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PRIVACY POLICY

This Privacy Policy describes how Verkada collects, retains, uses, and discloses your Personal Information (defined below) gathered through use of our [Website](#) ("Site"), our in-person and online interactions with you, and Verkada-branded hardware and software products and related services we sell ("Products"), including our cloud-based platform, Command. References to "Verkada," "we," or "our" means Verkada Inc. and other entities that belong to the Verkada corporate family and that link to this Privacy Policy. This Privacy Policy is subject to and incorporated by reference into our [Terms of Service](#).

As used in this Privacy Policy, Personal Information means information from which you may be identified directly (from that information alone) and indirectly (when different pieces of information are combined).

This Privacy Policy does not apply to information we process as a data processor or service provider on behalf of our customers. If you submit an inquiry to us regarding a job application, we will handle it in accordance with our [Candidate Privacy Policy](#).

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[When We Collect Personal Information](#)

We collect Personal Information about you when:

- you visit our Site or interact with other online content ("[Online Interactions](#)")
- you request to purchase or use our Products ("[Product Interactions](#)")
- we engage with you offline or via third-party sources ("[Other Sources](#)")

We describe these further below and list the types of Personal Information collected in each.

[Online Interactions](#)

When We Collect Personal Information From Online Interactions

When you:

- visit our Site
- request a demo, call, or trial from us
- register for, attend or otherwise participate in a promotion or event (e.g., webinar, training session, partner/reseller event)
- schedule a meeting with us
- reach out to us via our online webforms or otherwise communicate with us by email, phone, text, or social media
- provide reviews or feedback to us
- subscribe to our marketing communications, including new Product launches and newsletters
- download materials from our Site (e.g., eBooks)
- apply to our [Verkada Partner Program](#)

What We Collect From Online Interactions

The types of Personal Information we collect from Online Interactions include, but are not limited to:

- your name
- email address
- physical address
- company
- job title
- payment details
- phone number
- IP address
- online identifiers like advertising ID
- device identifiers like MAC address
- device metadata like operating system type and device type
- site usage information such as the pages on our Site that you visit, Products you view or search for, your scroll engagement, length of visits to certain pages, page interaction information
- information you provide when applying for our [Verkada Partner Program](#) such as training and certification records data
- your communications with us, including any comments you provide to us

Some of this Personal Information is collected from you directly when you provide it to us; some of it is collected automatically via cookies and similar technologies when you visit or interact with the Site. For more information, please see our [Cookie Policy](#).

How We Use Personal Information From Online Interactions

We use the Personal Information we collect from Online Interactions to deliver our Site and Products to you, and carry out our legitimate interests of developing and growing our business, including to:

- respond to your requests to receive further information from us, such as for a demo or to receive our online materials (e.g., eBooks) by using your name and email address
- send emails to you about the Products you have requested from us
- send marketing materials to you via email, such as information about new Product launches, events, educational materials, new blog posts, newsletters, special offers and co-marketing efforts with our reseller partners (you may customize your email settings to [opt-out](#) of receiving these marketing communications on our Site or via unsubscribe email links)
- communicate with you via phone calls and/or text messages/SMS, subject to any applicable legal requirements. For clarity, if you've provided consent to receive

text messages from us, we do not share that consent with unaffiliated third parties for their own use unless you have consented to that disclosure

- facilitate your attendance at and participation in training sessions, webinars, the [Verkada Partner Program](#), or other events by using Personal Information, such as your name, email address and work location
- administer the [Partner Portal](#) to enable the submission and fulfillment of orders
- provide technical support and troubleshooting for the Site
- maintain security and prevent fraud on our Site
- administer our promotional offers and deliver prizes
- invite you to review our Site, Products and other online content
- deliver advertising to you on other websites, for example, through using cookies and other similar technologies (see our [Cookies Policy](#) for more)
- analyze the impact of our advertising campaigns
- analyze the use of our Site and help customize your experience
- determine your general location to deliver the Site in certain languages and provide region-specific content
- comply with applicable law where required, including to enforce our [Terms of Service](#), to protect Verkada and others, or as otherwise permitted
- provide it as needed to our partners and vendors who work with us (see also "[Disclosure of Personal Information](#)" section below)

Product Interactions

When We Collect Personal Information From Product Interactions

We collect your Personal Information from Product Interactions when you:

- create an account on Command and provide contact and account information
- submit requests through Command (e.g., support assistance)
- engage with our internal resources, such as our knowledge base of user content
- log into, configure, use and manage your account and interact with our Products
- send customer alerts (e.g., motion notifications, tamper alerts, etc.) generated by our Products
- provide information in [Help Center](#) Support Team chat interactions, which may use automated prompts

We also collect your Personal Information when we enter into an agreement with you (or your company) for information about our Products (e.g., non-disclosure agreement) or to purchase our Products (e.g. End User Agreement) through our customer management software (e.g., DocuSign and Ironclad).

