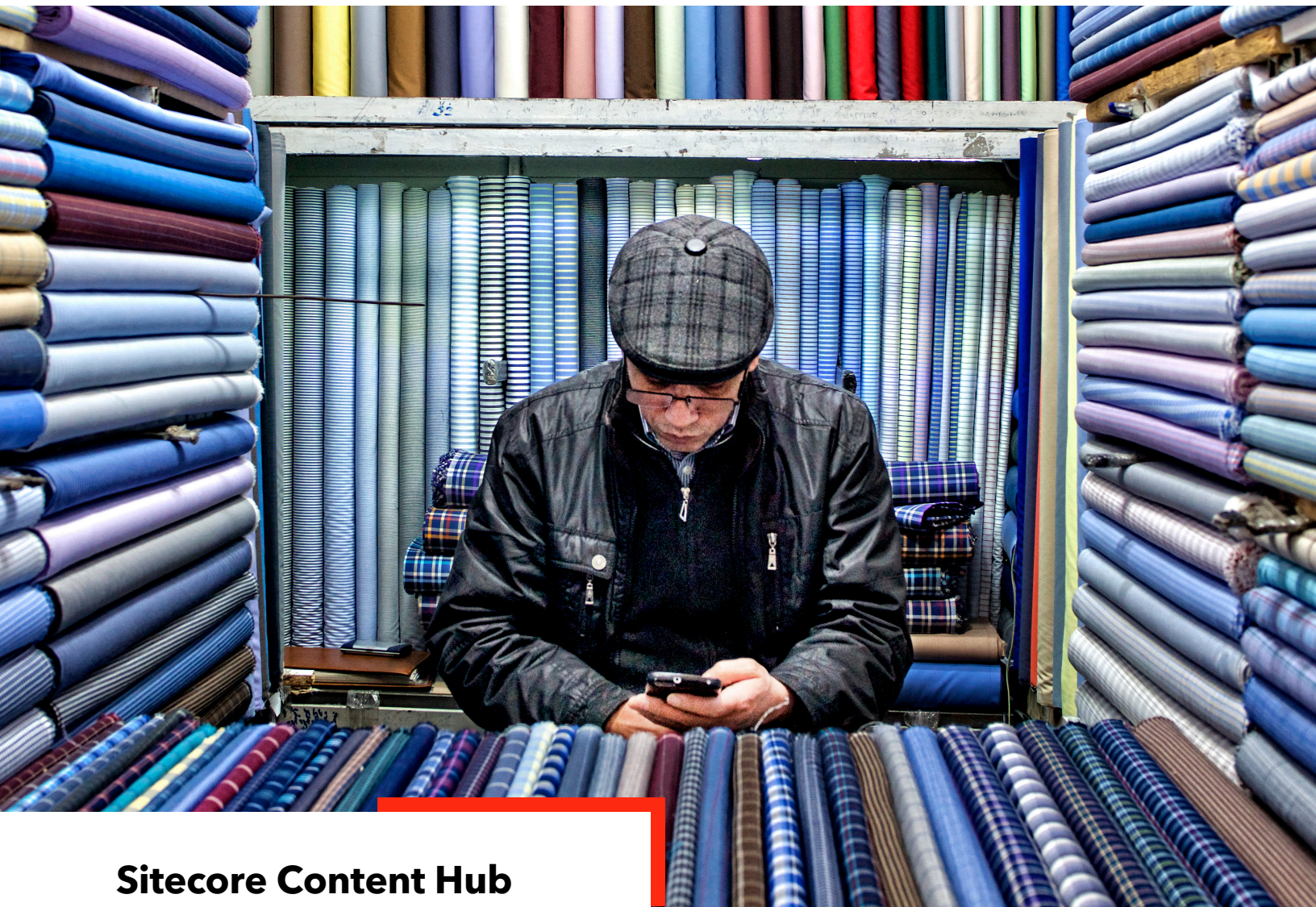


BROCHURE

Data Privacy for Sitecore Content Hub





Sitecore Content Hub privacy considerations

Managing and understanding data privacy has never been more critical for all brands. Customers today are aware of potential misuse and concerned about digital safety. They expect brands to act responsibly by being good stewards of their data. Additionally, many countries and regions now have well-defined laws that govern how brands need to manage data privacy.

Sitecore understands the challenges faced by brands. As a provider of the leading digital experience platform (DXP), we want to be transparent with how we're managing data privacy in our solutions and services.

This brochure provides a high-level outline for privacy considerations in Sitecore Content Hub™ – our unified,

collaborative platform that integrates digital asset management with digital rights management, marketing resource management, content marketing, and product content management. With Content Hub, the entire marketing department can work together to effectively plan, create, manage, and deliver content to support their omnichannel campaigns.

