Alida.

DATA SECURITY AND PRIVACY

A BRIEF OVERVIEW OF OUR APPROACH TO DATA PRIVACY AND SECURITY

TRANSPARENCY AND TRUST

Alida has always championed transparency as critical to deepening customer engagement, building customer trust, and securing loyalty. This document provides a brief overview of how that commitment is operationalized in our data privacy and security capabilities.

OUR PLATFORM:

Our platform is delivered as a cloud based, multi-tenant, Software as a Service (SaaS) application accessed by members via a web browser. No software or add-ons are installed on any computers.

INFRASTRUCTURE AND OPERATIONS

Our platform is protected by multiple security mechanisms including:

- Layered firewalls, anti-virus and continuous monitoring
- All connections to our platform are encrypted and all data storage is encrypted
- Regular security testing and software updates to protect against vulnerabilities
- Dual authentication and specialized servers control access to the servers that power our platform
- Multiple daily backups and redundant architecture to enable rapid recovery
- A dedicated security team and ongoing operational monitoring by our cloud engineering team

NO CUSTOMER DATA IS EVER SHARED OR DISTRIBUTED.

As part of your customer agreement with Alida, you contractually own the data you collect - you are the data controller, and Alida is your data processor.

We treat all customer data as highly confidential. We do not attest or represent the data. We do not know what data are being collected, and our customers are free to use the services as they wish. We use industry best practices to keep data safe from criminals and hackers.

THE DATA IS YOURS, THE PRIVACY PRACTICES ARE YOURS:

Your legal and privacy teams draft the terms of use of the community for your members as well as the privacy policy so that it accurately reflects your practices as they relate to the collection, use, and disposal of your community members' personal information.

SECURE AND COMPLAINT

- SOC2 Type 2
- GDPR and CCPA ready
- Scheduled annual, third party audits
- Server hardening and patching
- HIPAA Business Associate Agreements

- Anti-virus
- Layered firewalls and security groups
- Intrusion detection monitoring
- Central logging across all layers of the stack
- Infrastructure and application layer monitoring

AICPA SOC
aicpa.org/soc4so
SOC for Service Organizations

We provide a copy of our SOC2 Audit report under NDA. The SOC2 audit is conducted on an annual basis.

Upon request, customers are able to conduct their own security testing of our platform as part of onboarding and on a yearly basis thereafter.

★ GDPR ★

We are GDPR ready. A GDPR addendum is automatically included in the Data Protection Schedule when we process EU personal data