What We Collect From Product Interactions

The type of Personal Information we collect from Product Interactions includes:

- your name
- email address
- username
- encrypted password
- company name
- organization name (including any short names)
- phone number
- region
- IP address
- usage information (e.g., analytics, metrics, performance, configuration information)

How We Use Personal Information From Product Interactions

We use the Personal Information we collect from Product Interactions to deliver our

Products (e.g. to receive, process, confirm, send and track your Product orders, test, develop and improve our Products, administer your Command account), and for other purposes, such as to:

- authenticate your Command account information using your email address and encrypted password
- better understand how users access and use our Products to improve their performance, customize your experience, and develop new Products, features and functionality
- implement real-time responses to customer questions and support use cases
- provide technical support and troubleshooting
- recommend Product updates and offers to you
- help secure and monitor our Products

We also use your Personal Information when we process or enforce a transaction or legal agreements (e.g., our End User Agreement), invoices or orders.

What We Collect When You Visit Our Offices or Attend Events

When you visit a Verkada office or attend a Verkada-hosted or sponsored event, such as conferences, trade shows, or industry events, we may collect Personal Information from you including registration and contact information, such as your name, email address, company name, phone number, and, where necessary for identity verification, a government-issued identification document.

We may also collect access and security-related information, such as audio recorded through intercom systems, video images captured by security devices, building access credentials, and associated system metadata. Where permitted by applicable law (and subject to any notice or consent requirements), we may also process biometric information for access control or demonstration purposes, such as when using products like Face Pass or Face Unlock.

How We Use Personal Information During Office Visits and Events

We use this information to manage and facilitate Verkada office visits and event participation; maintain the security of our buildings, personnel, and attendees; demonstrate, operate, test, and improve our Products; and comply with applicable legal obligations.

Other Sources

When We Collect and Use Personal Information From Other Sources

We may collect your Personal Information when you exchange business contact information with us at events, workshops, or meetings (e.g., business cards), when you enroll in training sessions or partner certification exams, or if you visit one of our office locations.

We may also collect your Personal Information through: (1) our partners (e.g., resellers); (2) third-party sources, including publicly available sources, such as professional contact pages of company websites and social media sites, such as LinkedIn; or (3) companies who provide us with marketing and advertising services.

Examples of third parties we work with include:

- Apollo (see [Apollo's Privacy Center](#) for information about their privacy practices, including how to [opt-out](#))
- Clay (see [Clay's Privacy Policy](#) for more information about their privacy practices, including how to [opt-out](#))
- Cognism (see [Cognism's Privacy Policy](#) for more information about their privacy practices, including how to [opt-out](#))

- Demandbase (see [Demandbase's Privacy Policy](#) for more information about their privacy practices, including how to [opt-out](#))
- GetEmails, LLC d/b/a R! B2B (see [Retention's Privacy Policy](#) for more information about their privacy practices, including how to [opt-out](#))
- ZoomInfo (see [ZoomInfo's Trust Center](#) for information about their privacy practices, including how to [opt-out](#))

The types of Personal Information we collect from other sources includes information such as your employment and professional contact information (e.g., name, company name, professional title, office address, email address, phone number).

We use this information for business and commercial purposes, including to:

- deliver, test, develop and improve our Products
- send you material that we believe may be of interest to you, including news and offers about our Products, where permissible
- identify account-level information about businesses visiting our Site
- identify individual-level information about businesses visiting our Site

Our Site uses third-party platforms that offer advertising tracking features. If you visit our Site from an advertisement on a third-party platform, the platform provider may place a code on your browser that will help us understand the path you took to arrive on that page to measure the success of our ad campaigns. For more information, see our [Cookie Policy](#).

We work with social media platforms and search engines, such as LinkedIn, Meta, Reddit and Google, to deliver targeted ads on their platforms. We do this by: (1) matching our customers and prospects to those who are also users of these platforms; and (2) identifying individuals on these platforms who share common characteristics with our customers and prospects to create targeted audiences for our ads. These audiences may include current customers, prospects, Site visitors and Product users. You can review and update how social media platforms use and share your data for these purposes. Please visit your social media platform privacy settings for more information.

Command also uses third-party technologies, such as cookies, to measure the performance of our Apps and the Command website to help us develop and improve them.

We may from time to time run a referral program. If you choose to participate by making a referral in this program, we will handle your Personal Information for the purposes of administering the program. Please see our program terms and conditions for further information.

