

## Customer GDPR Data Processing Agreement

This Customer Data Processing Agreement reflects the requirements of the European Data Protection Regulation ("GDPR") as it comes into effect on May 25, 2018. Logaholic's products and services offered in the European Union are GDPR ready and this DPA provides you with the necessary documentation of this readiness.

This Data Processing Agreement ("**DPA**") is an addendum to the Logaholic BV. GENERAL TERMS AND CONDITIONS ("**Agreement**") between Logaholic, BV. ("**Logaholic**") and the Customer. All capitalized terms not defined in this DPA shall have the meanings set forth in the Agreement. Customer enters into this DPA on behalf of itself and, to the extent required under Data Protection Laws, in the name and on behalf of its Authorized Affiliates (defined below).

### The parties agree as follows:

#### 1. Definitions

"**Affiliate**" an entity that directly or indirectly Controls, is Controlled by or is under common Control with an entity.

"**Authorized Affiliate**" any of Customer Affiliate(s) permitted to or otherwise receiving the benefit of the Services pursuant to the Agreement.

"**Control**" an ownership, voting or similar interest representing fifty percent (50%) or more of the total interests then outstanding of the entity in question. The term "**Controlled**" shall be construed accordingly.

"**Controller**" an entity that determines the purposes and means of the processing of Personal Data.

"**Customer Data**" any data that Logaholic and/or its Affiliates processes on behalf of Customer in the course of providing the Services under the Agreement. Customer Data includes; End Customer Data and Website End User Data.

"**Data Protection Laws**" all data protection and privacy laws and regulations applicable to the processing of Personal Data under the Agreement, including, where applicable, EU Data Protection Law.

"**End Customer**" a customer of Customer's to whom Customer re-sells Logaholics' Services.

"**End Customer Data**" Personal Data about the End Customer.

"**EU Data Protection Law**" (i) prior to May 25, 2018, Directive 95/46/EC of the European Parliament and of the Council on the protection of individuals with regard to the processing of Personal Data and on the free movement of such data ("**Directive**") and on and after May 25, 2018, Regulation 2016/679 of the European Parliament and of the Council on the protection of natural

persons with regard to the processing of Personal Data and on the free movement of such data (General Data Protection Regulation) ("**GDPR**"); and (ii) Directive 2002/58/EC concerning the processing of Personal Data and the protection of privacy in the electronic communications sector and applicable national implementations of it (in each case, as may be amended, superseded or replaced).

"**Personal Data**" any Customer Data relating to an identified or identifiable natural person to the extent that such information is protected as personal data under applicable Data Protection Law.

"**Privacy Shield**" the EU-US and Swiss-US Privacy Shield Frameworks, as administered by the U.S. Department of Commerce.

"**Privacy Shield Principles**" the Privacy Shield Framework Principles (as supplemented by the Supplemental Principles) contained in Annex II to the European Commission Decision of 12 July 2016 pursuant to the Directive, details of which can be found at [www.privacyshield.gov/eu-us-framework](http://www.privacyshield.gov/eu-us-framework).

"**Processor**" an entity that processes Personal Data on behalf of the Controller.

"**Processing**" has the meaning given to it in the GDPR and "**process**", "**processes**" and "**processed**" shall be interpreted accordingly.

"**Security Incident**" any unauthorized or unlawful breach of security that leads to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of or access to Personal Data.

"**Services**" any product or service provided by Logaholic to Customer (and for the benefit of End Customer) pursuant to and as more particularly described in the Agreement.

**"Sub-processor"** any Processor engaged by Logaholic or its Affiliates to assist in fulfilling its obligations with respect to providing the Services pursuant to the Agreement or this DPA. Sub-processors may include third parties or any Logaholic Affiliate. Depending on the context and in relation to Website End User Data, Sub-processor may also mean Logaholic or its Affiliates (i.e. Logaholic as Sub-processor of Customer).

**"Website End Users"** the users of the End Customer's website(s) whose use of the Website End Users analyze by means of using the Services.

**"Website End User Data"** Personal Data about Website End Users.

## 2. Scope and Applicability of this DPA

2.1 This DPA applies where and only to the extent that Logaholic processes Personal Data on behalf of the Customer in the course of providing the Services and such Personal Data is subject to Data Protection Laws of the European Union, the European Economic Area and/or their member states, Switzerland and/or the United Kingdom. The parties agree to comply with the terms and conditions in this DPA in connection with such Personal Data.

