personal data; or
- who are involved in the processing of personal data or in the development of tools used to process personal data.

Zendesk will provide such training in accordance with the Privacy Training Requirements set out in [Appendix 4](#).

Records of Data Processing:

Zendesk will maintain records of the data processing activities carried out on behalf of a Customer.

Zendesk will maintain a record of the processing activities that it conducts on behalf of a Customer in accordance with applicable European data protection laws. These records will be kept in writing (including electronic form) and Zendesk will make these records available to competent data protection authorities upon request.

The Chief Privacy Officer is responsible for ensuring that such records are maintained.

Audit:

Zendesk will have data protection audits on a regular basis.

Zendesk will have data protection audits on a regular basis, which may be conducted by either internal or external accredited auditors. In addition, Zendesk will conduct data protection audits on a specific request from the Chief Privacy Officer.

Zendesk will conduct any such audits in accordance with the Audit Protocol set out in [Appendix 5](#).

Complaint handling:

Zendesk will enable individuals to raise data protection complaints and concerns.

Group Members will enable individuals to raise data protection complaints and concerns (including complaints about processing under this Processor Policy) by complying with the Complaint Handling Procedure (see [Appendix 6](#)).

Cooperation with competent data protection authorities:

Zendesk will cooperate with competent data protection authorities.

Group Members will cooperate with competent data protection authorities by complying with the Cooperation Procedure set out in [Appendix 7](#).

Updates to this Processor Policy:

Zendesk will update this Processor Policy in accordance with its Updating Procedure.

Whenever updating its Processor Policy, Zendesk will comply with the Updating Procedure set out in [Appendix 8](#).

Conflicts between this Processor Policy and national legislation:

Zendesk will take care where local laws conflict with this Policy, and act responsibly to ensure a high standard or protection for the personal data in such circumstances.

If applicable data protection laws to any Group Member prevent it from fulfilling its obligations under this Processor Policy or otherwise has a substantial effect on its ability to comply with the Processor Policy or the instructions it has received from the Customer, the Group Member will promptly inform (unless otherwise prohibited by law):

- the Customer as provided for by Rule 4;
- the Chief Privacy Officer;
- the appropriate data protection authority competent for the Customer; and
- the competent supervisory authority for the Group Member.

Government requests for disclosure of personal data:

If a Group Member receives a legally binding request for disclosure of personal data by a law enforcement authority or state security body which is subject to this Processor Policy, Zendesk will:

- notify the controller Customer promptly, unless prohibited from doing so by a law enforcement authority or state security body; and
- comply with the Government Data Request Policy set out in Appendix 9.

Part IV: Third party beneficiary rights

Application of this Part IV

This Part IV applies where individuals' personal data are protected under European data protection laws (including the General Data Protection Regulation). This is the case when:

- those individuals' personal data are processed in the context of the activities of a third-party controller or a Group Member (acting as processor) established in Europe;
- a non-European Customer (acting as controller) or Group Member (acting as processor) offers goods and services (including free goods and services) to those individuals in Europe; or
- a non-European Customer (acting as controller) or Group Member (acting as processor) monitors the behaviour of those individuals, as far as their behaviour takes place in Europe;

and that Customer or Group Member (as applicable) then transfers those individuals' personal data to a non-European Group Member (or its sub-processor) for processing under this Processor Policy.

Entitlement to effective remedies

When this Part IV applies, individuals have the right to pursue effective remedies in the event their personal data is processed by Zendesk in breach of the following provisions of this Processor Policy:

- Part II (Zendesk's Obligations) of this Processor Policy;
- Paragraphs 5 (Complaints Handling), 6 (Cooperation with DPAs), 8 (Conflicts between this Policy and national legislation) and 9 (Government requests for disclosure of personal data) under Part III of this Processor Policy; and
- Part IV (Third Party Beneficiary Rights) of this Controller Policy.

Individuals' third party beneficiary rights

When this Part IV applies, the right to pursue effective remedies against Zendesk apply only if either (i) the requirements at stake are specifically directed at Zendesk as a processor in

accordance with this Processor Policy, or (ii) the individuals cannot bring a claim against a Customer because:

- the Customer has factually disappeared or ceased to exist in law or has become insolvent; and
- no successor entity has assumed the entire legal obligations of the Customer by contract or by operation of law.

In such cases, individuals may exercise the following rights:

- Complaints: Individuals may complain to a Group Member and/or to a European data protection authority in accordance with the Complaints Handling Procedure at Appendix 6;
- Proceedings: Individuals may commence proceedings against a Group Member for violations of this Processor Policy, in accordance the Complaints Handling Procedure at Appendix 6;
- Compensation: Individuals who have suffered material or non-material damage as a result of an infringement of this Processor Policy have the right to receive compensation from Zendesk for the damage suffered.
- Transparency: Individuals also have the right to obtain a copy of the Processor Policy on request at euprivacy@zendesk.com.

Responsibility for breaches by non-European Group Members

Zendesk International Ltd will be responsible for ensuring that any action necessary is taken to remedy any breach of the Policy by a non-European Group Member (or any non-European sub-processor appointed by a Group Member).

In particular:

- If an individual can demonstrate damage it has suffered likely occurred because of a breach of this Processor Policy by a non-European Group Member (or a non-European sub-processor appointed by a Group Member), Zendesk International Ltd will have the burden of proof to show that the non-European Group Member (or non-European sub-processor) is not responsible for the breach, or that no such breach took place.

- Where a non-European Group Member (or any non-European third party sub-processor acting on behalf of a Group Member) fails to comply with this Processor Policy, individuals may exercise their rights and remedies above against Zendesk International Ltd and, where appropriate, receive compensation (as determined by a competent court or other competent authority) from Zendesk International Ltd for any material or non-material damage suffered as a result of a breach of this Processor Policy;

Shared liability for breaches with controllers

Where Zendesk is engaged by a Customer to conduct processing and both are responsible for harm caused by the processing in breach of this Policy, Zendesk accepts that both Zendesk and the Customer may be held liable for the entire damage in order to ensure effective compensation of the individual.

Part V: Appendices

Appendix 1

LIST OF GROUP MEMBERS

Name of entity	Registered address	Registration number
Zendesk, Inc.	989 Market St San Francisco, CA 94103 United States	Delaware: 4661237
Zendesk Brasil Software Corporativo Ltda	Av Paulista, 854, Andar 10 Sala 1.010 Bela Vista, Sao Paulo SP, CEP 01310-913 Brazil	CNPJ No: 19.722.152/0001-26
Zendesk UK Limited	30 Eastbourne Terrace, London, W2 6LA, United Kingdom	07622459
Zendesk International Limited	55 Charlemont Place, St. Kevins, Dublin, D02 F985, Ireland	519184
Zendesk APS	Snaregade 12, 2nd & 3rd floor DK-1205 København K Denmark	30801830
Zendesk Pty., Ltd	3/395 Collins Street, Melbourne, VIC 3000 Australia	151 424 770
Kabushiki Kaisha Zendesk	2-1, Kyobashi 2-chome, Chuo-ku 20th Floor Unit: 2001-4 Tokyo, Japan, 104-0031	0104-01-104446
Zendesk Incorporated	30th floor, Net Park Building, 5th Ave., E-Square, Crescent Park West, The Fort, (Taguig City, Metro Manila, 1634 Fort Bonifacio, Philippines	CS201400321
Zopim Technologies Pte.	401 Commonwealth Drive #07-01 Haw Par Technocentre, Singapore 149598	201009107C
Zendesk GmbH	Zendesk GmbH, c/o WeWork, Neue Schönhauser Straße 3 – 5, Germany	HRB 166170 B
Zendesk Singapore Pte. Ltd.	9 Straits View #10-08, Marina One West Tower, Singapore	201009107C
We Are Cloud SAS	266 place Ernest Granier, Ark Jacques Coeur 34000 Montpellier, France	513568330 00040

