



8x8, Inc. Privacy Policy Covering Prospective Customers

Version 1.2

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I. Introduction

This document is 8x8's privacy policy that covers prospective 8x8 customers. 8x8 respects the privacy of its existing and prospective customers. This privacy policy describes how we collect and use information we receive from prospective customers.

Prospective customers include:

- Visitors to 8x8's website;
- People who provide contact information to 8x8, for example to learn about 8x8's products and services; and
- Contacts from business lists that 8x8 received from third parties. For

8x8's privacy policy that covers existing 8x8 customers, click [here](#).

8x8, Inc. is committed to respecting our customers' and prospective customers' privacy. Once you choose to provide personally identifiable information, it will only be used in the context of our customers' and prospective customers' relationships with 8x8. Except as noted below, 8x8 will not sell, rent, or lease your personally identifiable information to others. 8x8 will only share the personal data you provide with other 8x8 affiliates and/or business partners who are acting on 8x8's behalf to provide you services, as described and limited below. These 8x8 entities and/or national or international business partners are governed by 8x8's privacy policies with respect to the use of this data.

8x8 complies with the European Union-United States Privacy Shield Framework and the United States-Swiss Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from European Economic Area member countries and Switzerland, respectively. 8x8 has certified that it adheres to the Privacy Shield principles of notice, choice, onward transfer, security, data integrity, access, and enforcement. To learn more about the Privacy Shield program, please refer to our [8x8 EU-U.S. Privacy Shield Framework Supplement to 8x8 Privacy Policies](#), whose principles govern compliance with both the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework.

II. Who We Are

8x8, Inc. offers voice, video, mobile, and unified communications solutions for businesses of all sizes. In specific, 8x8 offers a portfolio of SaaS and IaaS solutions encompassing hosted communications services, contact center, unified communications, video web conferencing, managed dedicated hosting, virtual private servers and more. 8x8 has been delivering cloud services since 2002. 8x8 customers include small to medium-sized businesses, distributed enterprise organizations and government agencies.

III. Our Contact Information

8x8 is located at 2125 O'Nel Drive, San Jose, CA 95131. If you have any questions about 8x8's privacy policies or wish to submit a complaint to 8x8 concerning its privacy practices, please contact 8x8 by email sent to: privacypolicy@8x8.com or by mail to the address in Section XII below. For any questions, concerns, or complaints that cannot be handled by 8x8 itself, please contact your local data protection authority.

IV. Providing Notice to Prospective Customers

The purpose of this Privacy Policy is to inform prospective customers about the kinds of information 8x8 collects about them, how it collects that information, the purposes for which it uses information about them, how to contact 8x8 with any inquiries or complaints, the types of third parties to which it discloses the information, and the choices and means 8x8 offers individuals for limiting its use and disclosure. 8x8 notifies prospective customers about this Privacy Policy and 8x8's privacy practices when prospective customers are first asked to provide personal information to 8x8, or if 8x8 may use such information for a purpose other than that for which it was originally collected.

V. Information We Collect and How We Collect It

We gather information from prospective customers through a variety of ways, online and through offline communications, which include in-person meetings, web forms, emails, and phone calls. We collect contact information from representatives of our prospective business customers, such as name, company name, address, email address, and telephone number. As we communicate with these representatives, we may gather additional information from them, such as the potential customer's industry or revenues. We may also use data-appending methods to gather additional information, such as by reviewing biographical information posted by these representatives on the Internet. We also gather information about representatives' communications preferences.

We gather information based on your system and behavior in viewing our website pages and files on our website, including what pages or files you view, when you view them, the time spent on each page, your browser and operating system, your Internet Protocol address, the domain associated with that address, and location. We also collect information based on your behavior in opening and viewing emails, such as whether you open an email and how long you view it. We collect information about your behavior on our website and in your viewing of emails by logging it and the use of beacons.

8x8 gathers information from users of its website. 8x8 uses cookies to gather information from visitors. We use this information to analyze how visitors use our website and to better match their experience with our website with their interests. 8x8 also gathers information concerning the search terms that website visitors have used to reach our website.

Finally, calls with 8x8's Sales, Customer Service and other 8x8 employee groups may be recorded to gather information to improve customer service. However, 8x8's policy is that no call or conversation will be recorded unless all those involved in the call have been made aware in advance that the call is going to be recorded. Prospective customers have the options of stating their consent to be recorded, implying consent by staying on the call, or opting out by asking that their call not be recorded or just hanging up.

Children are not eligible to use 8x8's website and services, and we ask that minors (under age eighteen) not submit personally identifiable information to us.

VI. Choice

You have the option of setting certain communications preferences. For instance, when we collect information from you, you have the option of telling us that you do not want us to use the information you give us for further marketing contact. All electronic communications offer an opt-out option.

