

## Sisense Privacy Policy

Last updated: January 3, 2016

Sisense Ltd. and its affiliates (collectively, "**Sisense**" "**we**", "**our**" or "**us**") respects the privacy of the users of its website at <http://www.sisense.com> (the "**Site**") and is committed to protect the information it collects and/or that is disclosed to it by the users of this Site and of services that we provide ("**users**" or "**you**").

### INFORMATION WE COLLECT

Sisense collects information from our users at several different points on our Site. This may include traffic data including a user's IP address, domain server, type of computer, and type of web browser. This is anonymous information that does not personally identify a user but is helpful for marketing purposes or for improving a user's experience on the Site. In general, when you visit our Site you remain anonymous. Some areas of our Site may however require registration. Also, downloading or using our software products may require registration as well. Personal information, such as a user's name, address, contact information and other personally-identifiable information ("**Personal Information**" or "**PII**") may be collected from you and stored in our databases, typically when you register to the Site, request support, enter into a sales promotion or otherwise interact with us (for example through the "contact us" option). It should be made clear that you have no legal obligation to provide us with any PII and the submission of such information is entirely subject to your sole discretion and consent. However if you will not provide us with the required information we may not be able to provide you with the information/services requested by you. Registered users may have a user name and password to access their information.

We may also collect statistical and other data related to your use of the Site, our software products or our services as well as information on Site usage patterns. This information is collected and used as non-individually identifiable information.

Our customers that have been granted a license to Sisense's proprietary software products (the "**Software**") install our Software on their systems. The Software includes an Optional Remote Support Analysis Module which automatically connects the customer's computer to Licensor's server to verify successful installation of the Software and its updates. In addition, we obtain: (i) non-personally identifiable information, such as manner, consistency, duration, usage pattern, statistics, memory, bandwidth and other information identifying the ways in which the customer uses the Software; and (ii) metadata such as how many requests the customer issued, commonly used data sources, size of the customer's database, modules used, etc. Such data may be transmitted internally within Sisense as necessary to ensure data protection, provide services to Sisense' customers and/or to verify compliance with the terms of the license agreement. The Optional Remote Support Analysis Module can be disabled as part of the Software configuration at the

customer's sole control and discretion. If disabled, Licensor's ability to provide support services may be impaired.

## **HOW WE USE INFORMATION**

We use information that does not identify individual users to analyze trends, to administer the Site and improve our services, to track users' movements around the Site and to gather demographic information about our user base as a whole. We may use such information collected in combination with PII to market directly to a certain person subject to requirements of applicable law. This non PII may be shared with third parties.

We compile and store data and information and generate reports related to our users' access to and use of our Site and services.

To the extent required under applicable data processing laws and regulations, any PII that we collect will be stored in our database and will be used in accordance with such applicable laws and regulations.

We do not share, distribute, sell or rent any of your PII with/to third parties, except in the following circumstances:

- If the information is required by law in order to prevent, investigate, or take action regarding illegal activities. In addition, we will share information in response to legal process, court orders, subpoenas, or to establish or exercise our legal rights or defend against legal claims;
- For the purpose of providing and operating the Site we may share PII with trusted third-party partners who need to know for purpose of providing Site-related services to us only (and not for such third parties' commercial use in any way). We will require that these third parties comply with this Privacy Policy or with privacy policies at least as protective as this Privacy Policy.
- If we have your permission to do so.

Any data processing performed by these third parties will, if and when required by law, be governed by a data processing agreement in the form required by law, preserving your statutory data protection rights.

## **BUSINESS TRANSFERS**

Information collected from users of the Site and our Software, including PII, could be transferred as part of or in connection with a corporate merger, consolidation, restructuring, the sale of substantially all of our shares or stock and/or assets or other corporate change, including, during the course of any due diligence process. By submitting your PII through the Site or otherwise providing it to us, you agree that your information may be transferred to third parties under such or similar circumstances.

## **COOKIES**

A cookie is a piece of data stored on a user's hard drive containing information about the user. Usage of a cookie is in no way linked to any PII while on our Site. We use cookies to enhance the user experience of our Site by means such as storing password or user preference information. If a user rejects the cookie, they may still use our Site with the only drawback being the disablement of some of the usability features of our Site. We may also use cookies to track and monitor usage of the Site by users for the purposes of marketing and Site improvement. The data collected from these cookies will never be shared with an external source and will be used for internal purposes only. Most browsers will allow you to erase cookies from your computer hard drive, block acceptance of cookies, or receive a warning before a cookie is stored.

## **E-MAIL COMMUNICATIONS**

At any time, you have the ability to opt out of receiving marketing communications from Sisense, but you may not opt out of administrative emails (for example, emails about your transactions or policy changes) while you are a registered user. You can opt out by either changing your e-mail preferences or using the link provided at the bottom of each email message.

We do not send emails to anyone without permission, and we do not sell or rent email addresses to any unauthorized third party. This does not mean that we can prevent spam from happening on the Internet. If you believe that you have received an unsolicited email from us, please contact us at the e-mail below and we will investigate.

## **POLICY TOWARDS CHILDREN**

We do not knowingly collect PII from children under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with PII without his or her consent, he or she should contact us at [Support@sisense.com](mailto:Support@sisense.com). If we become aware that a child under the age of 13 has provided us with PII, we will delete such information from our files.

## **SECURITY**

We follow generally accepted industry standards to protect the PII submitted to us, both during transmission and once we receive it. However, due to the nature of Internet communications and evolving technologies, unauthorized entry or use, hardware or software failure, and other factors, the security of user information may be compromised at any time. No method of transmission over the Internet, or method of electronic storage, is 100% secure.

Therefore, we cannot guarantee the absolute security of PII and disclaim any assurance that such information will remain free from loss, misuse, or alteration by third parties who, despite our efforts, obtain unauthorized access.

## **CHANGES AND CONSENT TO PRIVACY POLICY**

By registering with Sisense or by using the Site without prior registration, you agree to the terms of this Privacy Policy. We reserve the right to change the provisions of the Privacy Policy from time to time and you are therefore advised to check it regularly. Your continued use of the Site after any change to the Privacy Policy constitutes your acceptance of this Privacy Policy as revised.

## **LINKS**

Our Site may have links to the sites of other companies. We are not responsible for their privacy practices. We encourage you to learn about the privacy policies of those companies.

## **UPDATE/DELETE USER INFORMATION**

You can write to us at any time to obtain a copy of your information and to have any inaccuracies corrected or if you no longer desire our service (in which case we will endeavour to remove your PII provided to us). Where appropriate, you may have your PII erased, rectified, amended or completed. In order to contact us regarding your information please e-mail [Support@sisense.com](mailto:Support@sisense.com).

To protect your privacy and security, we may take reasonable steps to verify your identity before granting access or making corrections, however, you should protect your password from disclosure because anyone who gains access to your password may have access to, and may edit, your profile.

## **GOVERNING LAW**

This Privacy Policy shall be exclusively governed by and construed in all respects under the laws of the State of New York, without giving effect to any choice-of-law or conflict-of-law provisions. Any and all legal claims, suits or actions that arise in connection with this Privacy Policy or with breach of this Privacy Policy shall be submitted to the personal jurisdiction of the courts located in the courts of New York County.