



FAQs about Data Processing Agreements with TUNE

In connection with various data protection legislation, TUNE is providing all customers and partners with a Data Processing Addendum.

Why is a Data Processing Addendum necessary?

Data protection legislation, including the General Data Protection Regulation (“GDPR”) ((EU) 2016/679) and the California Consumer Privacy Act (“CCPA”), Cal. Civ. Code §1798.100 *et seq.*, advises that all processing of Personal Data should be governed by an agreement between data controllers and data processors, as well as data processors and their sub-processors. These terms are catered to TUNE’s services and platform.

Upon execution, these terms will be incorporated into your existing agreement(s) with TUNE. Unless you notify legal@tune.com in writing, your continued use of TUNE’s services will act as acceptance of the appropriate Data Processing Addendum; provided, however, that this Data Processing Addendum will not be applicable if you have agreed to a separate data processing agreement with TUNE.

Should my company sign a Data Processing Addendum with TUNE?

Please consult your legal counsel for questions about the applicability of the GDPR, CCPA, or other data protection legislation on your business, and whether it is appropriate for you to sign a Data Processing Addendum with TUNE. Generally, a Data Processing Addendum with TUNE will be appropriate if personal data of end users (data subjects) in the EU, UK, Switzerland, or California will be processed by one of the parties in connection with the services.

The “Client Data Processing Addendum” should be signed by TUNE’s clients who act as a data controller with regard to TUNE. The “Partner Data Processing Addendum” should be signed by TUNE’s partners who may act as a data processor or sub-processor with regard to TUNE.

Why are Standard Contractual Clauses also included?

TUNE is self-certified under the EU-US Privacy Shield framework to reflect appropriate protections for cross-border transfers of personal data. Nonetheless, some clients and partners may want the added protection of Standard Contractual Clauses (commonly known as Model Clauses, or SCC). To the extent applicable, TUNE is making the SCC available to those parties that wish to add this layer of protection.

How should we sign the agreement(s)?

Complete the information as requested in the signature blocks, and have an authorized representative of your company sign the document(s) via DocuSign or by scanning and sending the document(s) to legal@tune.com. The agreements have been pre-signed by TUNE. The DocuSign and pdf version are the same - no need to sign twice.

How do I learn more about TUNE’s security practices?

TUNE is committed to protecting its systems and data. TUNE engages third party auditors to evaluate its SOC 1 and SOC 2 Type II controls as criteria for measuring the security of its services. You can contact legal@tune.com and security@tune.com to request copies of TUNE’s current Security Policies and/or most recent SOC reports; these reports will be provided upon request to current clients and third parties with non-disclosure agreements in



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place with TUNE. TUNE also makes its technical and organizational measures (as described by GDPR) available as Appendix 2 of its Standard Contractual Clauses (available on this site).

This is so interesting. How can I learn more?

As we tackle the shared responsibility of data protection legislation compliance with our clients and partners - and strive to improve transparency and build trust for the industry - TUNE hosts an informational site about privacy and security at <https://www.tune.com/resources/data-and-privacy/> and in blogs. You're also invited to reach out to legal@tune.com or your TUNE representative with additional questions.