Disclosure of Personal Information

We may disclose your Personal Information to:

- vendors that provide Verkada services, such as to:
 - o help administer and improve the Site or provide our Products
 - o personalize your experience on the Site or use of our Products
 - o process and fulfil orders, including processing payments and shipping Products to you
 - o provide us with professional services, including legal and financial services
 - o provide analytics in our Apps and Command on our behalf
 - o track and analyze the performance and use of our Site
 - o provide security services
 - o provide hosting, back-up and cloud storage solutions
 - o provide advertising services and support our marketing campaigns
- third-party business partners, including resellers, who may co-sponsor or co-host events or conferences, conduct product demonstrations, and/or sell Verkada's Products
- our subsidiaries or affiliates

- third-party marketing partners who may provide you, on our behalf, with information relating to our Products or services that we believe you may find of interest, including showing you ads that are targeted to your interests. For example, we may disclose or make available some of your information to advertising and analytics partners to serve advertisements on our behalf across the internet and to provide analytics services. These entities may use cookies and tracking technologies to allow us to, among other things, track and analyze data, determine the popularity of certain content, deliver advertising and content targeted to your interests and better understand your online activity. For more information, please see our [Cookies Policy](#). For information about opting out of interest-based advertising, see [NAI Consumer Opt Out](#) or [YourAdChoices](#) resource centers
- law enforcement, regulators, government agencies, courts or other third parties in response to legal process or where we believe disclosure is necessary (i) as a matter of applicable law or regulation, (ii) to exercise, establish or defend our legal rights, or (iii) to protect your vital interests or those of any other person
- an actual or potential buyer (and its agents or advisers) in connection with any actual or proposed purchase, merger or acquisition of any part of our business, or to other third parties in the voluntary or involuntary dissolution (bankruptcy) of our business, provided that we inform the third party it must use your Personal Information only for the purposes disclosed in this Privacy Policy; and
- any other person with your consent to the disclosure or as otherwise required or permitted by applicable law

EEA, Switzerland and UK Residents

Legal Basis for Processing Personal Information

Our legal basis for processing the Personal Information described above will depend on the Personal Information concerned and the specific context in which we collect it. We may rely on the following legal bases for processing.

We process Personal Information from you based on consent where appropriate, for example, depending on where you are located, prior to using cookies (see our [Cookie Policy](#)). If we rely on your consent to process your Personal Information, we will ask for this before processing.

Where we are subject to a contract with you, we process your Personal Information on the basis that it is necessary for the performance of the contract or pre-contractual steps. For example, to create and provide you access to your Command account, notify you about changes to our services, fulfilling orders, sending invoices, and processing renewals. If you do not provide the Personal Information required, we may not be able to perform the contract.

We also process Personal Information on the basis of our legitimate interests. For example, to: understand how you engage with us; deliver our Site and Products to you; troubleshoot, secure, develop and improve our Products or Site; determine your location to deliver the Site in certain languages and provide region- specific content; to provide you with information you have requested from us; or to respond to your requests, such as to sign up for an event or receive content online (e.g., webinar, whitepaper, Product demo). Where we rely on legitimate interests as our lawful basis for processing your Personal Information, we have also considered your rights and interests at the same time, and concluded that our interests are not overridden by your rights.

In some cases, we may also have a legal obligation to process your Personal Information.

Data Transfer

Verkada has implemented safeguards to help ensure an adequate level of data protection

where your Personal Information is transferred outside of the EEA, Switzerland, or the United Kingdom (UK), such as data processing agreements with our third party vendors and partners through which we implement the standard contractual clauses for the transfer of Personal Information as approved by the European Commission or other permitted mechanisms. Further details can be provided upon request.

Your Rights

You have the following data protection rights (depending on the context in which we process your information):

- **Access:** You have the right to ask us for copies of your Personal Information. There are some exemptions, which means you may not always receive all the information we process. If you use Command, you can access your Personal Information through your Command account.
- **Erasure:** You have the right to ask us to erase your Personal Information in certain circumstances. You can access, amend, or delete your information, including Personal Information, through your Command account. Please contact Verkada Support at support@verkada.com if you have questions regarding how to delete your account or information associated with it.
- **Rectification:** You have the right to ask us to rectify information you think is inaccurate and to complete information you think is incomplete. If you use Command, you can amend your Personal Information held on Command through your Command account.
- **Object / Restrict Processing / Request Portability:** In certain circumstances, you can object to processing of your Personal Information, ask us to restrict processing of your Personal Information or request portability of your Personal Information.
- **Opt-out of Marketing Communications:** You have the right to opt-out of marketing communications we send you at any time. To manage your email preferences, please visit [our Email Settings page](#). For all other types of communications, including SMS or phone calls, please follow the opt-out instructions included in the communication or by submitting a request through our [online form](#).
- **Withdraw Your Consent:** Similarly, if we have collected and processed your Personal Information with your consent, you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- **Opt-out of Uses and Disclosures:** If we receive your personal information under the Data Privacy Framework, you have the right to opt out of certain uses and disclosures of your personal information. Specifically, you can opt out of certain disclosures of your personal information to a third party, except where such disclosure is necessary to provide our services, comply with legal obligations, or is otherwise permitted under applicable law. You can also opt out if your personal information will be used for a materially different purpose than originally collected or subsequently authorized by you.

Except where a specific process is detailed above, you can request to exercise any of your privacy rights above by submitting a request through our [online form](#) or contacting us at 833.280.5900. You also have the right to lodge a complaint to a data protection authority about our collection and use of your Personal Information. For more information, please contact your local data protection authority. For Europe please see [here](#), for Switzerland [here](#) and for the UK, [here](#).