Base sp. z o. o. (Base spółka z ograniczoną odpowiedzialnością)	Wyczółkowskiego 7, 30-118 Kraków, Poland	0000433377
Zendesk Technologies Private Limited	Zendesk Technologies Pvt. Limited WeWork Galaxy #43, Residency Road, Srinivas Nagar, Shanthala Nagar, Ashok Nagar, Bangalore 560 025, India	U72200KA2016FTC093304
FutureSimple Inc.	Corporation Trust Center, 1209 Orange Street, Wilmington, County of New Castle, 19801, United States	Delaware: 4659947
Zendesk Korea LLC	WeWork Gangnam Station, 373 Gangnam-daero Seocho-gu, South Korea	110115-0007175
Smooch Technologies ULC	1600 - 925 West Georgia Street, Vancouver, British Columbia V6C 3L2, Canada	BC1208247
Cleverly, Unipessoal, LDA	Avenida da Liberdade, 249, 8º, 1250-143, Lisbon, Portugal	515 089 320
Zendesk Technologies Spain S.L.	Paseo de la Castellana, 35 - 5ª planta 28046 Madrid	Q24PN74
Zendesk Sweden AB	Bolagsratt Sundsvall AB, Box 270, 851 04 Sundsvall, Stockholm, Sweden	559369-0356
Smooch Technologies US Inc.	Corporation Trust Center, 1209 Orange Street, Wilmington, DE 19801, United States	Delaware: 6023662
Zoro TopCo, LP	Corporation Trust Center, 1209 Orange Street, Wilmington, 19801, United States	Delaware: 7122933

Appendix 2

DATA SUBJECTS RIGHTS PROCEDURE

1. Introduction

- 1.1 Zendesk's "Binding Corporate Rules: Controller Policy" and "Binding Corporate Rules: Processor Policy" (together the "**Policies**" or, respectively, the "**Controller Policy**" and the "**Processor Policy**") safeguard personal data transferred between the Zendesk Group Members.
- 1.2 Individuals whose personal data is processed by Zendesk under the Policies have certain data protection rights, which they may exercise by making a request to the controller of their information (whether the controller is Zendesk or a Customer) (a "**Data Protection Rights Request**").
- 1.3 This Binding Corporate Rules: Data Protection Rights Procedure ("**Procedure**") describes how Zendesk will respond to any Data Protection Rights Requests it receives from individuals whose personal data is processed and transferred under the Policies.
- 1.4 Individuals whose personal data is collected and / or used in Europe¹ (even if subsequently transferred to other Group Members) under the Policies are entitled to certain data protection rights which they may exercise by making a request to the controller of their personal data (whether the controller is Zendesk or a Customer) (a "**Data Protection Rights Request**").

This Binding Corporate Rules: Data Protection Rights Procedure ("**Procedure**") describes how Zendesk will respond to Data Protection Rights Requests it receives from such individuals whose personal data are processed and transferred under the Policies.

- 1.5 Where a data subject rights request is subject to European data protection law because it is made in respect of personal data collected and/or used in Europe, such a request will be dealt with by Zendesk in accordance with this Procedure, but where the applicable European data protection law requires a higher level of protection for personal data than this Procedure, the local data protection law will prevail.

¹ In this Procedure Europe means the EEA and Switzerland.

2. Individuals' data protection rights

2.1 Zendesk will assist individuals to exercise the following data protection rights, consistent with the requirements of applicable data protection laws:

- (a) **The right to access:** This is a right for individuals to obtain confirmation whether a controller processes personal data about them and, if so, to be provided with access to, and a copy of, that personal data. The process for handling this type of request is described further in paragraph 4 below.
- (b) **The right to rectification:** This is a right for individuals to require a controller to rectify without undue delay any inaccurate personal data a controller may process about them. The process for handling this type of request is described further in paragraph 5 below.
- (c) **The right to erasure:** This is a right for individuals to require a controller to erase personal data about them on certain grounds – for example, where the personal data is no longer necessary to fulfil the purposes for which it was collected. The process for handling this type of request is described further in paragraph 5 below.
- (d) **The right to restriction:** This is a right for individuals to require a controller to restrict processing of personal data about them on certain grounds. The process for handling this type of request is described further in paragraph 5 below.
- (e) **The right to object:** This is a right for individuals to object, on grounds relating to their particular situation, to a controller's processing of personal data about them, if certain grounds apply. The process for handling this type of request is described further in paragraph 5 below.
- (f) **The right to data portability:** This is a right for individuals to receive personal data concerning them from a controller in a structured, commonly used and machine readable format and to transmit that data to another controller, if certain grounds apply. The process for handling this type of request is described further in paragraph 6 below.

3. Responsibility to respond to a Data Protection Rights Request

3.1 Overview

3.1.1 The controller of an individual's personal data is primarily responsible for responding to a Data Protection Rights Request and for helping the individual concerned to exercise rights under applicable data protection laws.

3.1.2 An individual contacts Zendesk to make any Data Protection Rights Request then:

- (a) where Zendesk is the controller of that individual's personal data under the Controller Policy, Zendesk will help the individual to exercise such data protection rights directly in accordance with this Procedure; and
- (b) where Zendesk processes that individual's personal data as a processor on behalf of a Customer under the Processor Policy, Zendesk will promptly direct the individual to Customer/controller and provide Customer with reasonable assistance to help the individual to exercise such rights in accordance with the Customer's duties under applicable data protection laws.

3.2 Assessing responsibility to respond to a Data Protection Rights Request.

3.2.1 If a Group Member receives a Data Protection Rights Request from an individual, it will pass the request to euprivacy@zendesk.com promptly upon receipt indicating the date on which it was received the request together with any other information which may assist Zendesk privacy team to respond to the request.

3.2.2 The Zendesk privacy team will make an initial assessment of the request as follows:

- (a) the Zendesk privacy team will determine whether Zendesk is a controller or processor of the personal data that is the subject of the request;
- (b) where Zendesk privacy team, determines that Zendesk is a controller of the personal data, Zendesk will then determine whether the request has been made validly under applicable data protection laws (in accordance with section 3.3 below), whether an exemption applies (in accordance with

section 3.4 below), and respond to the request (in accordance with section 3.5 below); and

- (c) where Zendesk privacy team, determines that Zendesk is a processor of the personal data on behalf of a Customer, it will promptly direct the individual to the Customer in accordance with its contract terms with that Customer and will not respond to the request directly unless authorised to do so by the Customer under its contract with Zendesk.

