<u>maniacal focus on our customers</u>

Everything you need to understand how Pendo works, how we handle data,
and how we protect your information.

Our mission is simple:

We help you create product experiences your customers can't live without.

This guide provides a clear overview of:

1) What Pendo is
2) Our Platform Terms of Service (the "Terms")
3) Data Ownership & Usage
4) AI Features
5) Privacy and security

1. What is Pendo?

Pendo is a cloud-based (SaaS) platform (the "**Platform**") that helps you understand and improve how users experience your web and mobile applications.

With Pendo, you can:

- See how users navigate your product
- Understand which features drive value
- Collect in-app feedback (like surveys and NPS)
- Deliver guides and messages inside your product
- Analyze usage across users, accounts, and segments

How does it work?

1) You install a small code snippet in your application.
2) You assign a unique identifier for each user.
3) Pendo collects usage data based on your configuration.
4) You access insights in dashboards to understand behavior and trends.
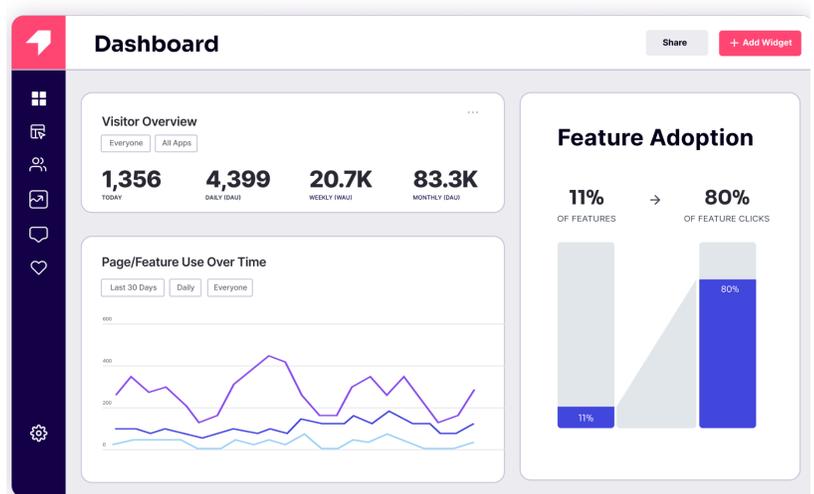
What Data Do You Collect?

You control what data is collected. It may include:

- Page and feature events
- Event properties (like page attributes)
- Guide events
- Survey and NPS responses
- Device and referrer data
- Product usage statistics

This data helps you optimize your product experience.

2. Pendo Platform Terms of Service

Why Our Paper?

Pendo's Services are governed by our **Platform Terms of Service**. We use our own Terms because they are specifically designed for our unique SaaS platform. This helps:

- Reduce negotiation time and money
- Avoid unnecessary revisions
- Get you up and running faster.

Customer templates are generally significantly longer than ours and are not tailored to our platform, which delays contracting because of substantial edits and internal escalations. This adds significant time, complexity, and cost to the negotiation for us both.

For an overview of contracting for our Services, please visit the **Pendo Contract Center** at https://www.pendo.io/contract-center/customers.

What Documents Are Included?

Document	*Description*
Order Form	Services purchased, pricing, and term
Platform Terms of Service	The core agreement
Data Processing Addendum (DPA)	How we process personal data
Security Exhibit	Pendo's technical and organizational security measures
Acceptable Use Policy (AUP)	Permitted and prohibited uses of the Services

We also use Pendo to improve our own Services to you. In relation to the data that we collect and process regarding your employee's use of Pendo's Platform, Pendo is a data controller. We set the purpose and means of processing such data, as set out in the Terms and **Pendo Privacy Policy** at https://www.pendo.io/legal/privacy-policy/.

Pendo treats its data security and privacy obligations very seriously. Pendo does not co-mingle its customer data. ***Pendo only uses customer data to provide Pendo services to that specific customer and to improve the delivery of Services as a whole (such as for security or quality***

purposes). All usage of customer data is carried out only as described in the instructions and terms set out in our agreements.

