

E6 Privacy Policy Overview Table

| Categories of Personal Information | Method of Collection | Uses | Legal Basis | Categories of Third-Party Recipients | Retention* |
|---|--|--|--|---|---|
| Your name, company name, job title, and contact details | Submitted by you as a request for more information about our company, products and services, either via the form on our Website or through a request to a member of E6 staff | Providing marketing information about our company, products and services that you have requested | Your consent | Cloud-hosted customer relationship management platform Cloud-hosted communications platform | Up to 12 months after you inform us that you do not want us to contact you (including by clicking the Unsubscribe link in one of our emails), so that we have a record of your preference; or until we decide based on your non-response that you are not interested in receiving marketing communications from us ** |
| | | Sending additional marketing communication, such as our newsletter, based on your interest | Our legitimate interest in marketing our products and services to individuals we believe may be interested | Cloud-hosted storage platform Other companies in the E6 group | |
| | | If your company becomes a customer of E6, sending business communications for purposes of entering into or performing a contract | Our legitimate interest in entering into and performing contracts with our customers | | |
| Your email address | Submitted by you to sign up for our newsletter | Sending our newsletter and any associated privacy notices to you | Your consent | Cloud-hosted customer relationship management platform Cloud-hosted communications platform Other companies in the E6 group | Up to 12 months after you inform us that you do not want us to contact you (including by clicking the Unsubscribe link in one of our emails), so that we have a record of your preference; or until we decide based on your non-response that you are not interested in receiving marketing communications from us ** |
| Your name, company name, job title, and contact details | Purchased from or shared by a third party that has received your consent to share your contact details | Providing marketing communications, including our newsletter, about our company, products and services | Our legitimate interest in marketing our products and services to individuals we believe may be interested | Cloud-hosted customer relationship management platform | Up to 12 months after you inform us that you do not want us to contact you (including by clicking the Unsubscribe link in one of |



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| | | | | Cloud-hosted communications platform Cloud-hosted storage platform Other companies in the E6 group | our emails), so that we have a record of your preference; or until we decide based on your non-response that you are not interested in receiving marketing communications from us ** |
| Whether you have viewed marketing emails we have sent to you | Collected by a tracking pixel in marketing emails that we send out, including our newsletter | Optimization of marketing messaging Enabling us to infer when recipients may not be interested in receiving further marketing communications from us Combining information about which emails you open, which email links you click, and information from analytics and advertising cookies placed by our Websites to draw inferences about your interests; and combining with similar information about other people at your company to build a profile of topics of interest to your business | Our legitimate interest in marketing our products and services to individuals and companies we believe may be interested | Cloud-hosted customer relationship management platform Other companies in the E6 group | Up to 12 months following your last known interaction with E6 communications, Websites, or personnel |
| Whether you have clicked on links in marketing emails we have sent to you | Collected by unique tracking URLs in marketing emails that we send out, including our newsletter | Optimization of marketing messaging Combining information about which emails you open, which email links you click, and information from analytics and advertising cookies placed by our | Our legitimate interest in marketing our products and services to individuals and companies we believe may be interested | Cloud-hosted customer relationship management platform Other companies in the E6 group | Up to 12 months following your last known interaction with E6 communications, Websites, or personnel |



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| | | Websites to draw inferences about your interests; and combining with similar information about other people at your company to build a profile of topics of interest to your business | | | |
| Your IP address and associated location information, and your device fingerprint | Logged automatically when you visit our Websites | Detecting and preventing cyber attacks | Our legitimate interest in deterring, preventing, and investigating cyber attacks | Cloud-hosted log storage and analysis tools Other companies in the E6 group | Up to 3 months following your interaction with our Website |
| | | Generating insights about the audience our Websites are reaching, improving our products and services, and improving the experience of our Website users | Our legitimate interests in effectively marketing and improving our products and services | | |
| Information about how you use our customer documentation web portal | Logging activities taken on the Website when you are signed in using your assigned credentials | Optimizing our Website content and developing product features | Our legitimate interests in effectively marketing and improving our products and services | Cloud-hosted log storage and analysis tools Other companies in the E6 group | Up to 3 months following your interaction with our Website |
| | | Detecting and investigating potential misuse of our information assets | Our legitimate interests in protecting our intellectual property and in detecting and investigating cyber attacks on our Websites | | |