[Residents of California](#)

The California Consumer Privacy Act ("CCPA") requires us to disclose information regarding the categories of personal information and sensitive personal information that we have collected about California consumers, the categories of sources from which the information was collected, the business or commercial purposes (as those terms are defined by applicable law) for which the information was collected, and the categories of parties to whom we disclose personal information. As used in this section, "personal information" shall have the meaning set forth in the CCPA.

This additional notice does not apply to personal information we process on behalf of our customers. Please contact the relevant customer for information on how they process your personal information. This additional notice also does not apply to personal information we process in the context of individuals acting as job applicants as described in our [Candidate Privacy Policy](#) or employees, which are subject to separate privacy notices.

Throughout this Privacy Policy, we describe the specific pieces of personal information and sensitive personal information we collect, the sources of that information, and how we share it. Under the CCPA, we also have to provide you with the "categories" of personal information and sensitive personal information we collect and disclose for "business or commercial purposes" (as those terms are defined by the CCPA).

Personal Information We Collect

In the twelve months leading up to the effective date of this Privacy Policy, we have collected and disclosed the following categories of personal information:

- identifiers (such as name, address, and email address)
- commercial information (such as transaction data)
- financial data (such as credit card and other financial account information)
- Internet or other network or device activity (such as IP address)
- professional or employment-related information (such as your current employer and job title)
- general location information (such as inferred from an IP address)
- inference data about you (such as if we derive information about your role within a company)
- audio and visual information (such as when you call into customer service or visit our offices)
- other information that identifies or can be reasonably associated with you

The categories of sensitive personal information are account log-in and password or other credentials allowing access to your account.

We process the categories of personal information identified above for the purposes as described in more detail in "[When We Collect Personal Information](#)".

Sources of Personal Information Collection

We collect the categories of personal information identified above from the following sources: (1) directly from you; (2) through your use of the Products and [Site](#); and (3) other parties (e.g., other users) and unaffiliated parties (e.g. leads generation providers).

We describe our information disclosure practices in more detail in the section above on "[Disclosure of Personal Information](#)".

"Sale" and "Sharing" of Personal Information

The CCPA sets forth certain obligations for businesses that "sell" or "share" personal information. Where we refer to "sell" or "share" (or their variants) in quotes, we are referring to those terms as uniquely defined in the CCPA.

We may use third-party analytics services and online advertising services that may result in the “sharing” of online identifiers and other identifiers (e.g., cookie data, IP addresses, device identifiers, general location information, usage information, email addresses) with analytics partners to help us analyze and understand use of the Site and our Products and to advertise the Products on other websites. In some cases, such practice may also constitute a “sale” of personal information under the CCPA. If you or your authorized agent would like to opt out of our “sharing” or “sale” of your information for such purposes, you may do so by clicking “Your Privacy Choices” on the footer of the Site. Note, if you use a cookie blocker such as Ghostery, it may block visibility of this tool. To opt-out of the “sharing” or “sale” of personal information that is not based on cookies or other tracking technologies, please submit a request through our [online form](#). For more information, see our [Cookies Policy](#).

Please note that we also respond to and abide by opt-out preference signals sent through the Global Privacy Control. Any opt-out preferences you have exercised through these methods will only apply to the specific device/browser on which you made them. For more information on how to use the Global Privacy Control, see www.globalprivacycontrol.org. As stated above, to opt out of the “sharing” or “sale” of personal information that is not based on cookies or other tracking technologies, please submit a request through our [online form](#).

We do not knowingly “sell” or “share” the personal information of children under 16.

Do Not Track Disclosure

We do not respond to browser-initiated Do Not Track signals, as the Internet industry is currently still working on Do Not Track standards, implementations, and solutions. Please note that Do Not Track is a different privacy mechanism from the Global Privacy Control browser choice referenced above.

Retention of Your Personal Information

Please see the [“Data Retention”](#) section below.

CCPA Rights

If you are a California resident, you may have certain privacy rights. California law may permit you to request that we:

- provide you the categories of personal information we have collected or disclosed about you; the categories of sources of such information; the business or commercial purpose for collecting, “selling,” or “sharing” your personal information; the categories of third parties to whom we disclose or “sell,” or with whom we “share,” personal information; and the categories of personal information we “sell” or “share”
- provide access to and/or a copy of certain information we hold about you
- delete certain information we have about you
- correct inaccurate personal information that we maintain about you

You may also have the right to receive information about the financial incentives that we offer to you, if any, and the right to not be discriminated against (as provided for in applicable law) for exercising certain of your rights.

Some information may be exempt from these rights under applicable law. We may also need certain types of information in order to provide you with our Products, and if you ask us to delete it, you may no longer be able to access or use them. If you would like to exercise any of these rights, please submit a request through our [online form](#) or contact 833.280.5900. Such requests are subject to our ability to reasonably verify your identity, where Verkada has the right or obligation to do so under applicable law. In such cases, you will be required to verify your identity before we fulfill your request. To do so, you will need to provide the information identified in the webform or as otherwise directed by us.