Sitecore Content Hub is made available as a SaaS offering by Sitecore to companies who purchase the subscription-based service for their authorized users. For more information about Sitecore Content Hub, please visit [here](#).

Personal data processing

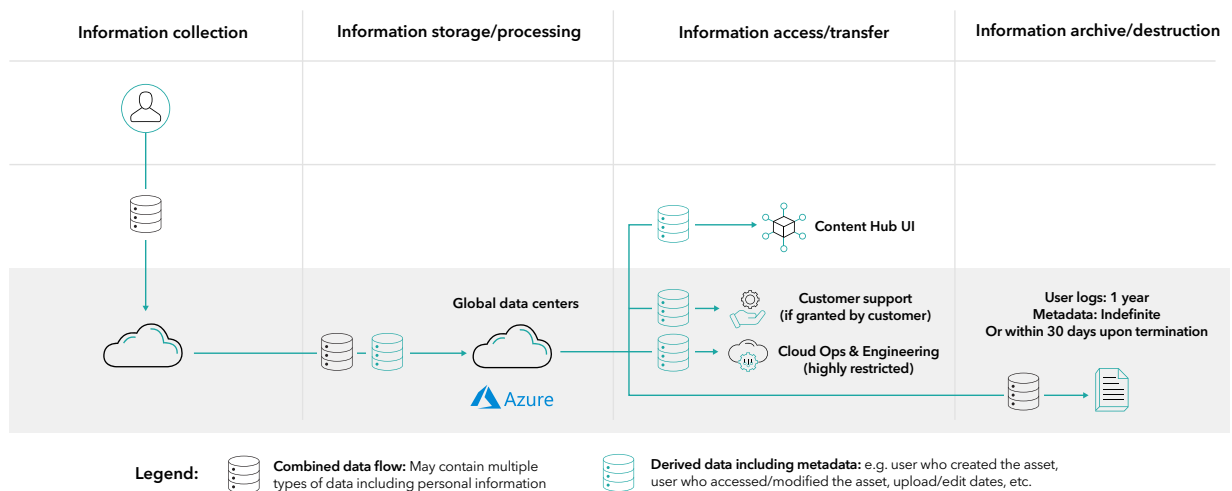
Sitecore classifies data as either public, confidential, or highly confidential. All customer data provided to Sitecore, including personal data, is classified as confidential by default.

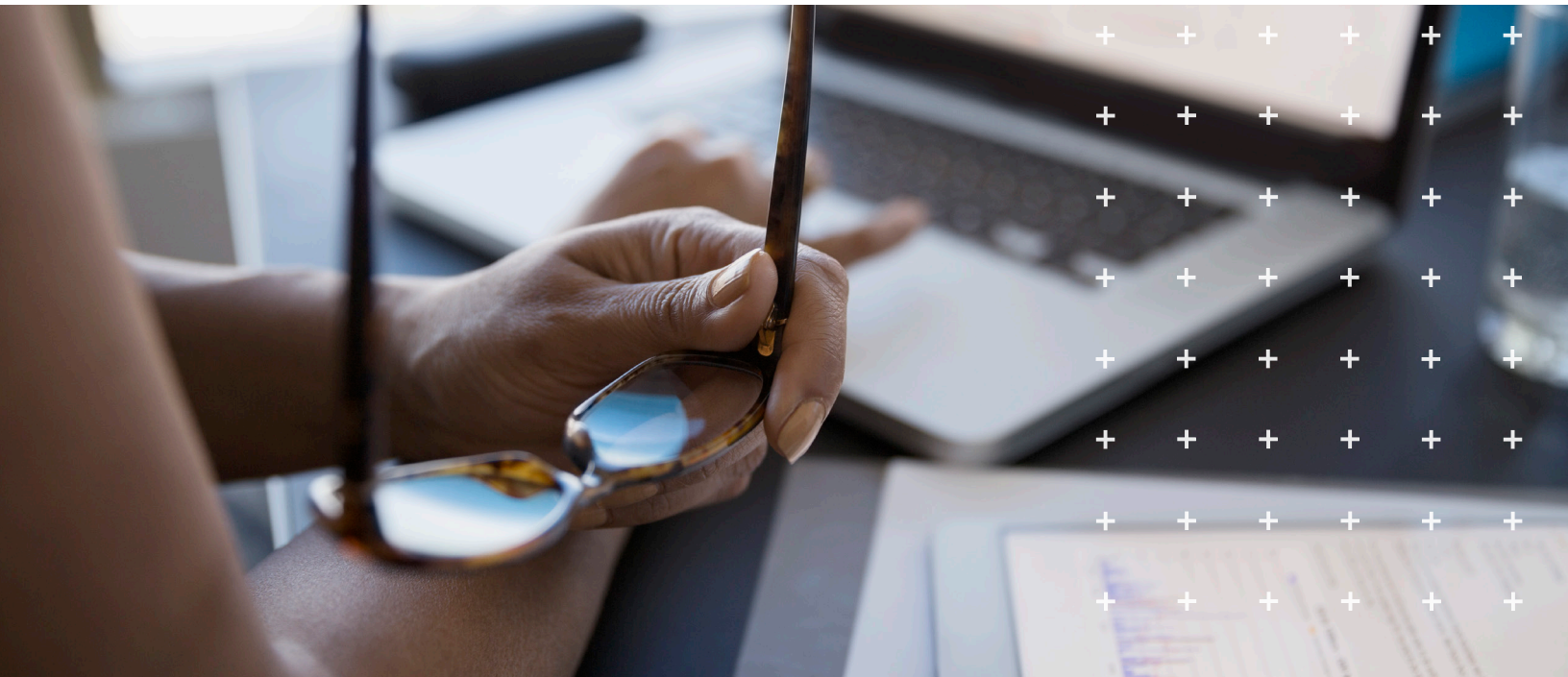
Customers control what data is uploaded to the platform and therefore precisely what data is shared with Sitecore,

