

Last updated: January 22, 2019

## **PRIVACY POLICY**

### **1. INTRODUCTION**

Welcome to Cybereason Inc. (together with its majority-owned subsidiaries, “Cybereason”, “we”, “us” or “our”). Cybereason is a provider of endpoint detection and response software (“Services”) that is used to detect anomalous activity on our customers’ networks and systems.

As you gather information about Cybereason by visiting or engaging with our Platforms (defined below), or applying for a job, we will collect some personal data from you.

This Privacy Policy (the “Privacy Policy”) explains our data practices and your choices regarding personal data and other information that we collect in connection with: (i) your use of the Cybereason website <https://www.cybereason.com>, and any other website that Cybereason operates (each, together with its sub-domains, content and services, the “Site”) and Cybereason’s customer and partner portals (the “Portals”, together with the Site, the “Platforms”), (ii) job applications submitted to us through the Platforms, (iii) events you may attend to (for example, trade shows).

This Privacy Policy forms part of our Terms of Use, which are available at: <https://www.cybereason.com/terms-of-use>. Any capitalized but undefined term in this Privacy Policy shall have the meaning given to it in the Terms.

This Privacy Policy does not apply to personal data that our customers upload or otherwise submit to the Services, that we process on our customers’ behalf. Our practices concerning this data are addressed in our License and Services Agreement (Available at: <https://www.cybereason.com/license-agreement>).

By using the Platforms, and providing us with your personal data through your use of the Platforms, you agree to the practices described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not access or otherwise use the Platforms.

Cybereason Inc. complies with the EU-U.S. and Swiss-U.S. Privacy Shield Frameworks as set forth by the U.S. Department of Commerce regarding the processing of personal data transferred from the EU and Switzerland to the U.S., respectively. Cybereason has certified that it adheres to the EU-U.S. and Swiss-U.S. Privacy Shield Frameworks’ principles (“Privacy Shield Principles”). If there is any conflict between the policies in this Privacy Policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield Frameworks, and to view our certification, visit the U.S. Department of Commerce’s Privacy Shield website <https://www.privacyshield.gov>.

### **2. INFORMATION WE COLLECT**

When you interact with the Platforms, we will collect information that, alone or in combination with other information, could be used to identify you (“Personal Data”), as described below:

**Personal Data That You Provide Through the Platforms:** When you request information, including a demo, ask to download content (such as white papers), register for a webcast or other event, apply to become a partner through the Platforms, or subscribe to emailing lists, we will collect the following Personal Data from you:

- First and last name
- Job title
- Company name
- Email address
- Mailing address
- Phone number
- Country location
- Your subscription preferences, if you choose to opt-in to receive promotional emails from us.

When you sign up for our blog, we collect your email address. If you choose to opt-in to receive promotional emails from us, we will also collect your email subscription preferences. If you would like to discontinue receiving information from us, you may update your email preferences by using the ‘unsubscribe’ link in emails or by contacting us at [privacy@cybereason.com](mailto:privacy@cybereason.com).

When you apply for employment through the Platforms, our provider of recruiting services will collect your resume and any additional information that you elect to provide to us, including but not limited to employment history and education.

**Events:** When you attend one of our live events (for example, trade shows), and visit our booth or otherwise interact with us, we will collect the Personal Data that you elect to provide.

**Automatically Collected Data:** When you visit the Platforms, we will automatically collect information about you through cookies and similar technologies. Please see the “Cookies and Other Tracking Technologies” section below to learn more about how we use cookies and similar technologies. We collect information such as your Internet Protocol (IP) address, Internet Service Provider (ISP), browser type, files viewed on our Site (e.g. HTML pages or graphics), operating system, and clickstream data. We also collect information on the country you are connecting from based on your IP address at the time you visit the Platforms.

**Data Collected On Behalf of Customers:** We also collect information under the direction of our Customers, and have no direct relationship with the individuals whose Personal Data we process on behalf of Customers. If you are a client or user of one of our Customers and would no longer like to be contacted by one of our Customers that use our Services or you would like to access, correct or request deletion of your data, please contact the Customer that you interact with directly.