Term Commitments

Pendo contracts are typically annual and ***do not*** allow termination for convenience. Like most SaaS providers, our pricing and investment model rely on a committed term. We invest early in onboarding, integration, and support to help you realize value quickly.

Pricing Overview

Pendo pricing is based on **Units**, which may include:
- Application keys
- Monthly active users (MAUs), or
- Seats (for employee-facing applications)

We do **not** charge for any internal team members that use Pendo to analyze data or build guides. You can monitor usage and adjust tiers as your needs evolve.

3. Data Ownership & Usage

We know data ownership and privacy are critical. Here's how it works:

Customer Data– You Own It

"Customer Data" means any data, content or information that you, your Users, or End Users provide or make available to Pendo through the platform, such as:
- Text, files, images, or messages
- Survey responses
- AI inputs
- End user feedback

Your Rights:
- You retain all ownership of Customer Data.
- Pendo uses Customer Data only to:
  - Provide the Services
  - Comply with the Agreement
  - Meet legal requirements

We may use data in **aggregated and anonymized form** to improve the platform — never in a way that identifies you, your Users, or your End Users.

Data Processing Roles

Role	Scope
Pendo as Processor	For your end user data that you send to the Platform. We process only the data that you instruct us to collect via your configuration.
Pendo as Controller	For limited data about your employees' use of Pendo (e.g. account administration, usage data)

Usage Data – Pendo Owns It

"Usage Data" relates to how *you* use the Pendo platform (not your end users' data).

Examples:
- Query logs
- Object definition and properties
- Usage metrics and trends
- Other service utilization or statistical data relating to how you interact with the Pendo Platform

We use this to:
- Operate and support the platform
- Improve features
- Ensure billing accuracy
- Maintain compliance and security

What Happens to Customer Data after Termination?
Upon expiration or termination:

1) Services are disabled
2) You can download your Customer Data before termination
3) You may request a copy of your Customer Data for up to **90 days**
4) Customer Data is provided in an industry-standard format
5) After the 90 day**s**, Customer Data is deleted within **30 days** (unless legally required otherwise)

Pro-tip: If you return to Pendo within the 90-day window, your historical data can be restored.

4. AI Features

Pendo offers AI-powered functionality to help gain faster insights and act more effectively.

What Are AI Features?

AI Features may include:

- Automated insights
- Recommendations
- Content Generation
- Predictive analytics

These features may use:
- Pendo-developed models
- Rule-based systems
- Third-party large language models (LLM)

Our AI Principles

We are committed to:
- Customer-centric approach
- Transparency and open communication
- Data governance

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- Optionality and customization
- Compliance with legal and regulatory frameworks
- Fairness and equity
- Thought leadership
- Setting the tone from the top

Learn more about our **AI principles** here.

5. Privacy and Security

Security and privacy are core to how Pendo operates. You control what data is collected, and we protect it using industry-standard safeguards. See here to learn more.

Certification/Framework	Description
SOC 2 Type 2	Completed audit, all hosted data encrypted at rest and in transit
GDPR	Baseline for global privacy legislation applied to all users
HIPAA	Available for customers with healthcare data requirements
EU-US Data Privacy Framework	Certified (including UK and Swiss Extensions)

See **Pendo's Trust Center** at https://trust.pendo.io/ for more information.

Where is Data Hosted?

Pendo services are hosted and stored in a secure, multi-tenant environment on Google's Cloud Platform ("GCP").

Available data center locations:
- United States/US-1
- European Economic Area
- Japan
- Australia

GDPR Compliance & Best Practices

We apply GDPR principles across our global customer base. As your data processor, we rely on you to:
- Establish lawful basis for processing
- Provide appropriate notice
- Obtain user consent where required

Need More Information?

- Contact your Account Executive
- Visit the **Pendo Contract Center** at https://www.pendo.io/contract-center/customers
- Look through our **DPA FAQs** at https://www.pendo.io/contract-center/customers
- Explore our **Pendo's Trust Center** at https://trust.pendo.io/ for detailed security documentation

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