3.3 Assessing the validity of a Data Protection Rights Request.

- (a) If the Zendesk privacy team determines that Zendesk is the controller of the personal data that is the subject of the request, it will contact the individual promptly in writing to confirm receipt of the Data Protection Rights Request.
- (b) A Data Protection Rights Request must generally be made in writing, which can include email, unless applicable data protection laws allow a request to be made orally. A Data Protection Rights Request does not have to be official or mention data protection law to qualify as a valid request.
- (c) If Zendesk has reasonable doubts concerning the identity of the individual making a request, it may request such additional information as is necessary to confirm the identity of the individual making the request. Zendesk privacy team may also request any further information, which is necessary to take action on the individual's request.

3.4 Exemptions to a Data Protection Rights Request.

- (a) Zendesk privacy team will not refuse to act on Data Protection Rights Request, unless it can demonstrate that an exemption applies under applicable data protection laws.
- (b) Zendesk privacy team may be exempt under applicable data protection laws from fulfilling the Data Protection Rights Request (or be permitted to charge a reasonable fee taking into account the administrative costs of providing the information or communication or taking the action requested)

if it can demonstrate that the individual has made a manifestly unfounded or excessive request (in particular, because of the repetitive character of the request).

- (c) If Zendesk decides not to take action on the Data Protection Rights Request, Zendesk will inform the individual without delay and at the latest within one (1) month of receipt of the request of the reasons for not taking action and on the possibility of lodging a complaint with the competent data protection authority and seeking a judicial remedy.

3.5 Responding to a Data Protection Rights Request.

- (a) Where Zendesk is the controller of the personal data that is the subject of the Data Protection Rights Request, and Zendesk has already confirmed the identity of the requestor and has sufficient information to enable it to fulfil the request (and no exemption applies under applicable data protection laws), then Zendesk will handle the Data Protection Rights Request in accordance with paragraphs 4, 5, or 6 below (as appropriate).
- (b) Zendesk will respond to a Data Protection Rights Request without undue delay and in no case later than one (1) month of receipt of that request. This one (1) month period may be extended by two (2) further months where necessary, taking into account the complexity and number of the requests.

4. **Requests for access to personal data ("data subject access requests")**

4.1 Overview

4.1.1 An individual is entitled to make a request to a controller to require it to provide the following information concerning processing of their personal data:

- (a) Confirmation as to whether the controller holds and is processing personal data about them;
- (b) If so, a description of the personal data and categories of personal data concerned, the envisaged period for which the personal data will be stored, the purposes for which they are being held and processed and the

recipients or classes of recipients to whom the data is, or may be, disclosed by the controller;

- (c) Information about the individual's right to request rectification or erasure of their personal data or to restrict or object to its processing;
- (d) Information about the individual's right to lodge a complaint with a competent data protection authority;
- (e) Information about the source of the personal data if it was not collected from the individual;
- (f) Details about whether the personal data is subject to automated decision-making which produces legal effects concerning the individual or similarly significantly affects them; and
- (g) Where personal data is transferred from Europe to a country outside of Europe, the appropriate safeguards that Zendesk has put in place relating to such transfers in accordance with European data protection laws.

4.1.2 An individual is also entitled to request a copy of their personal data from the controller. Where an individual makes such a request, the controller must provide that personal data to the individual in intelligible form.

4.2 Process for responding to data subject access requests.

4.2.1 If Zendesk receives a data subject access request from an individual, this will be sent to euprivacy@zendesk.com promptly to make an initial assessment of responsibility consistent with the requirements of paragraph 3.2 above.

4.2.2 Where Zendesk determines it is the controller of the personal data and responsible for responding to the individual directly (and that no exemption to the right of access applies under applicable data protection laws), Zendesk privacy team will arrange a search of all relevant electronic and paper filing systems.

4.2.3 The Zendesk privacy team may refer any complex cases to the Chief Privacy Officer for advice, particularly where the request includes information relating to third

parties or where the release of personal data may prejudice commercial confidentiality or legal proceedings.

4.2.4 The information that must be disclosed to the individual will be collated by the Zendesk privacy team into a readily understandable format. Information required to be provided in response to a data subject access request (including the information described in paragraph 4.1.1) will be provided.

4.3 Exemptions to the right of access

4.3.1 A valid data subject access request may be refused on the following grounds:

- (a) Where the data subject access request is made to a European Group Member, if the refusal to provide the information is consistent with the data protection law within the jurisdiction in which that Group Member is located.
- (b) Where the personal data is held by Zendesk in non-automated form that is not or will not become part of a filing system.
- (c) Where the personal data does not originate from Europe, has not been processed by any European Group Member, and the provision of the personal data requires Zendesk to use disproportionate effort.

4.3.2 The Zendesk privacy team will assess each request individually to determine whether any of the above-mentioned exemptions applies.

5. Requests to correct, update or erase personal data, to restrict or cease processing personal data

5.1 If a request is received to correct, update or erase personal data, or to restrict or cease processing of an individual's personal data, this request will be sent to the Zendesk privacy team at euprivacy@zendesk.com promptly to make an initial assessment of responsibility consistent with the requirements in 3.2 above.

5.2 Once an initial assessment of responsibility has been made then:

- (a) where Zendesk is the controller of that personal data, the request will be notified to the Zendesk privacy team promptly for it to consider and handle, as appropriate in accordance with applicable data protection laws.
- (b) where a Customer is the controller of that personal data, Zendesk will promptly direct the data subject to the Customer/controller. Zendesk will assist the Customer to fulfil the request in accordance with the terms of its contract with the Customer.

5.3 To assist the Zendesk privacy team in assessing an individual's objection to processing of such personal data, the grounds upon which an individual may object are when:

- (a) Zendesk processes the personal data on grounds that:
 - (i) the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in Zendesk;
 - (ii) the processing is necessary for the purposes of legitimate interests pursued by Zendesk or by a third party; or
 - (iii) including profiling based on those grounds. When an individual raises an objection in such circumstances, Zendesk will no longer process the personal data unless it demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the individual or for the establishment, exercise or defence of legal claims.
- (b) Zendesk processes the personal data for direct marketing purposes, including profiling to the extent that it is related to direct marketing. When an individual raises an objection in such circumstances, Zendesk will no longer process the personal data for such direct marketing purposes.

5.4 To assist the Zendesk privacy team in assessing an individual's request for restriction of processing of his or her personal data, the grounds upon which an individual may request restriction are when:

- (a) the accuracy of the personal data is contested by the individual, for a period enabling Zendesk to verify the accuracy of the personal data;
- (b) the processing is unlawful and the individual opposes the erasure of the personal data and requests the restriction of its use instead;
- (c) Zendesk no longer needs the personal data for the purposes of the processing, but it is required by the individual for the establishment, exercise or defence of legal claims; or
- (d) the individual has exercised his or her right to object pending the verification whether the legitimate grounds of the Controller override his or her objection right.