### **3. HOW WE USE PERSONAL DATA AND OTHER INFORMATION**

**To provide the Services to you and respond to your requests.** When you ask for information about the Services (for example, when you request a demo), ask to download content through the Platforms or apply to become a partner, we will use your contact information, including your phone number, to respond to your request by email, mail, phone, text message or other means directed to the contact information you have provided. For EU data subjects, such use is necessary to respond to or implement your request.

**For marketing purposes.** We will use your email or mail address to send you information (as applicable) by email and post about our new products and services, upcoming events or other promotions. You may opt-out of receiving such emails by following the instructions contained in each promotional email we send you or by contacting us at [privacy@cybereason.com](mailto:privacy@cybereason.com). If you request a demo or download content from the Platforms, we may also use your phone number to contact you directly by phone, in connection with such new products and services, upcoming events or other promotions.

Where required by law (for example, if you are an EU data subject), we will only send you marketing information by email or mail, or contact you by phone, if you consent to us doing so at the time you provide us with your Personal Data. When you provide us with your consent to be contacted for marketing purposes, you have the right to withdraw your consent at any time by following the instructions to “opt-out” of receiving marketing communication in each marketing email we send you. In addition, if at any time you do not wish to receive future marketing communications or wish to have your name deleted from our mailing or calling lists, please contact us at [privacy@cybereason.com](mailto:privacy@cybereason.com). We will continue to contact you via email regarding the provision of our Services and to respond to your requests.

Unless you are excepted by Section 8 of this Privacy Policy, by providing your contact information, you consent to receive communications, including, for example, telephone calls, text messages (including SMS and MMS messages), and other electronic communications (such as communications containing an artificial voice or prerecorded message or made using an automatic telephone dialing system) from us and our affiliates and partners at any of the contact information you provided, including your wireless number, even if that number is registered on a corporate, state, or national do not call registry. You also represent that you understand that your consent to such communications is not required to use or purchase the Services.

**To analyze, administer, support, improve use of the Platforms.** We use data relating to your use of the Platforms to analyze, administer, support and improve your access to and use of the Platforms. We may also compile, anonymize and/or aggregate your Personal Data and other data and use such anonymized and/or aggregated data for our business purposes, including sharing it with affiliates and business partners. For EU data subjects, this use of your Personal Data is necessary for our legitimate interests in understanding how the Platforms are being used by you and to improve your experience on it.

**To process applications for a job.** When you apply for employment through our Platforms we will use your contact details and data about your employment history and education to conduct job interviews, evaluate your application, and as is otherwise needed for recruitment. For EU

data subjects, this use is necessary to respond to your request to process your application for employment.

If you are an EU data subject, please see the “EU Data Subject” section below for information on your rights in relation to the Personal Data we hold about you.

#### **4. SHARING AND DISCLOSURE**

We may share your Personal Data and other information with certain third parties without further notice to you, as set forth below:

- **Vendors and Service Providers:** We may share your information with third parties who provide services on our behalf in order to assist us in meeting business operations needs and to perform certain services and functions: providers of hosting, email communication and customer support services, analytics, marketing, advertising and retargeting (for more details on our third party suppliers of advertising technologies, please see the “Cookies and Other Tracking Technologies” section below). Pursuant to our instructions, these parties may only access, process or store Personal Data in the course of performing their duties to us.
- **Business Transfers:** If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, or transition of service to another provider, your Personal Data and other information may be transferred to a successor or affiliate as part of that transaction along with other assets.
- **Legal Requirements:** We may disclose your Personal Data if required to do so by law, such as to comply with a subpoena or other legal process, or in the good faith belief that such action is necessary to: (i) comply with a legal obligation or governmental request, (ii) protect and defend the rights or property of Cybereason, (iii) act in urgent circumstances to protect the personal safety of users of the Platforms or the public, or (iv) protect against legal liability.

#### **5. DATA RETENTION**

We will keep your Personal Data for as long as your account is active or as needed to provide you or our customers services, comply with our legal obligations, resolve disputes, and enforce our agreements.

#### **6. UPDATE YOUR INFORMATION**

If you need to change or correct your Personal Data, or wish to have your Personal Data removed from our systems, please contact us as described in the “Contact Us” section below and we will address your requests as required by applicable law.