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| Information about your visits to our Websites derived from analytics and advertising cookies, including information about which pages you visit and how much time you spend on them | Collected through cookies placed on your computer if you consent to them when you visit our Websites (please see our Cookie Policy for more details) | Improving our products and services, documentation, and marketing messaging | Your consent | Cloud-hosted customer relationship management platform Cloud-hosted web analytics platform Other companies in the E6 group | Up to 12 months following your last known interaction with E6 communications, Websites, or personnel |
| | | Associating visits to our Website with unique visitors, and with the LinkedIn profiles of those visitors if they have allowed advertising cookies on their browser, for purposes of targeted advertising | | | |
| | | Where you follow tracking URLs to our website from our marketing emails, combining information derived from opening and click-through of marketing emails with cookie-derived information to generate insights about your interests and those of your company | Our legitimate interest in marketing our products and services to individuals and companies we believe may be interested | | |
| Inferences we have made about your preferences and interests | Generated by us based on information collected about your interactions with our emails, Websites, and personnel | Optimization of marketing and sales messaging, including through combining these inferences with information we hold about other people | Our legitimate interest in marketing our products and services to individuals and companies we believe may be interested | Cloud-hosted customer relationship management platform Other companies in the E6 group | Up to 12 months following your last known interaction with E6 communications, Websites, or personnel |
| Your name, company name, job title, and contact details; contents and metadata of electronic communications you send to us in your role as a member of staff for one of our corporate customers or | Sent by you or your company to us for business-to-business purposes | Furthering business between our two companies, including: negotiation and execution of contracts, and other legal matters; billing and payment; implementation and support of your | Our legitimate interests in concluding contracts, fulfilling our contractual obligations, collecting accounts receivable, enforcing our contractual and statutory rights, and | Cloud-hosted customer relationship management platform Cloud-hosted communications platform | Until the conclusion of the business purpose for which the information was collected. Where there is a contractual relationship between your company and E6, any Personal Information relating to the |



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| vendors; contents of any other correspondence you send to us | | company's products and services; implementation and support of our company's products and services | providing our products and services | Cloud-hosted storage platform Cloud-hosted project management platform | agreement itself and specific performance thereof may be retained for up to 7 years following the termination of the agreement, or longer where required by applicable law. Other contents and metadata of electronic communications may be deleted after shorter periods of time when no longer deemed necessary for business purposes; information collected via cloud-hosted messaging applications other than email will typically be deleted after 90 days. Information collected for due diligence purposes will typically be retained for up to 12 months if your company is not selected to provide products or services to E6. |
| | | Marketing of our company's products and services to your company** | Our legitimate interest in marketing our products and services effectively | Legal counsel (where applicable) Accounting firm of record (where applicable) | |
| | | Detecting and preventing cyber attacks | Our legitimate interest in deterring, preventing, and investigating cyber attacks | External auditors (where applicable) | |
| | | Looking up publicly available information about you [‡] that is relevant to our legitimate business purposes such as marketing our products and services to your company, performing due diligence on products and services your company offers, or collecting payments due and enforcing our legal rights | Our legitimate interests in marketing our products and services effectively; in contracting with vendors of good reputation and suitable experience; and in collecting accounts receivable and enforcing our contractual and statutory rights | Other companies in the E6 group | |



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| Publicly available information about you that is relevant to our legitimate business-to-business purposes [‡] | Collected using Internet search engines, professional networking websites, and public records of government or professional bodies | <p>Optimization of marketing messaging, including through combining publicly available information with other information we have about you and your company</p> <p>Performing due diligence on products and services your company offers, or on prospective business partners</p> <p>Collecting payment due and enforcing our legal rights</p> | Our legitimate interests in marketing our products and services effectively; in contracting with vendors and business partners of good reputation and suitable experience; and in collecting accounts receivable and enforcing our contractual and statutory rights | <p>Cloud-hosted customer relationship management platform</p> <p>Cloud-hosted communications platform</p> <p>Cloud-hosted storage platform</p> <p>Cloud-hosted project management platform</p> <p>Legal counsel (where applicable)</p> <p>Accounting firm of record (where applicable)</p> <p>External auditors (where applicable)</p> <p>Other companies in the E6 group</p> | Until the conclusion of the business purpose for which the information was collected. Where there is a contractual relationship between your company and E6, any Personal Information relating to the agreement itself and specific performance thereof may be retained for up to 7 years following the termination of the agreement, or longer where required by applicable law. Information collected for due diligence purposes will typically be retained for up to 12 months if your company is not selected to provide products or services to E6. |
| Records we create about you relating to business-to-business transactions | Generated by us in the course of doing business with your company | Furthering business between our two companies, including: negotiation and execution of contracts, and other legal matters; billing and payment; implementation and support of your company's products and services; implementation and support of our company's products and services | Our legitimate interests in concluding contracts, fulfilling our contractual obligations, collecting accounts receivable, enforcing our contractual and statutory rights, and providing our products and services | <p>Cloud-hosted customer relationship management platform</p> <p>Cloud-hosted communications platform</p> <p>Cloud-hosted storage platform</p> <p>Cloud-hosted project management platform</p> <p>Legal counsel (where applicable)</p> <p>Accounting firm of record (where applicable)</p> | Until the conclusion of the business purpose for which the information was collected. Where there is a contractual relationship between your company and E6, any Personal Information relating to the agreement itself and specific performance thereof may be retained for up to 7 years following the termination of the agreement, or longer where required by applicable law. Other contents and metadata of electronic communications may be |