5.5 To assist the Zendesk privacy team in assessing an individual's request for erasure of such personal data, the grounds upon which an individual may request erasure are when:

- (a) the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
- (b) the individual withdraws consent on which the processing is based and there is no other legal ground for the processing;
- (c) the individual exercises its right to object to processing of such personal data and there are no overriding legitimate grounds for continue processing;
- (d) the personal data have been unlawfully processed;
- (e) the personal data have to be erased for compliance with a legal obligation to which the controller is subject; and
- (f) the personal data have been collected in relation to the offer of information society services to a child under the age of 16 and a parent or guardian has not consented to the processing.

5.6 When Zendesk will rectify or erase personal data, either in its capacity as controller or on instruction of a Customer when it is acting as a processor, Zendesk will notify

other Group Members and any sub-processor to whom the personal data has been disclosed so that they can also update their records accordingly.

5.7 Where Zendesk acting as a Controller will restrict processing of an individual's personal data, it will inform the individual before it subsequently lifts any such restriction.

5.8 If Zendesk acting as controller has made the personal data public, and is obliged to erase the personal data pursuant to a Data Protection Rights Request, it must take reasonable steps, including technical measures (taking account of available technology and the cost of implementation), to inform controllers which are processing the personal data that the individual has requested the erasure by such controllers of any links to, or copy or replication of, the personal data.

6. Right to data portability

6.1 If an individual makes a Data Subject Rights Request to Zendesk acting as controller to receive the personal data that they have provided to Zendesk in a structured, commonly used and machine-readable format and/or to transmit directly such data to another controller (where technically feasible), Zendesk's privacy team will consider and handle the request appropriately in accordance with applicable data protection laws insofar as the processing is based on that individual's consent or on the performance of, or steps taken at the request of the individual prior to entry into, a contract.

7. Questions about this Procedure

7.1 All queries relating to this Procedure are to be addressed to euprivacy@zendesk.com.

Appendix 3

PRIVACY COMPLIANCE STRUCTURE

1. Introduction

- 1.1 Zendesk's compliance with global data protection laws and the "Binding Corporate Rules: Controller Policy" and "Binding Corporate Rules: Processor Policy" (together the "**Policies**" or, respectively, the "**Controller Policy**" and the "**Processor Policy**") is overseen and managed throughout all levels of the business by a global, multi-layered, cross-functional privacy compliance structure. Further information about Zendesk's Privacy Council is set out below and a list of the current members of the Zendesk Privacy Council is provided in [Appendix 1](#).

2. Role of the Privacy Council

- 2.1 Privacy Council role: The Zendesk group of companies ("**Zendesk**") have established a privacy compliance team (the "**Privacy Council**") whose role is to ensure and oversee Zendesk's compliance with data protection and information security requirements. The Privacy Council, which is supported by a broader privacy team, will achieve this through the fulfillment of its responsibilities described below.
- 2.2 Board reporting: The Privacy Council will report and make recommendations to Zendesk senior management and the Board of Directors (the "**Board**") on a regular basis concerning:
- Zendesk's compliance with legal and regulatory requirements concerning data protection and information security;
 - the content, implementation and effectiveness of Zendesk's data protection and information security policies and processes; and
 - any data protection and information security incidents experienced, the measures taken to remedy or mitigate those incidents, and the steps taken to prevent their reoccurrence.

3. Privacy Council Composition

- 3.1 Membership of the Privacy Council: The Privacy Council shall consist of a cross-functional group of senior staff members from various Zendesk offices (see [Appendix 1](#) for current members).
- 3.2 New members: Additional or replacement members of the Privacy Council shall be nominated and approved by majority approval of the Privacy Council. The Chief Privacy Officer shall have the casting vote in the event of a tied vote.

4. Meetings

- 4.1 Frequency of meetings: The Privacy Council shall meet at least once per quarter, and more often if the Privacy Council deems it necessary to carry out its responsibilities under this charter, to address a change in applicable legal or regulatory requirements or to respond to a data protection or information security incident.
- 4.2 Quorum and voting requirements: A majority of the members of the Privacy Council shall constitute a quorum for purposes of holding a meeting and the Privacy Council may act by a vote of a majority of the members present at such meeting. The Chief Privacy Officer shall have the casting vote in the event of a tied vote.

5. Responsibilities of the Privacy Council

- 5.1 Responsibilities: The Privacy Council will have the following responsibilities and authority:

A. Accountability

- The Privacy Council shall be accountable for managing and implementing Zendesk's compliant data protection and information security practices and procedures within Zendesk, and for ensuring that effective data protection and information security controls exist whenever Zendesk discloses personal data to a third party service provider.
- The Privacy Council will serve as a central contact point for any data protection related questions or concerns (via the contact e-mail address euprivacy@zendesk.com), whether raised by internal

Zendesk staff members or external Zendesk customers and suppliers, and will oversee the resolution of those questions or concerns.

B. Review of data protection policies and procedures

- The Privacy Council will evaluate, implement and oversee data protection and information security compliance practices within Zendesk that are consistent with the requirements of applicable laws and Zendesk's policies, strategies and business objectives.
- The Privacy Council will periodically assess Zendesk's data protection and information security compliance measures, accomplishments, and resources to ensure their continued effectiveness and identify and action improvements where necessary.
- The Privacy Council may discuss with senior management the data protection and information security legal and regulatory requirements applicable to Zendesk and its compliance with such requirements. After these discussions, the Privacy Council may, where it determines it appropriate, make recommendations to the Chief Privacy Counsel (who, in turn, will report any material amendments or modifications to the Board) with respect to Zendesk's data protection and information security policies and procedures to ensure ongoing compliance with applicable laws and regulations.
- The Privacy Council will also periodically review and assess the continued effectiveness and adequacy of this charter. Where necessary, it will recommend to the Chief Privacy Officer any amendments or modifications it believes are necessary (who, in turn, will report any material amendments or modifications to the Board).

C. Training and awareness raising

- The Privacy Council will be responsible for instituting and

overseeing the adequacy of Zendesk's data protection training program for Zendesk staff that have access to personal data.

- The Privacy Council will promote privacy awareness across all business units, functional areas and geographies through data protection communications and awareness-raising initiatives.
- The Privacy Council shall ensure that any updates to its data protection and information security policies are communicated to staff and, where required, Zendesk customers and data protection authorities.

D. Audits

- The Privacy Council will provide input on audits undertaken of Zendesk's data protection and information security policies and procedures, coordinating responses to audit findings and responding to audit enquiries of its internal or external auditors, data protection authorities, and Zendesk customers.

E. Annual performance evaluation

- The Privacy Council shall once a year evaluate its own performance and report the findings and recommendations of such evaluation to the Chief Privacy Officer.

F. Risk assessment

- The Privacy Council shall regularly assess whether Zendesk's data protection and information security policies, procedures and guidance expose Zendesk to any material compliance risks and, where this is the case, identify the steps that Zendesk may take to mitigate or remedy such risks.
- The Privacy Council may discuss with senior management legal matters (including pending or threatened litigation) that may have a material effect on Zendesk's finances, reputation or its data protection and information security compliance policies and procedures.