#### **7. CALIFORNIA DO NOT TRACK DISCLOSURES**

We and our third party partners use cookies or other technologies on our Site or Platforms that collect information about your browsing activities over time and across different websites

following your use of the Site or Platforms (for more information, please see the “Cookies and Other Tracking Technologies” section below). We currently do not respond to “Do Not Track” (DNT) signals and operate as described in this Privacy Policy whether or not a DNT signal is received.

## 8. EU DATA SUBJECTS

This section applies if you are an EU data subject (for these purposes, reference to the EU also includes the European Economic Area countries of Iceland, Liechtenstein and Norway and, to the extent applicable, Switzerland).

Cybereason Inc. is the data controller for processing personal data provided to us through the Platforms. Our registered office is in 200 Clarendon St., Fl. 18, Boston, MA, 02116, USA. We are also based in London (Cybereason Limited, 5 New Street Square, London, United Kingdom, EC4A 3TW). Cybereason has appointed a Data Protection Officer. The appointed person’s contact information is as follows: Shlomi Avivi, shlomi@cybereason.com.

Subject to applicable law, you have the following rights in relation to your Personal Data:

- **Right of access:** If you ask us, we will confirm whether we are processing your Personal Data and, if so, provide you with a copy of that Personal Data along with certain other details. If you require additional copies, we may need to charge a reasonable fee.
- **Right to rectification:** If your Personal Data is inaccurate or incomplete, you are entitled to ask that we correct or complete it. If we shared your Personal Data with others, we will tell them about the correction where possible. If you ask us, and where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so you can contact them directly.
- **Right to erasure:** You may ask us to delete or remove your Personal Data, such as where you withdraw your consent. If we shared your data with others, we will tell them about the erasure where possible. If you ask us, and where possible and lawful to do so, we will also tell you with whom we shared your Personal Data with so you can contact them directly.
- **Right to restrict processing:** You may ask us to restrict or ‘block’ the processing of your Personal Data in certain circumstances, such as where you contest the accuracy of the data or object to us processing it. We will tell you before we lift any restriction on processing. If we shared your Personal Data with others, we will tell them about the restriction where possible. If you ask us, and where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so you can contact them directly.
- **Right to data portability:** You have the right to obtain your Personal Data from us that you consented to give us or that is necessary to perform a contract with you. We will give you your Personal Data in a structured, commonly used and machine-readable format. You may reuse it elsewhere.
- **Right to object:** You may ask us at any time to stop processing your Personal Data, and we will do so:
  - If we are relying on a legitimate interest to process your Personal Data – unless we demonstrate compelling legitimate grounds for the processing or

- If we are processing your Personal Data for direct marketing.
- **Rights in relation to automated decision-making and profiling:** You have the right to be free from decisions based solely on automated processing of your Personal Data, including profiling, that affect you, unless such profiling is necessary for entering into, or the performance of, a contract between you and us or you provide your explicit consent.
- **Right to withdraw consent:** If we rely on your consent to process your Personal Data, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on your prior consent.
- **Right to lodge a complaint with the data protection authority:** If you have a concern about our privacy practices, including the way we handled your Personal Data, you can report it to the data protection authority that is authorized to hear those concerns.

You may exercise your rights by contacting us as indicated under “Contact Us” section below.

We will notify you of changes to the data processing activities described in this Privacy Policy by email or by posting a prominent notice on the Site and Platforms.

## 9. PRIVACY SHIELD

We rely on our Privacy Shield certification to transfer Personal Data that we receive from the EU and Switzerland to Cybereason in the U.S. and we process such in accordance with the Privacy Shield Principles.

We are responsible for the processing of Personal Data we receive under the Privacy Shield that we may subsequently transfer to our service providers (as described in the “Sharing and Disclosure” section above) if they process Personal Data in a manner inconsistent with the Privacy Shield Principles and we are responsible if they do so and for the harm caused. Cybereason complies with the Privacy Shield Principles for onward transfers of Personal Data from the EU, including the onward transfer liability provisions.

With respect to Personal Data received or transferred pursuant to the Privacy Shield Frameworks, we are subject to the regulatory enforcement powers of the U.S. Federal Trade Commission. In certain situations, we may be required to disclose Personal Data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

You have certain rights to access, correct, amend, or delete Personal Data where it is inaccurate, or has been processed in violation of the Privacy Shield Principles. You can contact us as described in the “Contact Us” section below. We will respond to your request within a reasonable timeframe. Please see the “EU Data Subjects” section above for more information on the rights of users in the EU and Swiss users. When we process Personal Data on behalf of our Customers, we will process such requests pursuant to our contract with the applicable Customer.

If you have any inquiries or complaints regarding the data we transfer pursuant to the Privacy Shield, please contact us at [privacy@cybereason.com](mailto:privacy@cybereason.com). If you have an unresolved privacy or data use concern that we have not addressed satisfactorily, please contact our U.S.-based third party

dispute resolution provider (free of charge) at <https://feedback-form.truste.com/watchdog/request>.

If your complaint is not resolved through these channels, under certain conditions, more fully described on the Privacy Shield website <https://www.privacyshield.gov/article?id=How-to-Submit-a-Complaint>, a binding arbitration option may be available before a Privacy Shield Panel.

## **10. PUBLICLY POSTED INFORMATION**

The Platforms offer publicly accessible areas such as blogs and comment threads. This includes, but is not limited to comments to the Cybereason blog or public forums. You should be aware that any information you provide in these areas may be read, collected, accessed, and used by others who access them, including third parties. To request removal of your Personal Data from these areas, contact us at [privacy@cybereason.com](mailto:privacy@cybereason.com). In some cases, we may not be able to remove your Personal Data, in which case we will let you know if we are unable to do so and why.

## **11. CHILDREN**

Cybereason does not knowingly collect Personal Data from children under the age of 13. If you have reason to believe that a child under the age of 13 has provided Personal Data to Cybereason through the Platforms, please contact us at [privacy@cybereason.com](mailto:privacy@cybereason.com) and we will endeavor to delete that information from our databases.

## **12. LINKS TO OTHER WEBSITES**

The Platforms may contain links to other websites not operated or controlled by us (“Third Party Sites”), including social media websites and services. The information that you share with Third Party Sites, including Personal Data you choose to share, will be governed by the specific privacy policies and terms of service of the Third Party Sites and not by this Privacy Policy. By providing these links we do not imply that we endorse or have reviewed these sites. Please contact those sites directly for information on their privacy practices and policies. We encourage you to carefully read the privacy policy of any website you visit.

## **13. SECURITY**

We take reasonable administrative and technical steps to protect the Personal Data provided via the Platforms from loss, misuse and unauthorized access, disclosure, alteration, or destruction both during transmission and once it is received. However, the Internet cannot be guaranteed to be fully secure and we cannot ensure or warrant the security of any information you provide to us. Please keep this in mind when providing us with your Personal Data. If you have any questions about the security of your Personal Data, you can contact us at [privacy@cybereason.com](mailto:privacy@cybereason.com).

## **14. COOKIES AND OTHER TRACKING TECHNOLOGIES**

We use cookies from third parties to optimize the functionality of the website, help us understand how the Site is used and provide you with interest-based advertising based upon a user's browsing activities and interests. A cookie is a piece of information sent to your browser from a website and stored on your computer's hard drive. Cookies can help a website like ours recognize repeat users and allow a website to track web usage behavior. Cookies work by assigning a number to the user that has no meaning outside of the assigning website. We use cookies to collect information about your device, such as IP address, operating system and browser type, in addition to the information described below.

The Site also uses pixel tags, a technology similar to cookies that is placed on a website or within the body of an email for the purpose of tracking activity on websites, or when emails are opened or accessed, and is often used in combination with cookies. The Site uses pixels tags, from the below third parties, to help us improve use of our Site and the services, and know when content has been shown to you.

### ***Technologies Used***

The types of technologies that we use are detailed below:

Analytics. The Site uses "analytical" cookies that allow us to recognize and count the number of visitors and to see how visitors move around the Site when they are using it. This helps us to improve the way our Site works, for example by making sure visitors are finding what they need easily. The information collected through these cookies include anonymous traffic statistics, like number of page views, number of visitors, and time spent on each page.