You can also designate an authorized agent to make a request on your behalf. Depending on the nature of the request, you may need to provide us with written authorization or a power of attorney, signed by you, for the agent to act on your behalf. You may still need to verify your identity directly with us.

The CCPA also allows you to limit the use or disclosure of your “sensitive personal information” (as defined in the CCPA) if your sensitive personal information is used for certain purposes. Please note that we do not use or disclose sensitive personal information in ways that create an opt-out right.

Please see the [Candidate Privacy Policy](#) for information on how we handle Personal Information Collected with regard to a job application.

Residents of Australia

In this section, “personal information” will have the same meaning given to that term under the Privacy Act 1988 (Cth) (“Privacy Act”).

The Privacy Act requires entities bound by the Australian Privacy Principles (“APPs”) to have a privacy policy. Throughout this Privacy Policy, we describe the specific types of personal information we collect and hold, how we collect or hold your personal information, and the purposes for which your personal information is collected, held, used or disclosed.

We may use or disclose your personal information for the purpose for which it was collected as set out in this Privacy Policy. We may also use and disclose your personal information for a secondary purpose that is related to a purpose for which we collected it, where you would reasonably expect us to use or disclose your personal information for that secondary purpose.

Rights and Choices for Australian Residents

Subject to certain exceptions, you have rights under the Privacy Act and Spam Act 2003 (Cth) to:

- request access to your personal information
- ask us to update or correct any personal information that is inaccurate, incomplete or outdated
- opt out of receiving direct marketing communications from us

To exercise one of the rights above, you may submit a request through our [online form](#) or contact us at 833.280.5900.

You also have the right to not identify yourself or to use a pseudonym when communicating with us, except if we are required under Australian law to respond to individuals who have identified themselves or it is impracticable for us to respond if you have not identified yourself.

Retention of Your Personal Information

Please see the “[Data Retention](#)” section below.

Data Transfers Outside Australia

We may disclose your personal information to third parties located outside Australia. The countries in which these third parties are likely to be located will depend on the circumstances. Some of these entities include:

- companies within our corporate group which are located in or conduct business in the United States (U.S.), Canada, selected European Union countries and Switzerland, the UK, Mexico, Taiwan, Japan, South Korea and Singapore; and

- our data hosting and other service providers located in the U.S., the EU and the UK.

We will take reasonable steps to help ensure that personal information that is disclosed to third parties located outside Australia will not be held, used or disclosed by the overseas recipients in a manner which is inconsistent with the APPs.

Complaints

In addition to the contact process listed below for complaints, if you believe that we have not addressed your concerns, you may also lodge a complaint with the Office of the Australian Information Commissioner (which is the regulator responsible for privacy in Australia). All complaints must be made in writing to the Director of Compliance at GPO Box 5218, Sydney NSW 2001. Further information can be found on the [OAIC website](#) or by calling 1300 363 992.

Residents of Canada

This section applies specifically to residents of Canada and supplements our general Privacy Policy to address compliance with the Personal Information Protection and Electronic Documents Act (PIPEDA) and related Canadian privacy laws.

Rights and Choices for Canadian Residents

Subject to exceptions set out under applicable privacy laws, individuals located in Canada have the right to access, update and correct inaccuracies in their personal information in our custody or control. You may also have the right to receive a copy of your information (including certain information in a structured, commonly used technological format), and have us share it with an authorized third party in certain circumstances.

Individuals in Canada also have the right to withdraw consent to the use and disclosure of their personal information, subject to legal and contractual restrictions and reasonable notice. Please note that even if you withdraw your consent, we may continue to retain your personal information in accordance with our legal obligations and retention practices.

To exercise these rights, or if you have any questions or complaints regarding this privacy notice or our privacy practices, please see "[How to Contact Us](#)" below. We may collect certain personal information for the purposes of verifying your identity before responding to your request.

For more information on your choices (including with respect to cookies and interest-based advertising), see "[Disclosure of Personal Information](#)" above and "[Opt-out of Marketing Communications](#)" below.

Privacy Governance Policies and Practices

We are committed to protecting your personal information and have implemented policies and practices that govern our treatment of personal information, including but not limited to:

- policies that define the roles and responsibilities for our employees with respect to the treatment of personal information in our custody and control
- policies governing the retention and destruction of personal information that is designed to meet our legal obligations
- processes for responding to data subject requests and complaints concerning the handling of personal information in a timely and effective manner
- policies and procedures concerning the protection of personal information,

including safeguards designed to protect personal information in our custody and control against loss or theft and unauthorized access, use or disclosure

- the designation of a Privacy Officer who is responsible for overseeing Verkada's compliance with applicable privacy legislation
- practices pertaining to privacy training and awareness for our personnel with access to personal information

Retention of Your Personal Information

Please see the "[Data Retention](#)" section below.