G. Engagement of Advisors

- The Privacy Council may engage independent counsel and such other advisors it deems necessary or advisable to help it perform its responsibilities for data protection and information security.

Appendix 1: Members of the Zendesk Privacy Council

Name	Title
Shanti Ariker	SVP, Chief Privacy Officer & General Counsel
Shannon Ralich	Vice President, Associate General Counsel, Privacy, Product, Employment & Litigation
Pat Copeland	Chief Engineering Officer
Lisa Core	VP, Security & Compliance
Colleen Berube	Chief Information Officer and SVP of Operations
Scott Morris	SVP, Global Marketing
Mariah Schuknecht	Vice President, People Operations

Appendix 4

PRIVACY TRAINING REQUIREMENTS

1. **Background**

- 1.1 The "Binding Corporate Rules: Controller Policy" and "Binding Corporate Rules: Processor Policy" (together the "**Policies**" or, respectively, the "**Controller Policy**" and the "**Processor Policy**") provide a framework for the transfer of personal data between Zendesk group members ("**Group Members**"). The purpose of the Privacy Training Requirements document is to provide a summary as to how Zendesk trains its staff on the requirements of the Policies.
- 1.2 Zendesk trains its staff (including new hires, temporary staff and individual contractors, whose roles will bring them into contact with personal data) on the basic principles of data protection, confidentiality and information security awareness. This includes training on applicable data protection laws, including European data protection laws.
- 1.3 Zendesk staff who have permanent or regular access to personal data, who are involved in the collection of personal data or in the development of tools to process personal data receive additional, tailored training on the Policies and specific data protection issues relevant to their role. This training is further described below and is repeated on a regular basis.

2. **Responsibility for the Privacy Training Program**

- 2.1 Zendesk's privacy team has overall responsibility for privacy training at Zendesk, with input from colleagues from other functional areas including Information Security, People Ops ("**HR**") and other departments, as appropriate. They will review training from time to time to ensure it addresses all relevant aspects of the Policies and that it is appropriate for individuals who have permanent or regular access to personal data, who are involved in the collection of personal data or in the development of tools to process personal data.
- 2.2 Zendesk management is committed to the delivery of privacy training courses, and will ensure that staff are required to participate, and are given appropriate time to attend such courses. Course attendance will be recorded and monitored via regular

audits of the training process. These audits are performed by the Privacy Council, privacy team and/or independent third party auditors.

- 2.3 In the event that these audits reveal persistent non-attendance, this will be escalated to the Chief Privacy Officer for action. Such action may include escalation of non-attendance to the appropriate management authority within Zendesk who will be responsible and held accountable for ensuring that the individual(s) concerned attend and actively participates in such training.

3. **Delivery of the training courses**

- 3.1 Zendesk has developed mandatory electronic training courses, supplemented by face to face training for employees. The courses are designed to be both informative and user-friendly, generating interest in the topics covered. Employees must correctly answer a series of multiple choice questions for the course to be deemed complete.
- 3.2 All Zendesk staff will complete data protection training (including training on the Policies):
- (a) as part of their induction program;
 - (b) as part of a regular refresher training at least once every two years (the timing of which is determined by the Zendesk Privacy Council); and
 - (c) when necessary based on changes in the law or to address any compliance issues arising from time to time.
- 3.3 Certain staff will receive specialist training, including those who are involved in particular processing activities such as employees who work in HR, Marketing, Product Development, Finance/Procurement and Customer Success or whose business activities include processing sensitive personal data. Specialist training is delivered as additional modules to the basic training package, which will be tailored depending on the course participants.

4. **Training on data protection**

- 4.1 Zendesk's training on the Policies will cover the following main areas:

4.1.1 Background and rationale:

- (a) What is data protection law?
- (b) What are key data protection terminology and concepts?
- (c) What are the data protection principles?
- (d) How does data protection law affect Zendesk internationally?
- (e) What are Zendesk's BCR Policies?

4.1.2 The Policies:

- (a) An explanation of the Policies;
- (b) The scope of the Policies;
- (c) The requirements of the Policies;
- (d) Practical examples of how and when the Policies apply;
- (e) The rights that the Policies give to individuals; and
- (f) The privacy implications arising from processing personal data for customers.

4.1.3 Where relevant to an employee's role, training will cover the following procedures under the Policies:

- (a) Data Subject Rights Procedure;
- (b) Audit Protocol;
- (c) Updating Procedure;
- (d) Cooperation Procedure;
- (e) Complaint Handling Procedure; and
- (f) Government Data Request Policy.

5. **Further information**

- 5.1 Any queries about training under the Policies should be addressed to euprivacy@zendesk.com.

Appendix 5

AUDIT PROTOCOL

1. **Background**

- 1.1 Zendesk's "Binding Corporate Rules: Controller Policy" and "Binding Corporate Rules: Processor Policy" (together the "**Policies**" or, respectively, the "**Controller Policy**" and the "**Processor Policy**") safeguard personal data transferred between the Zendesk group members ("**Group Members**").
- 1.2 Zendesk will audit its compliance with the Policies on a regular basis, and the purpose of this document is to describe how and when Zendesk will perform such audits.
- 1.3 The role of Zendesk's privacy team is to provide guidance about the collection and use of personal data subject to the Policies and to assess the collection and use of personal data by Group Members for potential privacy-related risks. The collection and use of personal data with the potential for a significant privacy impact is, therefore, subject to detailed review and evaluation on an on-going basis. Accordingly, although this Audit Protocol describes the formal assessment process adopted by Zendesk to ensure compliance with the Policies as required by the data protection authorities, this is only one way in which Zendesk ensures that the provisions of the Policies are observed and corrective actions taken as required.

2. **Approach**

- 2.1 Overview of audit
 - 2.1.1 Compliance with the Policies is overseen on a day-to-day basis by the Zendesk Privacy Council. The Zendesk BCR Audit Team composed of experienced representatives of Zendesk's Legal, Information Security and Compliance teams ("**BCR Audit Team**") is responsible for performing and/or overseeing independent audits of compliance with the Policies and will ensure that such audits address all aspects of the Policies.

2.1.2 The BCR Audit Team is responsible for ensuring that any issues or instances of non-compliance are brought to the attention of the Zendesk Privacy Council and Chief Privacy Officer and that any corrective actions are determined and implemented within a reasonable time.

2.1.3 Where Zendesk acts as a processor, Customers (or auditors acting on their behalf) may audit Zendesk for compliance with the commitments made in the Processor Policy and may extend such audits to any sub-processors acting on Zendesk's behalf in respect of such processing, in accordance with the terms of the relevant Customer's contract with Zendesk.

2.2 Frequency of audit

2.2.1 Audits of compliance with the Policies are conducted:

- (a) at least annually in accordance with Zendesk's audit procedures; and/or
- (b) at the request of the Chief Privacy Officer; and/or the Board of Directors;
- (c) as determined necessary by the Zendesk Privacy Council (for example, in response to a specific incident); and/or
- (d) (with respect to audits of the Processor Policy), as required by the terms of the relevant Customer's contract with Zendesk.