but the table below is indicative of the types of data Sitecore may collect.

Please note: even after your data has been removed from the Service, copies of that data may remain viewable elsewhere if you have shared that data outside the Service.

Personal data category	Data we collect	Purpose of processing
Registration information	We may collect the following user information: <ul style="list-style-type: none"> • Credentials – User ID, Password • Name and aliases • Email address • Company name • Session language 	We use Registration information to: <ul style="list-style-type: none"> • Deliver and provide operational support for the Service • Communicate with you on status and availability of the Service • Support billing for the Service • Authenticate and authorize access to the Service
Host and usage information	Session information: <ul style="list-style-type: none"> • Session ID • Creation timestamp • Update timestamp Device agent information: <ul style="list-style-type: none"> • OS type and version • Last session date and time 	We use host and usage information to: <ul style="list-style-type: none"> • Provide the service and associated features • Understand how the Service is used, such as screens viewed and events triggered • Support billing for the Service • Diagnose technical issues • Conduct analytics and statistical analysis in aggregate form to improve the technical performance of the Service • Respond to Customer support requests • Enforce and monitor compliance with contractual terms and applicable laws in connection with legal claims, compliance, regulatory and investigatory purposes, including fraud prevention and detection





Storage of your data

To give you greater flexibility for your data storage, we leverage global data centers through Microsoft Azure. You choose where your data is stored from available data centers around the world, and your data remains within a region unless there is a specific request for us to move it.

Sitecore access to your data

If a customer reaches out to Sitecore Technical Support for problem diagnosis and resolution, Sitecore Support may receive and process personal data from Content Hub. The data required for troubleshooting (which does not include sensitive data) will be shared only with those with a need to know, including cloud operations, product development, and support employees.

Other confidential information is accessed only on a need-to-know basis (for example, legal staff, CSMs, and finance staff in any region can see contracts; sales can access CRM data; finance can access POs, invoices, etc.)

Retention of your data

Sitecore maintains a record retention and disposal policy that addresses how long we store customer support data and how you can configure your own storage and deletion of data. When you terminate an agreement, we can return or delete your data within 30 days of your request.

General security

To demonstrate our commitment to protecting customer data, Sitecore maintains a number of compliance programs and certifications in accordance with strict regulatory and industry standards, including ISO27001, ISO27017, ISO27018, CSA-STAR, and SOC2 reporting.

Compliance with these standards, confirmed by an accredited independent auditor, demonstrates Sitecore's continued adoption of these internationally recognized standards, workflows, and best practices in Sitecore's people, processes, and technologies that are used to provide cloud-based services to its customers.

For further information on our security controls or our certification program, please refer to our "Security Measures Whitepaper" (available upon request).

Resources

Further information about Sitecore's privacy and security efforts can be found in the [Sitecore Trust Center](#), in the "Data Governance at Sitecore" whitepaper (available upon request), and [blog posts](#).



About Sitecore

Sitecore delivers a digital experience platform that empowers the world's smartest brands to build lifelong relationships with their customers. A highly decorated industry leader, Sitecore is the only company bringing together content, commerce, and data into one connected platform that delivers millions of digital experiences every day. Leading companies including American Express, ASOS, Kimberly-Clark, L'Oréal and Volvo Cars rely on Sitecore to provide more engaging, personalized experiences for their customers.

Learn more at [Sitecore.com](https://www.sitecore.com).

