



# TREASURE DATA

## WEBSITE PRIVACY STATEMENT

Date: May 24, 2018

Your privacy is very important to us. Accordingly, we have developed this Website Privacy Statement in order for you to understand how we collect, use, communicate, and disclose personal information collected by our websites. The following statement outlines our privacy practices regarding this personal information. The terms “Treasure Data,” “we,” “us,” and “our” refer to Treasure Data, Inc.

This statement only covers information collected through the Treasure Data websites. We have a separate privacy statement, the [Statement of Treasure Data’s Privacy Practices for Customer Information](#), which covers information provided or transmitted by our customers to us for use in the platform by which Treasure Data provides its Big Data analytics service. Please refer to that privacy statement for information about Treasure Data’s privacy practice regarding customer information. To request a copy, please contact us at [privacy@treasuredata.com](mailto:privacy@treasuredata.com).

### I. Privacy Shield Disclosures

Treasure Data, Inc. complies with the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union and Switzerland to the United States, respectively. Treasure Data, Inc. has certified to the Department of Commerce that it adheres to the Privacy Shield Principles. If there is any conflict between the terms in the privacy statements linked below and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/>.

Treasure Data’s commitments under the Privacy Shield are subject to the investigatory and enforcement powers of the United States Federal Trade Commission.

Section 9 below discusses information about the specific independent dispute resolution body that is available to address complaints about Treasure Data’s privacy practices and to provide appropriate recourse free of charge to individuals.

### II. Collection of Personal Information

We will collect the personal information of website visitors who complete web forms to communicate with us. Using our website, we collect information such as name, contact information (email and phone), employer, job title, and comments. Visitors we contact are

able to unsubscribe from receiving marketing communications by filling out a web form here: <http://www.treasuredata.com/unsubscribe>. Alternatively, they can contact us to opt out by sending an email to [privacy@treasuredata.com](mailto:privacy@treasuredata.com).

We also collect personal information from job candidates seeking employment with us. Information collected from job candidates includes name, email, phone, current employer, social media page links, and resumes. Job candidates may submit resumes, which may contain other contact and personal information, such as address, experience, and education. If your communication prompts follow-up communications from us, we may collect additional information that you provide to us.

We may add to the information we collect from our websites with information you provide to us on other occasions and using other means. Examples include information you provide to us at educational programs, trade shows, meetings, and other data-appending methods. We may also review and collect biographical information about yourself that you post to the Internet.

We may also receive information about you from third parties for marketing purposes. This information may include your name, email, phone number, and your work address. We use this information solely to contact you for marketing purposes. You can opt out of receiving these communications by sending us an email at [privacy@treasuredata.com](mailto:privacy@treasuredata.com).

In addition, we use various technologies to observe how users use our websites. For instance, we use “cookies” to recognize return visitors and to understand how users use our websites. Cookies are small files stored on your computer or mobile device. They help us improve your user experience when using our websites, for instance by showing you information relevant to your interests. We use cookies to track how you use our websites in order to understand what information is of greatest interest to you. Some third-party service providers that we engage (including third-party advertisers) may also place their own cookies on your device. Note that this statement covers only our use of cookies and does not include use of cookies by such third parties.

Your browser has settings by which you can choose how it manages cookies. For instance, you may decide not to accept cookies or to receive notifications about cookies allowing you to choose whether or not to accept them. If you decide not to accept cookies, however, some of our websites’ features or functions may not be available to you.

We use “web beacons” (also known as web bugs, pixel tags or clear GIFs) to deliver or communicate with cookies, to track and measure the performance of our websites, to monitor how many visitors view our websites, and to monitor the effectiveness of our advertising. Web beacons are tiny graphics with a unique identifier. Unlike cookies, which are stored on the device, web beacons are typically embedded invisibly on web pages (or in an email).

We also review information logged by our web servers to understand our website visitors better. It is very common for websites to collect these kinds of logs. For example, we

collect information such as your Internet Protocol address, your location, domain name, the type of web browser and operating system you are using, the pages on our websites that you view, when you visit, and how long you view each page visited.

You can opt out of the collection and use of your information for ad targeting by going to <http://www.aboutads.info/choices> or <http://www.youronlinechoices.eu/> to limit collection through our website.

Treasure Data's services and its website are directed to adults. We do not market our services to those under 18 years of age or knowingly collect personal information from children under 13. If you believe that we have inadvertently collected information about a minor, please contact us at [privacy@treasuredata.com](mailto:privacy@treasuredata.com) so that we can delete it.

### **III. Notice to California Residents Regarding “Do Not Track” Settings**

California law requires online service providers to disclose in their privacy policies how they respond to “do not track” signals – settings in browser software requesting that websites not track users' activities. There is no standard that governs what, if anything, websites should do when they receive these signals. Therefore, Treasure Data does not currently take action in response to these browser settings. If and when our industry establishes standard ways for responding to these signals, we may revisit our policy on responding to these signals.

### **IV. Use of Personal Information**

We will use personal information solely with the objective of fulfilling the purposes specified above, unless we obtain your consent. Specifically, we may use your personal information to communicate with you. Our communications may relate to Treasure Data's services or, in the case of job candidates, possible employment opportunities at Treasure Data.