2.3 Scope of audit

2.3.1 The BCR Audit Team will conduct a risk-based analysis to determine the scope of an audit, which will consider relevant criteria, such as: areas of current regulatory focus; areas of specific or new risk for the business; areas with changes to the systems or processes used to safeguard information; areas where there have been previous audit findings or complaints; the period since the last review; and the nature and location of the personal data processed.

2.3.2 In the event that a Customer exercises its right to audit Zendesk for compliance with the Processor Policy, the scope of the audit shall be limited to the data

processing facilities, data files and documentation relating to that Customer's personal data. Zendesk will not provide a Customer with access to systems which process personal data of other Customers.

2.4 Auditors

2.4.1 Audit of the Policies (including any related procedures and controls) will be undertaken by the BCR Audit Team. In addition, Zendesk may appoint independent and experienced professional auditors acting under a duty of confidence as necessary to perform audits of the Policies (including any related procedures and controls) relating to data privacy.

2.4.2 In the event that a Customer exercises its right to audit Zendesk for compliance with the Processor Policy, such audit may be undertaken by that Customer, or by independent and suitably experienced auditors selected by that Customer, as required by the terms of the relevant Customer's contract with Zendesk.

2.4.3 The competent European data protection authorities may audit Group Members for the purpose of reviewing compliance with the Policies (including any related procedures and controls) in accordance with the terms of the Binding Corporate Rules: Cooperation Procedure.

2.5 Reporting

2.5.1 Data privacy audit reports are submitted to the Chief Privacy Officer and, if the report reveals breaches or the potential for breaches of a serious nature (for example, presenting a risk of potential harm to individuals or to the business), to the parent Board of Directors.

2.5.2 Upon request and subject to applicable law and respect for the confidentiality and trade secrets of the information provided, Zendesk will:

- (a) provide copies of the results of data privacy audits of the Policies (including any related procedures and controls) to a competent European data protection authority; and

- (b) to the extent that an audit relates to personal data Zendesk processes on behalf of a Customer, report the results of any audit of compliance with the Processor Policy to that Customer.

2.6 The Zendesk Privacy Council is responsible for liaising with the European data protection authorities for the purpose of providing the information outlined in section 2.5.2.

Appendix 6

COMPLAINT HANDLING PROCEDURE

1. Background

- 1.1 Zendesk's "Binding Corporate Rules: Controller Policy" and "Binding Corporate Rules: Processor Policy" (together the "**Policies**" or, respectively, the "**Controller Policy**" and the "**Processor Policy**") safeguard personal data transferred between the Zendesk group members ("**Group Members**"). The purpose of this Complaint Handling Procedure is to explain how complaints brought by an individual whose personal data is processed by Zendesk under the Policies are addressed and resolved.
- 1.2 This procedure will be made available to individuals whose personal data is processed by Zendesk under the Controller Policy and, where Zendesk processes personal data on behalf of Customers, to those Customers (under the Processor Policy).

2. How individuals can bring complaints

- 2.1 Any individual may raise a data protection question, concern or complaint by contacting euprivacy@zendesk.com.

3. Complaints where Zendesk is a controller under the Controller Policy

- 3.1 Who handles complaints?
 - 3.1.1 The Zendesk privacy team will handle all questions, concerns or complaints in respect of personal data processed under the Controller Policy. The Zendesk privacy team will liaise with colleagues from relevant business and support units as appropriate to resolve such questions, concerns and complaints.
- 3.2 What is the response time?
 - 3.2.1 Unless exceptional circumstances apply, Zendesk privacy team will acknowledge receipt of a question, concern or complaint to the individual concerned within five (5) business days, investigating and making a substantive response within one (1) month.
 - 3.2.2 If, due to the complexity of the question, concern or complaint, a substantive response cannot be given within this period, the Zendesk

privacy team will advise the individual accordingly and provide reasons why an extension is necessary and a reasonable estimate (not exceeding two (2) months) for the timescale within which a response will be provided.

3.2.3 If, having reviewed the question, concern or complaint, the Zendesk privacy team does not take action that has been requested by the individual, the Zendesk privacy team will inform the individual without delay and of the reasons for not taking action and on the possibility of lodging a complaint with a supervisory authority and seeking a judicial remedy.

3.3 What happens if a complainant disputes a finding?

3.3.1 If the complainant notifies the Zendesk privacy team that it disputes any aspect of the response from the Zendesk privacy team and that it wishes to further escalate the matter within Zendesk, the Zendesk privacy team will refer the matter to the Chief Privacy Officer. The Chief Privacy Officer will review the case and advise the individual of his or her decision either to accept the original finding or to substitute a new finding. The Chief Privacy Officer will respond to the complainant within one (1) month of the receipt of the complaint. As part of the review, the Chief Privacy Officer may arrange to meet the parties to the complaint in an attempt to resolve it. At the same time, complainants can dispute the finding by lodging a complaint with supervisory authority and seeking judicial remedy, in parallel, if they wish to do so, in line with paragraph 5 below.

3.3.2 If the complaint is upheld, the Chief Privacy Officer will arrange for any necessary steps to be taken as a consequence (for example, implementing procedures to remedy the complaint and prevent recurrence).

4. Complaints where Zendesk is a processor under the Processor Policy

4.1 Communicating complaints to the customer

4.1.1 Where a complaint is brought in respect of the collection and use of personal data where Zendesk is the processor for its Customers in respect of that personal data, Zendesk will communicate the details of the complaint to the

Customer without undue delay and without handling it (unless Zendesk has agreed in the terms of its contract with the Customer to handle complaints).

4.2 What happens when a Customer ceases to exist?

4.2.1 In circumstances where a Zendesk Customer has disappeared factually, no longer exists or has become insolvent, and no successor entity has taken its place, individuals whose personal data is processed under the Processor Policy have the right to complain to Zendesk and Zendesk will handle such complaints in accordance with paragraph 3 of this Complaint Handling Procedure.

4.2.2 In such cases, individuals also have the right to complain to a competent European data protection authority and/or to lodge a claim with a court of competent jurisdiction and this includes where they are not satisfied with the way in which their complaint has been resolved by Zendesk. Such complaints and proceedings will be handled in accordance with paragraph 5 of this Complaint Handling Procedure. Individuals entitled to such rights will be notified accordingly as part of the complaint handling procedure.

5. **Right to complain to a competent data protection authority and to commence proceedings**

5.1 Overview

5.1.1 Where individuals' personal data:

- (a) are processed in Europe by a Group Member acting as a controller (or an internal processor for another Group Member) and/or transferred to a Group Member located outside Europe under the Controller Policy; or
- (b) are processed in Europe by a Group Member acting as a processor for a Customer and/or transferred to a Group Member located outside Europe under the Processor Policy;

then those individuals have certain additional rights to pursue effective remedies for their complaints, as described below.