2.2 **Role of the Parties.** As between Logaholic and Customer; Customer is the Controller of End Customer Data and the Processor of Website End User Data; and Logaholic shall process Customer Data only as a (or, in relation to Website End User Data, as Customer's Sub-processor) Processor on behalf of Customer. Nothing in the Agreement or this DPA shall prevent Logaholic from using or sharing any data that Logaholic would otherwise collect and process independently of Customer's use of the Services.

2.3 **Customer Obligations.** Customer agrees that (i) it shall comply with its obligations as a Controller or, respectively, Processor under Data Protection Laws in respect of its processing of End Customer Data and any processing instructions it issues to Logaholic; and (ii) Customer or, in respect of Website End User Data, End Customer has provided notice and obtained (or shall obtain) all consents and rights necessary under Data Protection Laws for Logaholic to process any End Customer Data and provide the Services pursuant to the Agreement and this DPA.

2.4 **Logaholic Processing of Personal Data.** As a Processor (or in relation to Website End User Data, Sub-processor), Logaholic shall process Personal Data only for the following purposes: (i) processing to perform the Services in accordance with the Agreement;

(ii) processing to perform any steps necessary for the performance of the Agreement; and (iii) to comply with other reasonable instructions provided by Customer to the extent they are consistent with the terms of this Agreement and only in accordance with Customer's documented lawful instructions. The parties agree that this DPA and the Agreement set out the Customer's complete and final instructions to Logaholic in relation to the processing of Personal Data and processing outside the scope of these instructions (if any) shall require prior written agreement between Customer and Logaholic.

2.5 **Nature of the Data.** Logaholic handles Customer Data provided by Customer. Such Customer Data may contain special categories of data depending on how the Services are used by Customer or End Customers. The Customer Data may be subject to the following process activities: (i) storage and other processing necessary to provide, maintain and improve the Services provided to Customer; (ii) to provide customer and technical support to Customer; and (iii) disclosures as required by law or otherwise set forth in the Agreement.

2.6 **Logaholic Data.** Notwithstanding anything to the contrary in the Agreement (including this DPA), Customer acknowledges that Logaholic shall have a right to use and disclose data relating to and/or obtained in connection with the operation, support and/or use of the Services for its legitimate business purposes, such as billing, account management, technical support, product development and sales and (Except End Customer data and Website End User Data) marketing. To the extent any such data is considered personal data under Data Protection Laws, Logaholic is the Controller of such data and accordingly shall process such data in compliance with Data Protection Laws.

## 3. Subprocessing

3.1 **Authorized Sub-processors.** Customer agrees that Logaholic may engage Sub-processors to process Personal Data on Customer's behalf. The Sub-processors currently engaged by Logaholic and authorized by Customer will be made available on customers 1<sup>st</sup> request.

3.2 **Sub-processor Obligations.** Logaholic shall: (i) enter into a written agreement with the Sub-processor imposing data protection terms that ensure that the Sub-Processor is capable of providing the level of protection (when applicable) for the Customer Data, End Customer data and End User data required by this Agreement and shall ensure that the agreement between the Processor and the

relevant Sub-Processor, offers at least the same level of protection for the Controller as those set out in this Agreement and meets the requirements of article 28(3) of the GDPR.

3.3 **Objection to Sub-processors.** Customer may object in writing to Logaholic's appointment of a new Sub-processor on reasonable grounds relating to data protection by notifying Logaholic promptly in writing within five (5)

#### 4. **Security**

4.1 **Security Measures.** Logaholic shall implement and maintain appropriate technical and organizational security measures to protect Personal Data from Security Incidents and to preserve the security and confidentiality of the Personal Data, in accordance with Logaholic's security standards which are, confidential and available to customer upon written request.

4.2 **Confidentiality of Processing.** Logaholic shall ensure that any person who is authorized by Logaholic to process Personal Data (including its staff, agents and subcontractors) shall be under an appropriate obligation of confidentiality (whether a contractual or statutory duty).

4.3 **Security Incident Response.** Upon becoming aware of a Security Incident, Logaholic shall notify Customer without undue delay and shall provide timely information relating to the Security Incident as it becomes known or as is reasonably requested by Customer.