Data Location

As set out under "[Where Your Personal Information is Stored and Processed](#)" below, we and our service providers may access, store and otherwise process personal information outside of Canada (and specifically, the province of Québec), including Australia, U.S., selected European Union countries and Switzerland, the UK, Mexico, Taiwan, Japan, South Korea and Singapore. We and our service providers may disclose your personal information if we are required or permitted by applicable law or legal process, which may include lawful access by foreign courts, law enforcement or other government authorities in the jurisdictions in which we or our service providers operate.

For information about our practices with respect to the use of service providers outside of Canada, please contact our Privacy Officer at policy@verkada.com.

[Residents of the Republic of Korea](#)

This section applies specifically to residents of the Republic of Korea ("Korea") and supplements our general Privacy Policy to address compliance with the Personal Information Protection Act ("PIPA") and related Korean privacy laws.

For Korean residents, where any conflicts exist between this section and the other sections of this Privacy Policy, this section takes precedence. All other provisions of this Privacy Policy continue to apply.

Legal Basis for Processing Personal Information

We process your Personal Information as necessary for the performance of a contract with you or to take steps at your request prior to entering into a contract, in accordance with Article 15(1)(iv) of PIPA. We may also process your Personal Information to comply with legal obligations or based on your consent where required.

How We Share Your Personal Information

We share certain Personal Information with other Verkada group companies and trusted service providers who process it under binding contracts and only when a valid legal basis applies as described in "[Legal Basis for Processing Personal Information](#)". These other Verkada group companies and service providers may be located in Australia, Canada, selected European Union countries, the UK, the U.S., Japan, Mexico, Singapore, Switzerland and Taiwan. We entrust the processing of certain Personal Information to vendors who process your information and under contractual obligations such as:

- Amazon Web Services, Inc. (U.S., AUS, and EU) – cloud hosting, data storage, and infrastructure management
- Intercom (U.S.) – manage support tickets and customer service communications
- Google Analytics (U.S.) – monitor website performance and usage
- Outreach (U.S.) – deliver communications and updates
- Advertising partners such as those listed in "[Other Sources](#)" (U.S.) – delivering targeted ads, creating audiences, and measuring campaign effectiveness

We may also share Personal Information with Verkada group companies and affiliates for shared services, global operations, and internal business coordination.

These third parties may process various types of personal information, including contact details, communications, service usage data, and other information as outlined in "[When We Collect Personal Information](#)".

Retention of Your Personal Information

Please see the "[Data Retention](#)" section below.

Rights and Choices for Korean Residents

When we collect your Personal Information from sources other than yourself (such as business partners, social media platforms, or publicly available sources), you have the right to request information about the source of collection, the purpose of processing, and your right to suspend processing or withdraw consent. For information about international data transfers, see "[How We Share Your Personal Information and International Data Transfers](#)" above.

If you require any further clarification regarding this Privacy Policy, or wish to exercise your rights regarding your Personal Information, please see "[How to Contact Us](#)" below.

Complaints

Our Domestic Representative of Korea Personal Information Protection Act is our Chief Privacy Officer (see "[How to Contact Us](#)" for more information). Korean residents can apply for dispute resolution or consultation to the following institutions for remedies for personal information infringement:

- Personal Information Infringement Report Center: (without area code) 118
- Personal Information Dispute Mediation Committee: (without area code) 1833-6972
- Supreme Prosecutors' Office Cybercrime Investigation Division: (without area code) 1301
- National Police Agency Cyber Investigation Bureau: (without area code) 182

Residents of Japan

This section applies specifically to residents of Japan and supplements this Privacy Policy to address compliance with the Act on the Protection of Personal Information of Japan (the "APPI"). In the event of any inconsistency between this section and other provisions of this Privacy Policy, this section will prevail. In this section, "Personal Information," "Personal Data," and "Retained Personal Data" have the meanings given to those terms under the APPI.

Data Transfers Outside Japan

In cases where we transfer your Personal Information to a third party located outside Japan, we will do so based on your consent or where one of the following applies:

- (i) the recipient is located in a country or region designated by applicable laws and regulations as having a personal information protection regime equivalent to that of Japan (currently, the EU and the UK); or
- (ii) the recipient has established and maintains a system necessary to continuously implement measures equivalent to those required of a personal information handling business operator in Japan. In the case of (ii), we will take necessary and appropriate safeguards in accordance with the APPI, such as contractual or organizational measures.

Rights and Choices for Japanese Residents

In accordance with the APPI, if you (or your authorized representative) request any of the following with respect to your Personal Information or Retained Personal Data held by us under the APPI, we will verify that the request was made by you (or your authorized representative) and respond in accordance with the APPI:

- notification of the purposes of use;
- disclosure of Retained Personal Data that identifies you;
- correction, addition, or deletion of Retained Personal Data that identifies you; or
- suspension of use, erasure, or cessation of provision to third parties.

To exercise any of the rights above, you may submit a request through our [online form](#) or contact us at 833.280.5900.