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| | | | | External auditors (where applicable) Other companies in the E6 group | deleted after shorter periods of time when no longer deemed necessary for business purposes; information generated via cloud-hosted messaging applications other than email will typically be deleted after 90 days. Information generated regarding due diligence will typically be retained for up to 12 months if your company is not selected to provide products or services to E6. |
| Your name, contact information, work history, and educational and professional qualifications; contents and metadata of electronic communications you send to us | Submitted by you as a job application after following a link from the Careers page on our Website, or emailed by you to the email address provided on our Careers page OR Submitted to us by a 3 rd -party recruiter with your consent | <p>Contacting you regarding job openings at E6</p> <p>Evaluating whether you are a good candidate for our job openings based on the information that you have provided</p> <p>Keeping your résumé on file to be considered for future job openings with us</p> | Your consent | <p>Cloud-hosted human resources management platform</p> <p>Cloud-hosted communications platform</p> <p>Cloud-hosted storage platform</p> <p>Other companies in the E6 group</p> | <p>If you email your résumé to us, initial application review may take up to 30 days and we will then delete your information if we decide not to progress with contacting you; if we progress with contacting you, we treat your information the same as if submitted via the online form</p> <p>If you submitted a job application online by following the link from the Careers page, or if we received your résumé from a recruiter, we will typically retain your job application information for up to two years (no more than 12 months if you are located in the UK or EEA, unless</p> |
| | | <p>Searching your job application information for relevant skills and qualifications</p> <p>Looking up publicly available information about you that is relevant to our hiring process[‡]</p> | Our legitimate interest in hiring qualified candidates who are fit and proper persons for the respective roles | | |



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| | | | | | <p>you receive a conditional offer of employment; or up to 4 years if you are located in California)[†]</p> <p>Other contents and metadata of electronic communications may be deleted after shorter periods of time when no longer deemed necessary for business purposes; information collected via cloud-hosted messaging applications other than email will typically be deleted after 90 days.</p> |
| Publicly available information about you that is relevant to our hiring processes [‡] | Collected using Internet search engines, professional networking websites, and public records of government or professional bodies | Evaluating whether you are a good candidate for our job openings | Our legitimate interest in hiring qualified candidates who are fit and proper persons for the respective roles | Cloud-hosted human resources management platform Cloud-hosted communications platform Cloud-hosted storage platform Other companies in the E6 group | If you have applied for a job at E6, we will typically retain this information for up to two years (no more than 12 months if you are located in the UK or EEA, unless you receive a conditional offer of employment; or up to 4 years if you are located in California) [†] . If you have not applied for a job and we attempt to contact you as part of our recruiting processes, we will delete any Personal Information collected about you if you decline to be interviewed or do not respond to our inquiry in a reasonable period of time. |