In particular, the Site uses:

- Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses cookies to help the Site analyze how users interact with the Site. The information collected by Google (including your internet protocol (IP) address) will be transmitted to and stored by Google on servers in the United States. Google will use this information on our behalf for the purpose of evaluating your use of the Site, compiling reports on the Site activity and providing further services to us relating to the Site usage. You can prevent your data from being collected by Google Analytics on our Site by downloading and installing the Google Analytics Opt-out Browser Add-on for your current web browser at the following link:  
<https://tools.google.com/dlpage/gaoptout?hl=en>. Learn more about Google Analytics' privacy practices, and see a copy of Google's privacy policy, at the following link:  
[https://support.google.com/analytics/answer/6004245?hl=en&ref\\_topic=2919631](https://support.google.com/analytics/answer/6004245?hl=en&ref_topic=2919631).
- Google Tag Manager, a tag management tool provided by Google. This helps us store information about your preferences regarding cookies on our Site. Learn more about Google's privacy practices at the following link:  
<https://www.google.com/intl/en/policies/privacy/>.
- LeadLander: This tool is used to collect information about your visit and interaction on the Site. Learn more about LeadLander's privacy practices at:  
<https://www.leadlander.com/privacy.html>. You can prevent your data from being



collected by LeadLander by turning off cookies in your browser (please see the “Your Choices” section below for more information).

- HotJar: This tool is used to analyze how users are interacting with our Site, the actions they are taking, and how long they are remaining on the Site to help us improve the user experience of the Site. Learn more about HotJar’s privacy practices at the following link: <https://www.hotjar.com/privacy> and, to opt-out, please visit: <https://www.hotjar.com/opt-out>.
- HubSpot: A Marketing Automation and Analytics tool provided by HubSpot Inc. This tool is used to help us analyze how users interact with the Site and enables us to personalize your experience, including through marketing communications, if you have volunteered your contact information for this purpose via a form on the Site. The HubSpot cookie collects personal information submitted by you via web form, including name, e-mail address, company name, address, phone number, and other information about yourself or your business. Personal information may also include Navigational information about your computer (such as operating system), geographical location (as indicated by publicly available IP address records), browser type, referral source, length of visit, and pages viewed. Learn more about HubSpot’s practices at the following link: [https://knowledge.hubspot.com/articles/kcs\\_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser](https://knowledge.hubspot.com/articles/kcs_article/reports/what-cookies-does-hubspot-set-in-a-visitor-s-browser). You can also prevent your data from being collected by HubSpot by turning off cookies in your browser (please see the “Your Choices” section below for more information). You may unsubscribe from our marketing communications by clicking on the "unsubscribe" link located on the bottom of our e-mails, or by email at [privacy@cybereason.com](mailto:privacy@cybereason.com).

Advertising. We partner with one or more third parties to either display advertising on our Site or to manage our advertising on other sites. Our third party partner(s) use technologies such as cookies and pixel tags to gather information about your activities on the Site and other websites to provide you with targeted advertising based upon your browsing activities and interests. In particular, the Site uses:

- AppNexus: This is an advertising tool that enables us to serve users with ads across the web, based on their visit to and behavior on the Site. To learn more about AppNexus privacy practices please visit: <https://www.appnexus.com/en/company/platform-privacy-policy> and, to opt-out of your data from being collected by AppNexus, please visit: <http://appnexus.com/platform-policy#choices>. You can also prevent your data from being collected by AppNexus by turning off cookies in your browser (please see the “Your Choices” section below for more information).
- DoubleClick: Google Inc.’s use of advertising tools enables Google and its partners to serve ads to you based on your visit to our Site. You may opt-out of personalized advertising by visiting Google’s Ads Settings at the following link: <https://adssettings.google.com/authenticated>. Learn more about Google’s privacy practices at the following link: <http://www.google.com/intl/en/policies/privacy/>. You can prevent your data from being collected by DoubleClick on our Site by downloading and installing the DoubleClick Opt-out Browser Add-on for your current web browser at the following link: <https://support.google.com/ads/answer/7395996>.