BUILT ON CONSENT

Alida believes that authentic and transparent customer engagement is critical to uncovering rapid, reliable customer validated feedback. Foundational to that belief is our double opt-in approach. Every member of your community provides their freely given, specific, informed and unambiguous consent to join the community. Our platform provides the mechanism to secure that explicit consent from your members. Through the platform you can recruit, validate and verify with your members that they have knowingly opted-in and consented to share data.
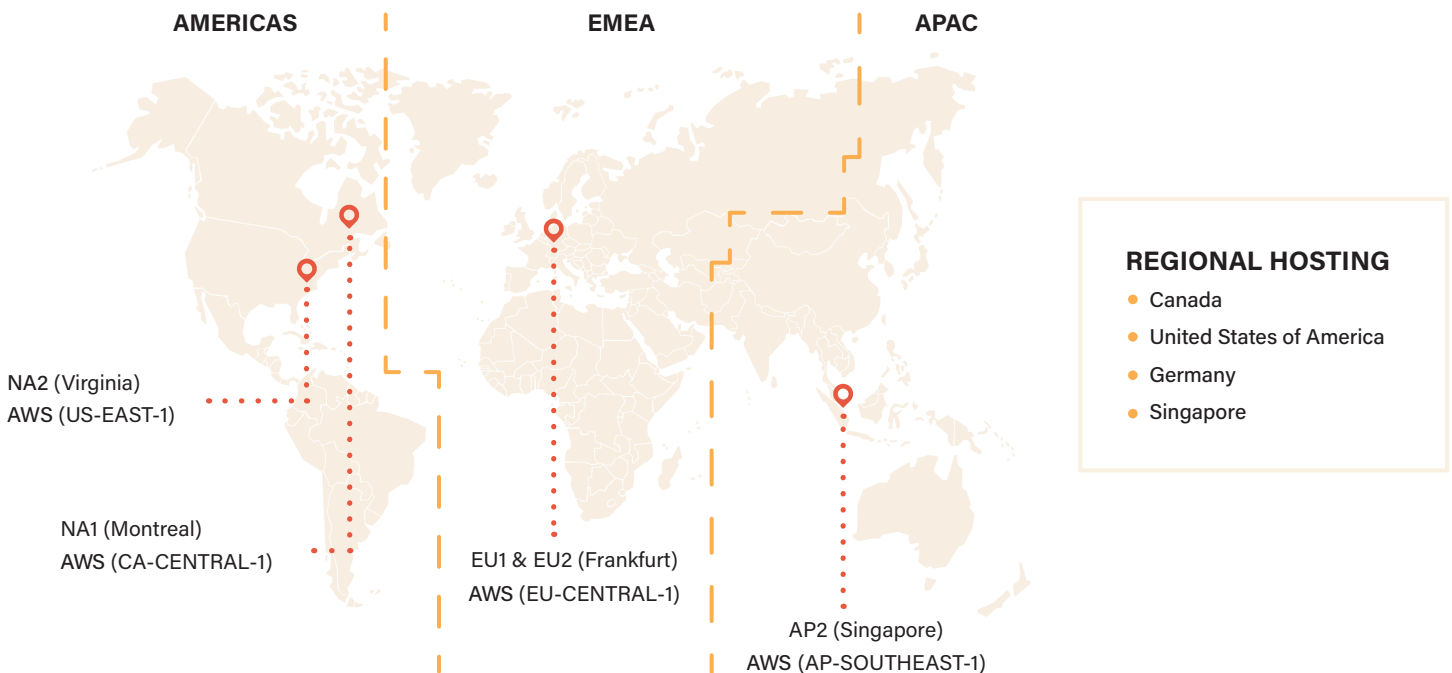
> Every member of your community provides their freely given, specific, informed and unambiguous consent to join a community.

DATA AT REST. DATA IN TRANSIT.

Data is encrypted at rest and then backed up on an ongoing basis. The backup data is also encrypted. All connections to the portal are encrypted using TLS 1.2 or better, ensuring that data is secure when sent over public networks.

As a cloud-based application accessed via a web browser no software installation or integration is required. It is a multi-tenant platform using the same software and infrastructure to service many customers. Our production (customer) networks are logically and physically separated from our corporate, development and QA networks. Access to the application is protected via username and password, with support for strong and complex passwords.

AMERICAS **EMEA** **APAC**

NA2 (Virginia)
AWS (US-EAST-1)

NA1 (Montreal)
AWS (CA-CENTRAL-1)

EU1 & EU2 (Frankfurt)
AWS (EU-CENTRAL-1)

AP2 (Singapore)
AWS (AP-SOUTHEAST-1)

REGIONAL HOSTING
- Canada
- United States of America
- Germany
- Singapore

An up to date, detailed description of each hosting location can be found at https://www.alida.com/trust/legal/

GDPR READINESS

We have prepared a GDPR Addendum (available here) to fully satisfy GDPR requirements for all of our customers. It is tailored to our platform and reflects the processes we have implemented within our organization and with our platform sub-processors. It is automatically included in our DPS and forms part of our customer agreement.

PRIVACY POLICY

Alida's online privacy policy covers the use and disclosure of personal information that may be collected anytime a user interacts with Alida. Such interactions include visiting any of our web sites, using the Service, or when calling our sales and support departments. For complete details please visit: www.alida.com