We may use certain Personal Data jointly with Verkada group companies and affiliates as described below, in accordance with the APPI, (a) Personal Data jointly used: Personal Data relating to personal information described in the "[When We Collect Personal Information](#)" section (b) Scope of joint users: Verkada group companies and affiliates (c) Purposes of joint use: The purposes described above regarding "[When we collect personal information](#)" (d) Responsible Party for management of the jointly used Personal Data: Verkada Inc.

Residents of Mexico

This section applies specifically to residents of Mexico and supplements our Privacy Policy. In the event of any conflicts between this section and the other sections of this Privacy Policy, this section takes precedence.

Purposes and Legal Basis for Processing

In accordance with applicable Mexican law, we classify the purposes for which we process your Personal Information set forth in the section "[When We Collect Personal Information](#)" as follows:

Primary Purposes (necessary for the legal relationship): We process your personal information as necessary to provide, administer, and support our Site, Products, and related services; respond to your inquiries, requests, and transactions, including demos, trials, and orders; authenticate users, manage accounts, and maintain security; facilitate events, training sessions, partner activities, and office visits; conduct product demonstrations and related operational activities; comply with legal obligations, enforce contractual rights, and protect Verkada and others; and manage business relationships with customers, partners, vendors, and prospective clients.

Secondary Purposes (not necessary for the legal relationship): We may also process your personal information to send marketing and promotional communications; personalize content, advertising, and user experiences; analyze usage trends, campaign performance, and business operations; improve existing Products and services and develop new offerings; enrich and combine information from various sources for analytics and prospecting; and support internal reporting, benchmarking, and commercial strategy.

Where applicable, you may refuse or object to the processing of your personal information for secondary purposes as described in the section "[Rights and Choices for Mexico Residents](#)" below. Please note that exercising this right may affect the personalization of content, marketing communications, and other non-essential features of our Site or Products.

Data Transfers Outside Mexico

Your Personal Information may be processed, stored, or accessed in countries other than Mexico, including in the U.S., by Verkada affiliates, subsidiaries, vendors, and other

authorized third parties which support the operation of our Site, Products, and business activities. These recipients may include:

- vendors that process Personal Information on Verkada's behalf, such as cloud hosting providers, IT and security vendors, analytics providers, customer support providers, and marketing service providers; and
- affiliates, subsidiaries, parent companies, and entities under common control by Verkada which operate under the same internal privacy and security standards.

Verkada may also transfer your Personal Information to third parties that are not acting solely as our service providers, including where such transfers are necessary to:

- maintain or fulfill the legal relationship between you and Verkada;
- support business operations through affiliates or entities under common control that operate under consistent internal policies;
- comply with legal obligations or requests from competent authorities;
- establish, exercise, or defend legal rights;
- protect public interests or support the administration of justice; or
- an actual or potential buyer (and its agents or advisers) in connection with any actual or proposed purchase, merger or acquisition of any part of our business, or to other third parties in the voluntary or involuntary dissolution (bankruptcy) of our business, provided that we inform the third party it must use your Personal Information only for the purposes disclosed in this Privacy Policy.

Where required under applicable law, Verkada will obtain your consent prior to carrying out any transfer of your Personal Information.

To protect your Personal Information, Verkada requires its vendors to use technical and organizational safeguards that meet both legal standards and our own privacy commitments.

Rights and Choices for Mexico Residents

You may exercise your ARCO Rights—Access, Rectification, Cancellation, and Opposition—concerning your Personal Information. You also have the right to revoke your consent or limit how your Personal Information is used or disclosed.

To exercise your ARCO rights, you submit a request through our [online form](#) or contact us at 833.280.5900. Depending on the nature of your request, we may require additional information to verify your identity, confirm your legal authority (where applicable), and process your request. This information may include:

- Documentation verifying your identity or, where applicable, the authority of your legal representative;
- Additional information regarding the data subject right(s) you wish to exercise; and
- Additional information necessary to help us locate your Personal Information.

We will respond to your completed request in accordance with Mexican law.

Opt-Out of Marketing Communications

You can opt-out of marketing communications we send you at any time. You can opt out of email marketing communications by following the opt-out link or instructions contained in any such email or by visiting our [email settings page](#) and following the instructions listed there. To opt-out of other forms of marketing (e.g., postal marketing), please submit a request through our [online form](#). Please note that it may take a few business days for us to process opt-out requests and we will need to retain your Personal Information on a suppression list to honor your opt-out request.

If you opt-out of receiving marketing emails or promotions, we will still send you service-based emails where requested by you or to service your account and emails to

facilitate a transaction.

Third-Party Links

The Site contains links to other, third-party websites. Any access to and use of such linked websites is not governed by this Privacy Policy, but, instead, is governed by the privacy policies of those third-party websites. We are not responsible for the information practices of such third-party websites.