- 5.1.2 The individuals described above have the right to complain to a competent data protection authority (in accordance with paragraph 5.2) and/or to commence proceedings in a court of competent jurisdiction (in accordance with paragraph 5.3), whether or not they have first complained directly to the Customer in question or to Zendesk under this Complaints Handling Procedure.
- 5.2 Complaint to a data protection authority
- 5.2.1 If an individual wishes to complain about Zendesk's processing of his or her personal data to a data protection authority, the individual may complain to the data protection authority in the European territory:
- (a) of the individual's habitual residence;
 - (b) of the individual's place of work; or
 - (c) where the alleged infringement occurred.
- 5.3 Proceedings before a national court
- 5.3.1 If an individual wishes to commence court proceedings against Zendesk, then individual may commence proceedings in the European territory:
- (a) in which that European Group Member is established; or
 - (b) of individual's habitual residence.
- 5.3.2 An individual's right to lodge proceedings before a competent court shall be without prejudice to any administrative or non-judicial remedy available to that individual, including the right to lodge a complaint with a competent data protection authority.

Appendix 7

COOPERATION PROCEDURE

1. Introduction

- 1.1 This Binding Corporate Rules: Cooperation Procedure sets out the way in which Zendesk will cooperate with competent European data protection authorities in relation to the "Binding Corporate Rules: Controller Policy" and "Binding Corporate Rules: Processor Policy" (together the "**Policies**" or, respectively, the "**Controller Policy**" and the "**Processor Policy**").

2. Cooperation Procedure

- 2.1 Where required, Zendesk will make the necessary personnel available for dialogue with a competent European data protection authority in relation to the Policies.
- 2.2 Zendesk will actively review, consider and (as appropriate) implement:
- (a) any advice or decisions of relevant competent European data protection authorities on any data protection law issues that may affect the Policies; and
 - (b) any guidance published by European data protection authorities (including the European Data Protection Board) in connection with Binding Corporate Rules for Processors and Binding Corporate Rules for Controllers.
- 2.3 Subject to applicable law and to the respect for the confidentiality and trade secrets of the information provided, Zendesk will provide upon request copies of the results of any audit of the Policies to a competent European data protection authority.
- 2.4 Zendesk agrees that:
- (a) a competent European data protection authority may audit any Group Member over which it exercises jurisdiction for compliance with the Policies, in accordance with the applicable data protection law(s) of that jurisdiction; and
 - (b) a competent European data protection authority may audit any Group Member who processes personal data for a Customer over which that data protection authority exercises jurisdiction for compliance with the Policies, in accordance with the applicable data protection law(s) of that jurisdiction and with full respect

to the confidentiality of the information obtained and to the trade secrets of Zendesk (unless this requirement is in conflict with local applicable law).

- 2.5 Zendesk agrees to abide by a formal decision of any competent data protection authority on any issues relating to the interpretation and application of the Policies (unless and to the extent that Zendesk is entitled to appeal any such decision and has chosen to exercise such right of appeal).

Appendix 8

UPDATING PROCEDURE

1. Introduction

- 1.1 This Binding Corporate Rules: Updating Procedure sets out the way in which Zendesk will communicate changes to the "Binding Corporate Rules: Controller Policy" ("**Controller Policy**") and to the "Binding Corporate Rules: Processor Policy" ("**Processor Policy**") (together the "**Policies**") to competent data protection authorities, individual data subjects, its Customers and to the Zendesk group members ("**Group Members**") bound by the Policies.
- 1.2 The Zendesk Privacy Council is accountable for ensuring that the commitments made by Zendesk in this Updating Procedure are met.

2. Record keeping

- 2.1 Zendesk will maintain a change log setting out details of each and every revision made to the Policies.
- 2.2 Zendesk will also maintain an accurate and up-to-date list of Group Members that are bound by the Policies and of the sub-processors appointed by Zendesk to process personal data on behalf of Customers. This information must be made available www.zendesk.com and be provided on request to competent data protection authorities and to Customers and individuals who benefit from the Policies.
- 2.3 The Zendesk Privacy Council will be responsible for ensuring that the records described in this paragraph 2 are maintained and kept accurate and up-to-date.

3. Changes to the Policies

- 3.1 All proposed changes to the Policies must be reviewed and approved by the Chief Privacy Officer in order to ensure that a high standard of protection is maintained for the data protection rights of individuals who benefit from the Policies. No changes to the Policies shall take effect unless reviewed and approved by the Chief Privacy Officer.

- 3.2 The Zendesk Privacy Council will communicate all changes to the Policies (including reasons that justify the changes) to the list of Group Members bound by the Policies:
- (a) to the Group Members bound by the Policies via written notice (which may include e-mail or posting on an internal Intranet accessible to all Group Members);
 - (b) to Customers and the individuals who benefit from the Policies via online publication at www.zendesk.com (and, if any changes are material in nature, Zendesk will also actively communicate the material changes to Customers, in accordance with paragraph 4 below); and
 - (c) to the data protection authority that was the lead authority for the purposes of granting Zendesk's BCR authorisation ("**Lead Authority**"), and any other relevant data protection authorities the Lead Authority may direct, at least once a year with a brief explanation of the reasons justifying the update.

4. Communication of material changes

- 4.1 If Zendesk makes any material changes to the Policies or to the list of Group Members bound by the Policies that affect the level of protection offered by the Policies or otherwise significantly affect the Policies (for example, by making changes to the binding nature of the Policies), it will promptly report such changes (including the reasons that justify such changes) to the Lead Authority.
- 4.2 Where a change to the Processor Policy materially affects the conditions under which Zendesk processes personal data on behalf of any Customer under the terms of its contract with Zendesk, Zendesk will also communicate such information to any affected Customer. If such change is contrary to any term of the contract between Zendesk and that Customer:
- (a) Zendesk will communicate the proposed change before it is implemented, and with sufficient notice to enable affected Customers to object; and

- (b) Zendesk's Customer may then suspend the transfer of personal data to Zendesk and/or terminate the contract, in accordance with the terms of its contract with Zendesk.

5. New Group Members

- 5.1 Zendesk will ensure that all new Group Members are bound by the Policies before a transfer of personal data to them takes place.

Appendix 9

GOVERNMENT DATA REQUEST POLICY

1. Introduction

- 1.1 This Government Data Request Policy sets out Zendesk's procedure for 1) prior assessment of existing third country requirements to disclose personal data or measures authorising access by public authorities; and 2) responding to a request received from a law enforcement or other government authority (together the "**Requesting Authority**") to disclose personal data processed by Zendesk (hereafter "**Data Disclosure Request**") which is aligned with our Binding Corporate Rules: Government Data Request Procedure. The Policy also sets out Zendesk's notification procedure for instances where we became aware of a direct access (i.e., access to personal data without prior request, and/or approval/collaboration by Zendesk) by law enforcement or other government authority to personal data processed by Zendesk (hereafter "**Direct Access**"), which is aligned with our Binding Corporate Rules: Government Data Request Procedure.
- 1.2 Where Zendesk receives a Data Disclosure Request, it will handle that Data Disclosure Request in accordance with this policy. If applicable data protection law(s) require a higher standard of protection for personal data than is required by this policy, Zendesk will comply with the relevant requirements of those applicable data protection law(s).