- Perfect Audience: This technology allows the retargeting of digital ads across ad networks to Site’s visitors. Learn more about Perfect Audience’s privacy practices at the following link <http://www.perfectaudience.com/privacy/>. You can also prevent your data from being collected by Perfect Audience by turning off cookies in your browser (please see the “Your Choices” section below for more information).
- Facebook: Facebook, Inc. provides technologies that enable us to serve users with ads on Facebook based on their visit to and interaction on the Site. Learn more about Facebook’s practices at the following link: <https://en-gb.facebook.com/policies/cookies/>. You can also prevent your data from being collected by Facebook by turning off cookies in your browser (please see the “Your Choices” section below for more information).
- Outbrain: The Site uses technologies provided by Outbrain Inc. that allow us to retarget digital ads across the Outbrain ad network and to track traffic from Outbrain’s ads back to our Site. Learn more about Outbrain Inc.’s privacy practices at the following link: [https://www.outbrain.com/legal/privacy#contact\\_us](https://www.outbrain.com/legal/privacy#contact_us). You can also prevent your data from being collected by Outbrain Inc. by turning off cookies in your browser (please see the “Your Choices” section below for more information).
- Marin Search Marketer: The Site uses technologies provided by Marin Software Incorporated that allow us to retarget digital ads across ad networks to Site’s visitors. Learn more about Marin Software’s privacy practices at the following link: <http://www.marinsoftware.com/privacy/privacy-central>. You can also prevent your data from being collected by Marin Software by turning off cookies in your browser (please see the “Your Choices” section below for more information).

Interactive Tools. We partner with one or more third parties to provide you with different ways to interact with us via the Site.

In particular, the Site uses:

- Drift: This tool is used to offer live chat functionality for visitors of the Site who wish to quickly connect with us. Drift utilizes cookies to retain user authentication and user interactions with the chat widget. Learn more about Drift’s privacy practices and cookie policy here: <https://www.drift.com/privacy-policy> and here: <https://help.drift.com/article/drift-cookie-security-and-privacy>. You can prevent your data from being collected by Drift by turning off cookies in your browser (please see the “Your Choices” section below for more information).

### ***Your Choices***

On most web browsers, you will find a “help” section on the toolbar. Please refer to this section for information on how to receive a notification when you are receiving a new cookie and how to turn cookies off. Please see the links below for guidance on how to modify your web browser’s settings on the most popular browsers:

- Internet Explorer
- Mozilla Firefox
- Google Chrome
- Apple Safari

Please note that if you reject cookies or turn cookies off, you may be unable to access certain parts of the Site and you may not be able to benefit from the full functionality of the Site.

To find out more about cookies and similar technologies, including how to see what cookies and similar technologies have been set and how to manage and delete them, visit: <http://www.allaboutcookies.org> and/or the Network Advertising Initiative's online resources, at: <http://www.networkadvertising.org>, and follow the opt-out instructions there. If you access the Site on your mobile device, you may not be able to control tracking technologies through the settings.

We partner with third parties to display advertising on our website or to manage our advertising on other sites, as described above. Our third-party partners may use cookies or similar tracking technologies to provide you advertising based upon your browsing activities and interests. If you wish to opt out of interest-based advertising, click here <http://preferences-mgr.truste.com/> or if located in the European Union, click here <http://www.youronlinechoices.eu/>. Please note that you will continue to receive generic ads.

## **15. CHANGES TO OUR PRIVACY POLICY**

We may change this Privacy Policy at any time and when we do we will post an updated version on this page. If we make any material changes we will notify you prior to the change becoming effective. By continuing to use the Platforms or providing us with information after we have posted an updated Privacy Policy you consent to the revised Privacy Policy and practices described in it. We encourage you to periodically review this page for the latest information on our privacy practices.

## **16. CONTACT US**

Please feel free to contact us if you have any questions about Cybereason's Privacy Policy or the information practices of our Platforms.

You may contact us as follows: You may send an email to [privacy@cybereason.com](mailto:privacy@cybereason.com) or send mail to:

Cybereason Inc.  
200 Clarendon Street  
Boston, MA 02116  
+1-855-695-8200

Or to:

Cybereason Limited  
5 New Street Square  
London, EC4A 3TW  
United Kingdom