VII. Sharing and Transfer of Information (Onward Transfer)

Some information that we collect and store under this policy may be in the possession of third parties that we use for data processing. We require these third parties to protect that information with the same privacy and security controls that apply to our own collection, storage, and use of the information. Where required by the Privacy Shield framework, 8x8 will not undertake any cross-border transfer of information to a third party unless the third party has certified its commitment to adhere to the Privacy Shield framework or 8x8 enters into a written agreement with such third party requiring that the third party provide at least the same level of privacy protection as is required by the relevant Privacy Shield principles. For instance, these third parties have agreed to keep the stored information confidential and to not use or disclose that information without our authorization.

We reserve the right to share or transfer your information in connection with a future or actual sale, merger, reorganization, or other transfer of our business (including under bankruptcy proceedings). We also may share or disclose your information if we receive a request or demand for such information in the form of:

- A court order to disclose such information;
- What we believe (in our sole discretion) is lawful process in a criminal investigation or proceeding, such as a search warrant, subpoena, or court order;
- Judicial or administrative process in civil proceedings, such as subpoenas or discovery requests; or
- A national security letter or similar request from any state or federal law enforcement agency.

We have no obligation to notify you of the receipt of such a request or demand.

We also reserve the right to share or transfer your information if we believe (in our sole discretion) that such sharing or transfer is required under applicable law.

Finally, we reserve the right to share any information that is not personally identifiable information, such as aggregated information without personally identifiable elements and any de-identified or anonymized information. For instance, as a publicly-traded company, 8x8 is required to file numerous reports with different administrative bodies. When we do so, 8x8 may provide aggregate statistics about customers, sales, and traffic patterns.

None of these reports or statistics will include personally identifiable information.

Except as set forth above, it is 8x8's policy not to share with third parties any information that we collect under this policy without your permission. 8x8's business does not include selling or renting any lists of customers, prospective customers, or their representatives.

VIII. How We Use the Information We Collect

We use the information we collect in order to communicate with our prospective customers and offer them our products and services. We may also use gathered information to communicate with prospective customers in order to respond to their inquiries. We may communicate with prospective customers' representatives by electronic communications, such as emails, newsletters, and white papers; postal mail; and phone calls.

We also reserve the right to use information we collect to investigate and help prevent unlawful or potentially unlawful activity that threatens either 8x8, any company affiliated with 8x8, or any of our respective customers.

We retain information about prospective customers and customers until we delete their information under our document retention and deletion practices.

IX. Security: How We Safeguard the Information We Collect

8x8 uses industry-standard administrative, technical, and physical safeguards to protect the confidentiality of the information we collect under this policy from security threats that we reasonably can anticipate. 8x8's security safeguards protect the confidentiality, integrity and availability of information collected under this policy to assure its reliability for its intended use and to protect it from loss, misuse, and unauthorized access, use, disclosure, alteration, or destruction.

X. Data Integrity and Your Ability to Access or Change Information

8x8 uses information collected under this policy for the purposes for which it has been collected, as described in more detail in Section VIII above. In addition, 8x8 implements practices to ensure that such information is accurate, complete, and current, including the procedures below that allow you to access or change information about you in our possession.

If you wish to access the information we have on file for you; if you wish to change, add to, or delete information about you; or if you have questions about the information we have on file for you, please email us at: privacypolicy@8x8.com.

XI. Access

If you wish to access the information we have on file for you, please email us at: privacypolicy@8x8.com.

XII. Enforcement

In compliance with the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework, 8x8 commits to resolve complaints about your privacy and our collection or use of your personal information. Citizens of the European Economic Area or Swiss citizens with inquiries or complaints regarding this privacy policy should first contact 8x8 at privacypolicy@8x8.com or by mail at:

8x8, Inc.
2125 O'Nel Drive,
San Jose, CA 95131, USA
Attention: Privacy

8x8 has further committed to refer unresolved privacy complaints under the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework to the independent TrustArc Dispute Resolution Service operated by TrustArc, Inc..

Dispute Resolution

8x8, Inc. participates in the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework as set forth by the United States Department of Commerce. As part of our [participation](#) in the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework, we have agreed to utilize the TrustArc dispute resolution program for disputes relating to our compliance with the EU-U.S. Privacy Shield Framework and Swiss-U.S. Privacy Shield Framework.

If you have any complaints regarding our compliance with Privacy Shield you should first contact us (as provided above). 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>. Please click [here](#) for fax and postal mail information. TrustArc's Dispute Resolution process is only available in English. For human resources data we have agreed to cooperate with Data Protection Authorities.

XIII. Legal Terms

By using the 8x8 website and/or requesting a quote from 8x8, you agree to the terms of this Privacy Policy Covering Prospective Customers and the 8x8 Terms and Conditions (Terms and Conditions) linked [here](#). This Privacy Policy is an integral part of the Terms and Conditions governing your use of the 8x8 website and your communications with 8x8. If you do not agree to the Terms and Conditions and this Privacy Policy Covering Prospective Customers, please discontinue the use of this website and do not provide us with any personal information.

8x8 reserves the right to make changes to this policy from time to time. Please check back when you use the website or communicate with 8x8 to ensure that you continue to agree with its terms. Your continued use of the website or communications with 8x8 indicates that you continue to agree to the Terms and Conditions and this Privacy Policy Covering Prospective Customers, as 8x8 amends them from time to time.