2. Prior assessment

- 2.1 Prior to Zendesk carrying out international transfers of personal data subject to the requirements of this Controller and/or Processor Policy, it will carry out an assessment of laws and practices of the third country of destination regarding Data Disclosure Request requirements or measures authorising Direct Access (including in transit), which could prevent Zendesk from fulfilling its obligations under the respective Controller/Processor Policy, such as practices that do not respect the essence of the fundamental rights and freedoms and exceed what is necessary and proportionate in a democratic society, as well as the applicable limitations and safeguards. Such assessment shall be carried out in light of the specific circumstances of the transfer, and of any envisaged onward transfer (including purposes, location and sector in which the transfer and the related processing take place, types of entities

involved in the processing, categories/format of personal data transferred and transmission channels used) and determine whether additional contractual, technical or organisational safeguards (be it during personal data transmission or at rest) are required. The assessment (and safeguards, as appropriate) will be communicated by members of the privacy team to all Group Members. Zendesk will reasonably monitor future developments of laws of the country of destination to, as appropriate, to consider impacts such changes may have on the initial assessment it carried out. Group Members acting as data importers under this Controller and/or Processor Policy shall reasonably communicate such changes they become aware of to Group Members/customers acting as data exporters and to the EEA Group Member with delegated data protection responsibilities.

- 2.2 Where Zendesk determines that additional safeguards are to be put in place to address the findings of the assessment in paragraph 2.1, Zendesk will notify the relevant EEA Group Member with delegated data protection responsibilities, and relevant members of Privacy Council or broader privacy team will be involved, in order to reflect their views regarding such safeguards.
- 2.3 Zendesk will document such assessment as outlined in paragraph 2.1 and additional measures pursuant to paragraph 2.2 and make these available to competent supervisory authority upon request.
- 2.4 Where Zendesk determined that effective supplementary measures were needed to fulfil its obligations under the respective Controller/Processor Policy, however, it could not identify any, or if instructed by the competent supervisory authority, the privacy team commits to suspend the relevant transfers (including transfers for which the same assessment and reasoning would lead to the same conclusion) and inform all Group Members involved of the same. Following such suspension, entities exporting personal data under this Controller and/or Processor Policy can end such personal data transfer and personal data, which were not subject to sufficient protections required under the Controller/Processor Policy, may be returned to the exporting entity and/or destroyed.

3. General principle on Data Disclosure Requests

3.1 As a general principle, Zendesk does not disclose personal data in response to a Data Disclosure Request unless either:

- it is under a legal obligation to make such disclosure; or
- taking into account the nature, context, purposes, scope and urgency of the Data Disclosure Request and the privacy rights and freedoms of any affected individuals, there is an imminent risk of serious harm that merits compliance with the Data Disclosure Requests in any event.

3.2 For that reason, unless it is legally prohibited from doing so or there is an imminent risk of serious harm, Zendesk will notify and consult with the competent data protection authorities (and, where it processes the personal data on behalf of a customer, the customer) to address the Data Disclosure Request.

4. Handling of a Data Disclosure Request

4.1 If a Zendesk Group Member receives a Data Disclosure Request, the recipient of the request must pass it to Legal immediately upon receipt, indicating the date on which it was received together with any other information that may assist the Legal Team to respond to the request. Similarly, if a Zendesk Group Member becomes aware of Direct Access, it shall communicate this to the Legal Team immediately, indicating the date on which it occurred together with any other information that may assist the Legal Team to respond in line with this Policy.

4.2 The Requesting Authority's request does not have to be made in writing, made under a Court order, or mention data protection law to qualify as a Data Disclosure Request. Any Data Disclosure Request, however made, must be notified to the Legal Team for review.

- 4.3 Zendesk's Legal Team will carefully review each and every Data Disclosure Request and Direct Access on a case-by-case basis. The Legal Team will liaise with the Privacy Team and outside counsel as appropriate to determine the nature, context, purposes, scope and urgency of the Data Disclosure Request/Direct Access, and its validity under applicable laws and principles of international comity, to identify whether action may be needed to challenge the Data Disclosure Request/Direct Access, including by means of an appeal to the Requesting Authority, and/or by seeking interim measures with a view to suspending the effects of the request until the competent judicial authority has decided on its merits or otherwise requiring the disclosure under the applicable procedural law, as appropriate, and/or to notify the customer and/or competent data protection authorities in accordance with paragraph 4.

5. Notice of a Data Disclosure Request/Direct Access

5.1 Notice to the customer

- 5.1.1 If a request concerns personal data for which a customer is the controller, Zendesk will ordinarily ask the Requesting Authority to make the Data Disclosure Request directly to the relevant customer. If the Requesting Authority agrees, Zendesk will support the customer in accordance with the terms of its contract to respond to the Data Disclosure Request.
- 5.1.2 If this is not possible (for example, because the Requesting Authority declines to make the Data Disclosure Request directly to the customer or does not know the customer's identity), Zendesk will notify and provide the customer with the details of the Data Disclosure Request prior to disclosing any personal data, unless legally prohibited from doing so, or where an imminent risk of serious harm exists that prohibits prior notification.
- 5.1.3 If Zendesk becomes aware of a Direct Access concerning personal data for which a customer is the controller, Zendesk will notify and provide the customer with the details of such Direct Access, unless legally prohibited from doing so or where an imminent risk of serious harm exists that prohibits such notification.

5.2 Notice to the competent data protection authorities

- 5.2.1 If the Requesting Authority is in a country that does not provide an adequate level of protection for the personal data in relation to such request, in accordance with applicable data protection laws, then Zendesk will also put the request on hold to notify and consult with the competent data protection authorities, unless legally prohibited or where an imminent risk of serious harm exists that prohibits prior notification.
- 5.2.2 If the law enforcement or other government authority which carried out a Direct Access is in a country that does not provide an adequate level of protection for the personal data in relation to such request, in accordance with applicable data protection laws, then Zendesk will also notify and consult with the competent data protection authorities, unless legally prohibited or where an imminent risk of serious harm exists that prohibits prior notification.
- 5.2.3 Where Zendesk is prohibited from notifying the competent data protection authorities and/or suspending the request, Zendesk will use its best efforts (taking into account the nature, context, purposes, scope, and urgency of the request) to inform the Requesting Authority/authority that carried out the Direct Access about its obligations under applicable data protection law and to obtain the right to waive this prohibition. Such efforts may include asking the Requesting Authority/authority that carried out the Direct Access to put the request on hold, so that Zendesk can consult with the competent data protection authorities, or to allow disclosure to specified personnel at Zendesk's customer, and may also, in appropriate circumstances, include seeking a court order to this effect. Zendesk will maintain, and upon reasonable request provide to its customers and competent data protection authorities, a written record of the efforts it takes, in line with its established business record maintenance practices, unless legally prohibited from doing so.

6. Transparency reports

- 6.1 Zendesk commits to preparing a semi-annual report (a “**Transparency Report**”), which reflects the number and type of Data Disclosure Requests it has received for the preceding six months, as may be limited by applicable law or court order. Zendesk will publish the Transparency Report on its website, and make the report available upon request to competent data protection authorities.

7. Bulk transfers

- 7.1 In no event will any Group Member transfer personal data to a Requesting Authority in a massive, disproportionate, and indiscriminate manner that goes beyond what is necessary in a democratic society.