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| Records we create relating to recruiting and hiring | Generated by us when undertaking and documenting hiring processes and decisions | Informing and documenting our hiring decisions | Our legitimate interest in hiring qualified candidates who are fit and proper persons for the respective roles | Cloud-hosted human resources management platform Cloud-hosted communications platform | We will typically retain this information for up to two years (no more than 12 months if you are located in the UK or EEA, unless you receive a conditional offer of employment; or up to 4 years if you are located in California [†] ; with the exception that metadata of electronic communications may be deleted after shorter periods of time when no longer deemed necessary for business purposes, and information generated via cloud-hosted messaging applications other than email will typically be deleted after 90 days |
| | | Demonstrating compliance with applicable employment law | Compliance with our legal obligations | Cloud-hosted storage platform Other companies in the E6 group | |
| Contents (including your name, contact details, and, where applicable, proof of identity) and metadata of communications you send to us in order to exercise your rights regarding your Personal Information | Submitted by you as a request to us through on- or offline channels (e.g., email, online form, phone call, or postal mail) | Locating your Personal Information subject to your request Verifying your identity to ensure the security of your Personal Information Reasonably fulfilling your request or explaining why it cannot be fulfilled, or can be fulfilled only in part Demonstrating compliance with applicable data protection laws and defending ourselves against legal claims | Compliance with our legal obligations Our legitimate interest in defending ourselves against legal claims | Cloud-hosted communications platform Cloud-hosted storage platform Cloud-hosted project management platform Legal counsel (where applicable) EU designated representative (where applicable) Supervisory authorities (where applicable) Other companies in the E6 group | Up to 12 months following completion of responding to your request, except where we need to store this information for longer in order to demonstrate compliance with applicable law or to defend against legal claims, in which case these records may be retained for up to 7 years following final adjudication of legal claims, or longer where required by applicable law. Where a shorter period of time is sufficient to demonstrate compliance with applicable law and no legal claims are |



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| | | | | | anticipated, we will delete your information as soon as this purpose is fulfilled. |
| Records we create relating to data protection activities | Generated by us when we investigate or remediate information security incidents and data breaches, or when we respond to your requests regarding your Personal Information | Investigating and remediating of information security incidents and data breaches, including notification of affected parties Establishment, exercise, and defense of legal claims | Our legitimate interests in enforcing our contractual and statutory rights and fulfilling our contractual and legal obligations | Cloud-hosted communications platform Cloud-hosted storage platform Cloud-hosted project management platform Legal counsel (where applicable) External auditors (where applicable) EU designated representative (where applicable) Supervisory authorities (where applicable) Law enforcement and judicial authorities (where applicable) Other companies in the E6 group | Until the conclusion of the business purpose for which the information was collected. Where a data breach is confirmed or a legal cause of action exists or is anticipated to exist, the contents of these records may be retained for up to 7 years following conclusion of notifications to affected parties or final adjudication of legal claims, whichever comes later (or longer where required by applicable law). Contents and metadata of electronic communications may be deleted after shorter periods of time when no longer deemed necessary for business purposes; information generated via cloud-hosted messaging applications other than email will typically be deleted after 90 days. |
| | | Demonstrating compliance with applicable data protection and cyber security laws and regulations | Compliance with our legal obligations | | |

* If you ask us to erase your Personal Information, we will comply without undue delay, regardless of the retention period shown in this table, except insofar as it is necessary to store and process your Personal Information either (1) to fulfill a mandatory legal obligation we are subject to; (2) for the establishment, exercise, or defense of legal claims; or (3) to pursue overriding legitimate business interests that cannot be fulfilled without continuing to process your Personal Information, such as (a) entering into or performing contracts with our customers and vendors, (b) maintaining adequate records of employees and contractors, (c) investigating cyber attacks on our Websites, and (d) protecting our intellectual property.

** If you have been in communication with our sales, finance, legal, or operations staff for other business purposes but no longer wish to receive our marketing communications, we may keep your contact details on file but remove them from our marketing communications lists and stop sending marketing emails to you. For example, if we have a contract with your employer



and you have been copied on emails relating to performance of that contract, we may not be able to delete your email everywhere it appears in our systems, but we will still delete your contact details from our marketing communications lists at your request. Additionally, if you indicate that you do not want to receive marketing communications from us by clicking the Unsubscribe link in one of our emails, we may keep your details on file in order to record your preference for not receiving further marketing communications, unless you tell us to delete your information altogether.

† Once you have accepted a conditional job offer from us, this Policy will no longer apply, and your job application information will be subject to our internal policies on confidential information.

‡ We will not intentionally collect or process sensitive information about you from public sources except where (a) either you have manifestly made that information public yourself or the information has been published in a major media publication; (b) the information is directly relevant to the business purpose for which it is being collected; and (c) our legitimate interests are not overridden by your fundamental privacy rights. We will not intentionally collect or process sensitive information about you for marketing purposes.