### **V. Sharing or Disclosing Your Personal Information**

We use certain third-party service providers to host and maintain data that we may receive from you. Their services help us to organize, analyze, and take action based on that data. Some of your personal information may be included in the data maintained by these service providers, but the use of these third-party service providers is only for purposes of managing and analyzing communications about our company or about you, responding to your communications, following up with your requests for information, and managing our relationship with you. Any third-party service provider receiving your personal information is bound by confidentiality restrictions requiring it to use personal information only for supporting the purposes described above, not to disclose it without authorization.

For example, we use Google Analytics, a service provided by Google, Inc. (“Google”), to gather information about how users engage with our website. For more information about Google Analytics, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can opt out of Google's collection and processing of data generated by your use of Treasure Data's services by going to <http://tools.google.com/dlpage/gaoptout>.

We do not sell or rent personal information from our website visitors to anyone. Nonetheless, we may sell, transfer, or otherwise share some or all of Treasure Data's assets, including your personal information, in connection with a merger, acquisition, reorganization, or sale of assets of our business, or in the event of bankruptcy.

Also, we may disclose your personal information when required by a subpoena, court order, search warrant, other legal process, requests by law enforcement agencies, or applicable law. Moreover, we may disclose your personal information to the extent necessary to maintain the security of our websites, resolve disputes, or investigate possible misconduct.

We may share information collected automatically on an aggregate basis or in a way that the information is not personally identifiable.

## **VI. Safeguarding Collected Personal Information**

Not only is the privacy of your personal information important to us, providing reasonable security controls to protect your personal information is also important to us. We have implemented industry-standard administrative, physical, and technical safeguards to protect personal information received from our website visitors. We will protect personal information by reasonable security safeguards against loss or theft, as well as unauthorized access, disclosure, copying, use, or modification.

We will only retain personal information as long as necessary for the fulfillment of the purposes described above in this statement, to complete investigations using the information, to resolve disputes relevant to the information, to meet our legal obligations.

## **VII. Access to Information and Making Changes**

Personal data should be relevant to the purposes for which it is to be used, and, to the extent necessary for those purposes, should be accurate, complete, and up-to-date.

If you would like to access personal information we may have about you or make changes to that information, please contact us at [privacy@treasuredata.com](mailto:privacy@treasuredata.com).

## **VIII. Links to Third-party Websites**

We have included links on this site to other websites for your use and reference. We cannot control and are not responsible for the privacy policies on these other websites. You should be aware that the privacy policies of these sites may differ from our own and any personal information you provide to them are subject to these other privacy policies.

## **IX. International Transfer**

Your information may be transferred to, and maintained on, computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. You acknowledge and agree that if you are located outside the United States and choose to provide your personal information to us, we may transfer your personal information to the United States and

process it there.

## **X. Notice to Residents of the European Economic Area**

If you reside in a member state of the European Economic Area, you may have the right under applicable law to exercise certain privacy rights. Among these rights are the right of access, the right of rectification, the right not to consent or to withdraw previously-provided consent, the right of erasure, the right to object to processing, and the right to restrict processing.

If you believe that Treasure Data holds personal information about you, and you wish to exercise any of these rights, please contact our Data Protection Officer at [privacy@treasuredata.com](mailto:privacy@treasuredata.com) or by postal mail to the address in Section XI below.

## **XI. Contact Information and Resolving Disputes**

If you would like to discuss this privacy statement or provide us with feedback, questions, or concerns about our website privacy practices, please contact our Data Protection Officer at [privacy@treasuredata.com](mailto:privacy@treasuredata.com). You may also write us at:

Treasure Data, Inc.  
2565 Leghorn Street  
Mountain View, CA 94043  
Attention: Privacy

If you are a citizen of a member state of the European Economic Area (EEA), you may also contact our EU Representative at [privacy-rep@treasure-data.com](mailto:privacy-rep@treasure-data.com). If we're unable to answer your question, you have the right to contact your local data protection supervisory authority.

If you have a complaint about our website privacy practices, you may submit a complaint to us at the above contact information. Also, in compliance with the Privacy Shield Principles, Treasure Data commits to resolve complaints about the collection or processing of personal information of residents of the European Economic Area or Switzerland. Individual residents of the European Economic Area or Switzerland with inquiries or complaints regarding our Privacy Shield policy should first contact us at the above contact information.

Our privacy team will look into your complaint and provide a response. You will need to provide sufficient information for us to evaluate your complaint and we may ask you to provide additional information as a condition of evaluating your complaint.

Treasure Data has further committed to refer unresolved Privacy Shield complaints to an alternative dispute resolution provider located in the United States. 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 the informal discussions with Treasure Data and the formal dispute resolution process

described above fail to resolve your complaint, you may be entitled to engage in binding arbitration with Treasure Data through the Privacy Shield Panel, which is the ICDR/AAA Privacy Shield Program, an alternative dispute resolution provider located in the United States. Please contact or visit [go.adr.org/privacyshield.html](http://go.adr.org/privacyshield.html) for more information or to file a complaint.

Dispute resolution processes will be conducted in English.

## **XII. Changes to This Privacy Statement**

We reserve the right to make changes to this privacy statement from time to time. If we make a change to the privacy statement, we will post a new copy of it on our website.

Your continued use of the Treasure Data service or our website after such notification indicates your continued agreement to the terms of this privacy statement as amended. Please review this privacy statement to understand the latest information about our privacy practices for managing customer information.