Where Your Personal Information Is Stored and Processed

Your Personal Information may be transferred to, and processed in, countries other than the country in which you are resident. These countries may have data protection laws that are different from the laws of your country (and, in some cases, may not be as protective) and data may be accessible to law enforcement and national security authorities under certain circumstances. The Site is primarily hosted in the U.S.

By providing your Personal Information to Verkada, you acknowledge the transfer of your information to the U.S., where our primary processing facilities are located, and possibly to other countries where we or our service providers operate for storage, use, processing, maintenance, and onward transfer of such information to other entities and service providers, regardless of their location. However, such activities will be done in accordance with this Privacy Policy.

Third parties that we work with may also process your Personal Information in the U.S. and / or facilitate the transfer of or access to your Personal Information outside of the U.S. We will take steps to require them to process your Personal Information subject to appropriate safeguards (for example, implementing standard contractual clauses where appropriate).

Verkada currently relies on the EU-U.S. Data Privacy Framework, the UK Extension to the EU-U.S. Data Privacy Framework, and the Swiss-U.S. Data Privacy Framework ("Data Privacy Frameworks" or "DPF") as a legal basis for transfers of personal information from the EU, the UK, and Switzerland to the U.S. Verkada has certified to the Department of Commerce that we adhere to the Principles of the Data Privacy Frameworks ("Principles"), as further described in Verkada's Data Privacy Framework Notice, and Verkada complies with its obligations under the Principles. Verkada adheres to the Principles for onward transfers of Personal Information to third parties and remains liable for damages caused by third parties under the DPF unless Verkada is not responsible for the event giving rise to damage. The U.S. Federal Trade Commission has jurisdiction over Verkada's compliance with the DPF. To learn more about the Data Privacy Framework program, please visit <https://www.dataprivacyframework.gov/>, where you can view Verkada's certifications.

If we receive your Personal Information under the Data Privacy Framework, you can exercise certain choices regarding how some of your Personal Information is used and disclosed, as set forth in the "[EEA, Switzerland and UK Residents](#)" section above.

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and the Swiss-U.S. DPF, Verkada commits to refer unresolved complaints concerning our handling of Personal Data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and the Swiss-U.S. DPF to JAMS, an alternative dispute resolution provider based in the U.S. If you do not receive timely acknowledgment of your DPF Principles-related complaint from us, or if we have not addressed your DPF Principles-related complaint to your satisfaction, please visit the [JAMS DPF Dispute Resolution webpage](#) for more information or to file a complaint. The services of JAMS are provided at no cost to you. If neither Verkada nor our dispute resolution provider resolves your complaint, you may have the possibility to engage in binding arbitration through the Data Privacy Framework Panel. For more information on this option, please see [Annex I of](#)

[the EU-U.S.Data Privacy Framework Principles.](#)

Data Retention

We retain Personal Information we collect from you for the time necessary for the purposes for which it is processed, including where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested) or to comply with applicable legal, tax or accounting requirements or as otherwise required by applicable laws and regulations.

Children and Minors

The Site and Products are not directed to individuals under the age of 18 and we do not knowingly collect information from anyone under 18. If you become aware that a child has provided us with Personal Information, please contact us at policy@verkada.com. If we become aware that a child under 18 has provided us with Personal Information, we will take steps to delete such information as soon as possible as required under applicable laws.

Updates to This Privacy Policy

We may update this Privacy Policy from time to time in response to changing legal, technical or business developments. When we update our Privacy Policy, we will take appropriate measures to inform you consistent with the significance of the changes we make and as required by applicable law. Please check back from time to time to review the current Privacy Policy, which is effective as of the revision date listed above.

How We Protect Your Personal Information

We use technical and organizational measures to help safeguard your Personal Information from unauthorized access, use, loss, alteration, destruction, modification or other malicious actions, and take steps to limit access to your Personal Information on a "need to know" basis with those who process it in accordance with this Privacy Policy. We take steps to contractually require our vendors and other third parties with whom we work to protect any Personal Information they process on our behalf. For more information about our security practices, please visit the [Trust Center](#).

How to Contact Us

Depending on where you are located and how you interact with Verkada, you may have certain legal rights over the personal information we hold about you, subject to local privacy laws. You can request to exercise any of your privacy rights above by submitting a request through our [online form](#) or contacting us at 833.280.5900.

We encourage your questions and comments about any privacy concerns. Please direct any privacy-related questions, comments, or complaints to policy@verkada.com. We will acknowledge your complaint in writing as soon as possible and will give you an estimated timeframe for when we will respond. Verkada's Chief Privacy Officer is Elizabeth Davies.

Verkada Inc. is a controller from which you buy Products and services (depending on where you are in the world). It administers and hosts this Site, and makes global and strategic decisions about them as the parent company and global HQ.

Verkada Inc. is located at 406 E 3rd Ave, San Mateo, CA 94401.

Verkada Limited and VERKADA POLAND SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ may also be data controllers in their capacity as our European entities which help develop and grow our business locally.

For office addresses of global Verkada company offices, please see the [directory](#) of our

office locations.