4.4 **Updates to Security Measures.** Customer acknowledges that the Security Measures are subject to technical progress and development and that Logaholic may update or modify the Security Measures from time to time provided that such updates and modifications do not result in the degradation of the overall security of the Services purchased by the Customer.

#### 5. **Security Reports and Audits**

5.1 Logaholic shall maintain records of its security standards. Upon Customer's written request, Logaholic shall provide (on a confidential basis) copies of relevant documentation reasonably required by customer. Logaholic shall further provide written responses (on a confidential basis) to all reasonable requests for information made by Customer, including responses to information security questionnaires, that Customer (acting reasonably) considers necessary to confirm Logaholic's compliance with this DPA, provided that Customer shall not exercise this right more than once per year.

calendar days of receipt of Logaholic 's notice in accordance with Section 3.1. Such notice shall explain the reasonable grounds for the objection. In such event, the parties shall discuss such concerns in good faith with a view to achieving commercially reasonable resolution. If this is not possible, either party may terminate the applicable Services that cannot be provided by Logaholic without the use of the objected-to-new Sub-processor.

#### 6. **International Transfers**

6.1 **Processing Locations.** Logaholic stores and processes EU Data (defined below) in data centers located inside and outside the European Union. All other Customer Data may be transferred and processed in the United States and anywhere in the world where Customer, its Affiliates and/or its Sub-processors maintain data processing operations. Logaholic shall implement appropriate safeguards to protect the Personal Data, wherever it is processed, in accordance with the requirements of Data Protection Laws.

6.2 **Transfer Mechanism:** Notwithstanding Section 6.1, to the extent Logaholic processes or transfers (directly or via onward transfer) Personal Data under this DPA from the European Union, the European Economic Area and/or their member states and Switzerland ("**EU Data**") in or to countries which do not ensure an adequate level of data protection within the meaning of applicable Data Protection Laws of the foregoing territories, the parties agree that Logaholic shall be deemed to provide appropriate safeguards for such data by virtue of having certified its compliance with the Privacy Shield and Logaholic shall process such data in compliance with the Privacy Shield Principles. Customer hereby authorizes any transfer of EU Data to, or access to EU Data from, such destinations outside the EU subject to any of these measures having been taken.

#### 7. **Return or Deletion of Data**

7.1 Upon deactivation of the Services, all Personal Data shall be deleted, save that this requirement shall not apply to the extent Logaholic is required by applicable law to retain some or all of the Personal Data, or to Personal Data it has archived on back-up systems, which such Personal Data Logaholic shall securely isolate and protect from any further processing, except to the extent required by applicable law.

8. **Cooperation**

8.1 To the extent that Customer is unable to independently access the relevant Personal Data within the Services, Logaholic shall (at Customer's expense) taking into account the nature of the processing, provide reasonable cooperation to assist Customer (and for the benefit of End Customers, whose Website End User Data the request relates to) by appropriate technical and organizational measures, in so far as is possible, to respond to any requests from individuals or applicable data protection authorities relating to the processing of Personal Data under the Agreement. In the event that any such request is made directly to Logaholic, Logaholic shall not respond to such communication directly without Customer's prior authorization, unless legally compelled to do so. If Logaholic is required to respond to such a request, Logaholic shall promptly notify Customer and provide it with a copy of the request unless legally prohibited from doing so.

8.2 To the extent Logaholic is required under Data Protection Law, Logaholic shall (at Customer's expense) provide reasonably requested information regarding Logaholic's processing of Personal Data under the Agreement to enable the Customer (or End Customers) to carry out data protection impact assessments or prior consultations with data protection authorities as required by law.

9. **Miscellaneous**

9.1 Except for the changes made by this DPA, the Agreement remains unchanged and in full force and effect. If there is any conflict between this DPA and the Agreement, this DPA shall prevail to the extent of that conflict.

9.2 This DPA is a part of and incorporated into the Agreement so references to "Agreement" in the Agreement shall include this DPA.

9.3 In no event shall any party limit its liability with respect to any individual's data protection rights under this DPA or otherwise.

10. **This DPA shall be governed by and construed in accordance with governing law and jurisdiction provisions in the Agreement, unless required otherwise by Data Protection Laws.**

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Company:  
Logaholic BV

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Name:

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Title:

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Signature:

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Company:

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Name:

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Title:

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Signature: