POWERREVIEWS DATA PROCESSING ADDENDUM

This Data Protection Addendum ("DPA" or "Addendum") is supplemental to and forms an integral part of the agreement entered into between the parties ("MSA" or "Agreement"), and upon execution of the service order, is incorporated by reference into the Agreement. In the event of any conflict or inconsistency with the terms of the MSA relating to the subject matter of this DPA, this DPA will take precedence over the terms of the Agreement to the extent of such conflict or inconsistency. This DPA replaces all previous agreements or addendums relating to the subject matter hereunder.

Whereas, the Parties have entered into the PowerReviews, Inc. Master Agreement (the "**Agreement**"), this DPA forms an integral part of the Agreement.

Whereas, during the provision of the Services to Client as described in the Agreement, PowerReviews will have access to or will be provided by the Client, its affiliated companies, subsidiaries and holding company (collectively "Client"), certain Client Personal Data which PowerReviews will need to Process on behalf of the Client; and

Whereas, to ensure that all Client Personal Data at all times is processed in accordance with Data Protection Laws, the Parties have agreed to execute this DPA; and

Whereas, with respect to the Processing of the Client Personal Data, the Client acts as a Data Controller, and PowerReviews acts as Data Processor.

Therefore, in consideration of the mutual obligations set forth herein, the Parties agree that the terms and conditions set forth below shall be added as an addendum to the Agreement. This DPA sets forth the requirements applicable to the Client Personal Data Processed in connection with the provision of the Services. Except where the context requires otherwise, references in this DPA to the Agreement are to the Agreement as amended by, and including this DPA. All capitalized terms in this DPA shall have the meaning assigned to them in this DPA or the Agreement.

1. DEFINITIONS

The following terms have the following meanings when used in this DPA:

Data Protection Laws, the General Data Protection Regulation (EU 2016/679) ("**GDPR**"), the Directive on privacy and electronic communications (2002/58/EC), the UK Data Protection Act (DPA) and UK GDPR, the Swiss Federal Data Protection Act, the California Consumer Privacy Act of 2018 and its amendments (including the California Privacy Rights Act of 2020) and implementing regulations ("**CCPA**" and "**CPRA**"), the Virginia Consumer Data Protection Act, the Colorado Privacy Act, the Utah Consumer Privacy Act, the Connecticut Data Privacy Act, the Iowa Consumer Data Protection Act, the Indiana Consumer Data Protection Act, the Montana Consumer Data Privacy Act, the Tennessee Information Protection Act, the Texas Data Privacy and Security Act, and any other state or national laws applicable to the scope of the Services, including any implementing national laws, any regulatory requirements, guidance and codes of practice applicable to the processing or Client Personal Data (as amended or replaced from time to time).

Client Client Personal Data means information that is Processed by PowerReviews and/or Client, or collected by PowerReviews and/or Client, on behalf of Client in connection with the Services that constitutes "Client Personal Data", "personal information" or its equivalent term under applicable Data Protection Laws.

Process or **Processing**, **Data Subjects**, **Data Controller** (or **Controller** or **Business**), **Data Processor** (or **Processor** or **Service Provider**), **Sell,** and **Share** have the meaning given to those terms or equivalent terms under Data Protection Laws. Notwithstanding the foregoing, Process or Processing shall include any collection, acquisition, access to, use, modification, disclosure, transmission, storage, or destruction of Client Personal Data.

Suprocessor means any Processor appointed by PowerReviews to Process Client Personal Data.

2. ROLES OF THE PARTIES; PURPOSE OF PROCESSING CLIENT PERSONAL DATA

2.1. The Client shall be the Data Controller and PowerReviews shall be the Data Processor in respect of Client Personal Data processed by PowerReviews on Client's behalf in performing its obligations under this DPA.

2.2. The Client shall be solely responsible for determining the purposes for which and the manner in which Client Personal Data are, or are to be, processed. Without prejudice to the warranties in the Agreement, Client warrants and represents that all Client Personal Data provided to PowerReviews by Client does not violate the rights of Data Subjects or the applicable Data Protection Laws.

2.3. Client represents that it has all rights necessary to provide Client Personal Data to PowerReviews in connection with providing the Services. Any Client Personal Data that Client discloses to, transfers, or permits access by PowerReviews in connection with the Services is disclosed, transferred, or permitted solely for the limited and specific business purposes set forth in Appendix 1 (Details of Processing). Client and PowerReviews agree that any provision or transfer of Client Personal Data by or on behalf of Client to PowerReviews under the Agreement is done in the context of PowerReviews acting as a Service Provider/Processor and is not a Sale of such data and shall not otherwise be for any monetary or other consideration. Further, no Client Personal Data is Shared for targeted or cross-contextual advertising purposes.

3. POWERREVIEWS' OBLIGATIONS

3.1. PowerReviews shall comply with the requirements of Data Protection Laws as a Data Processor, in respect of the provision of the Services and otherwise in connection with this DPA and will, taking into account the nature of the processing of the Client Personal Data and the information available to PowerReviews, assist Client in its compliance with applicable Data Protection Laws.

3.2. Without prejudice to clause 3.1 above, PowerReviews shall in respect of the Processing of the Client Personal Data:

3.2.1. Process the Client Personal Data only according to the contractually intended purpose and in accordance with written instructions and directions received from the Client (which shall include the terms of the Agreement and this DPA) and comply promptly with all such instructions and directions received from the Client;

3.2.2. not Process Client Personal Data for PowerReviews' own purposes or to provide services to another person or entity, including but not limited to marketing or commercially exploiting (such as renting or leasing) Client Personal Data;

3.2.3. not access, retain, use, or disclose Client Personal Data for any purpose other than as needed to perform the Services under the Agreement, as outlined in Section 2.3 of this DPA, or as otherwise permitted by the Data Protection Laws or other applicable law;

3.2.4. not access, retain, use, disclose or otherwise Process Client Personal Data for a commercial purpose other than as needed to perform the Services under the Agreement;

3.2.5. not access, retain, use, or disclose Client Personal Data outside of the direct business relationship between PowerReviews and Client other than as needed to perform the Services under the Agreement;

3.2.6. promptly notify the Client if, in PowerReviews' reasonable opinion, any instruction or direction from the Client infringes applicable Data Protection Laws;

3.2.7. not Process the Client Personal Data or permit it to be processed or access, in whole or in part, other than for the provision of the Services and only to the extent reasonably necessary for the performance of this DPA;

3.2.8. Process the Client Personal Data in accordance with the specified duration, purpose, type and categories of Data and Data Subjects as set out in Appendix 1 (Particulars of the Data Processing);

3.2.9. not Sell, Share, or license to any third party, or use for the benefit of any third party, any Client Personal Data.

3.2.10. permit Client to take reasonable and appropriate steps to ensure PowerReviews uses Client Personal Data in a manner consistent with Data Protection Laws;

3.2.11. permit Client to take reasonable and appropriate steps to stop and remediate any unauthorized use of Client Personal Data by PowerReviews;

3.2.12. ensure that it has in place, and shall maintain for the duration of the DPA or the destruction of Client Personal Data, whichever is later, all necessary or appropriate technical and organizational measures, taking into account the nature and volume of Client Personal Data, that are designed to:

    (a)   protect the integrity, availability, resilience, confidentiality, and security of all Client Personal Data,
    (b)   protect the Client Personal Data against accidental or unlawful destruction, damage, or loss, alteration, or unauthorized disclosure or access,
    (c)   pseudonymize and encrypt Client Personal Data as appropriate, and
    (d)   provide a level of security appropriate to the risk represented by the Processing and the nature of the Client Personal Data to be protected as required under Data Protection Laws. Such measures include those set forth in PowerReviews' security documentation (the "*Security Documentation*", made available here: https://help.powerreviews.com/hc/en-us/articles/7275205818779-PowerReviews-Information-Security-Policy). Client is solely responsible for reviewing the Security Documentation, if applicable, and evaluating for itself whether the Services, the Security Documentation and Client's data security commitments under the DPA, will meet Client's needs, including with respect to any security obligations of Client under the Data Protection Laws;

3.2.13. keep the Client Personal Data confidential, and not disclose, in whole or in part, the Client Personal Data to any person or entity, except to its employees, subcontractors or agents:

    (a)   on a need-to-know basis and only as necessary for the performance of the Services;
    (b)   who are duly authorized to this effect as a result of their position and qualification and bound by obligations equivalent to those set out under this Clause 3;
    (c)   who have received appropriate training concerning the handling of Client Personal Data;
    (d)   who are informed of the confidential nature of the Client Personal Data; and
    (e)   who are subject to a duty of confidence.

3.2.14. deal promptly and properly with all reasonable enquiries from the Client relating to its Processing of the Client Personal Data;

3.2.15. assist the Client in conducting any required privacy impact assessment, risk analysis, or prior consultation with the relevant data protection authorities upon request from the Client;

3.2.16. notify the Client promptly upon receipt of any request from government office or other administrative body, or law enforcement authority, court order to disclose any of the Client Personal Data, including the basis for the requirement, the scope of the disclosure and to whom the Client Personal Data must be disclosed, and shall provide all reasonable assistance in opposing such disclosure at the request and cost of the Client. As of the effective date of the Agreement, PowerReviews has no reason to believe that the laws and practices in any third country as that term is understood under GDPR and UK GDPR where PowerReviews Processes Client Personal Data prevent PowerReviews from fulfilling its obligations under this DPA;

3.2.17. not attempt to identify or re-identify any individual or device and not associate any Client Personal Data with any individual or device or their online activity, other than as strictly required to perform the Services; and

3.2.18. except as may be necessary in connection with the provision of the Services, shall not co-mingle or combine Client Personal Data with the data of any third party, other than as strictly required to perform the Services.

3.3. PowerReviews shall make available, once per annum upon the Client's reasonable request, and if legally

permitted, at Client's sole expense, information necessary to demonstrate compliance with their obligations under this DPA and with Data Protection Laws and allow for and contribute to annual audits of PowerReviews' systems that are used to Process or access Client Personal Data, including inspections, conducted, during normal business hours with advance prior written notice and not more than once annually (except in case of suspected breach or Client Personal Data Breach), by the Client or another auditor as mandated by the Client who will have entered into a confidentiality undertaking covering the audit at any time. PowerReviews shall grant to the Client all reasonable access rights and information required to perform such audits. PowerReviews may object to any external auditor if, in PowerReviews' reasonable opinion, the auditor is not qualified, does not have an appropriate security clearance, is a competitor to PowerReviews, or is not independent. If PowerReviews objects to the identity or qualifications of any proposed auditor, PowerReviews shall provide, in writing, a reason for such objection and Client will be required to propose another auditor. All information provided or made available to Client or its auditor pursuant to such audit shall be considered PowerReviews' Confidential Information.

3.4. PowerReviews shall provide reasonable assistance to Client in responding to complaints, communications, or requests by a Data Subject to exercise a right under Data Protection Laws relating to Client Personal Data ("Data Subject Requests"). PowerReviews shall promptly notify Client if it receives a request from a Data Subject with respect to Client Personal Data. PowerReviews shall await instructions from Client whether, and how to respond to such a request. To the extent legally permitted, Client shall be responsible for any costs arising from PowerReviews' provision of such assistance in responding to Data Subject Requests.

3.5. This DPA and the Agreement are Client's complete and final instructions to PowerReviews for the Processing of Client Personal Data. Any additional or alternate instructions must be agreed upon separately in writing signed by authorized representatives of both Parties.

3.6. PowerReviews shall notify Client if it makes a determination that it can no longer meet its obligations under the Data Protection Laws or applicable laws.

4. CLIENT OBLIGATIONS

4.1. Client shall, in its use of the Services, Process Client Personal Data in accordance with the requirements of Data Protection Laws. Client shall have sole responsibility for the accuracy, quality, and legality of Client Personal Data and the means by which Client acquired Client Personal Data.

5. SUBPROCESSING

5.1. Client hereby grants general written authorization to PowerReviews to appoint Subprocessors to perform specific Processing activities on its behalf. PowerReviews' current Subprocessors are set forth at: https://www.powerreviews.com/sub-processor-list/ (the "**Subprocessor List**"). PowerReviews will use commercially reasonably efforts to provide Client notice of any additions, deletions or replacements to the Subprocessor List, at least ten (10) days prior to the date on which PowerReviews intends to engage a new Subprocessor. In case of any changes concerning the addition or replacement of Subprocessors, the Client will have an opportunity to object based on objective and reasonable grounds to such Processing of Client Personal Data. If the Parties cannot resolve the Client's objection, PowerReviews may cease to provide the Services (either temporarily or permanently) to Client and / or the Client may terminate the Agreement, if the Subprocessor in question cannot be replaced or mitigated.

5.2. PowerReviews shall select Subprocessors with due diligence, and verify whether the Subprocessor is able to comply with their obligations under Data Protection Laws in relation to the Processing of Client Personal Data. Furthermore, PowerReviews shall:

5.2.1. procure that Subprocessors enter into written agreements with PowerReviews which contain terms no less onerous than the terms set out under this DPA; and

5.2.2. remain fully liable to the Client for the performance of the Subprocessor's obligations under Data Protection Laws or for any acts or omissions of any Subprocessors.

6. RESTRICTED TRANSFERS AND PROCESSING RECORDS

6.1. So long as PowerReviews continues to be located outside the EEA, the United Kingdom, or Switzerland and the Client Personal Data Processed by PowerReviews pertains to Data Subjects located in the EEA, the United Kingdom, or Switzerland, Client authorizes PowerReviews and its Subprocessors to transfer Client Personal Data across international borders, including from the European Economic Area, Switzerland, and the United Kingdom to the United States ("**International Transfer(s)**"). Where required, International Transfers must be supported by an approved adequacy mechanism (e.g. the EU-US Data Privacy Framework ("**DPF**")) or appropriate safeguards. Unless the Parties are able to avail themselves of an alternative transfer mechanism based on an adequacy mechanism approved by the EEA, Switzerland and the UK ("**Adequacy Mechanism**", e.g. the DPF), Client and PowerReviews agree that the EU Standard Contractual Clauses, reflecting the roles of the Parties as described in the form approved by the European Commission and currently available at https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_en (as amended or updated from time to time) ("**EU SCCs**") and the United Kingdom International Data Transfer Addendum and currently available at https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/international-data-transfer-agreement-and-guidance/ (as amended or updated from time to time) ("**UK Addendum**") shall be used as the appropriate safeguards for restricted transfers and Processing of Client Personal Data and are incorporated at Appendix 2 and form an integral part of this DPA. If the Parties cannot rely on an Adequacy Mechanism, with respect to facilitating International Transfers of Client Personal Data of EEA, Swiss, and United Kingdom residents, the Parties hereby execute and annex to this DPA the EU SCCs including the UK Addendum attached collectively hereto as Appendix 2.

6.2. In case of conflict, such attachments with EU SCCs or the UK Addendum shall take precedence where applicable over the terms of the DPA.

6.3. For purposes of any transfers of Client Personal Data also subject to Switzerland's Federal Act on Data Protection of 19 June 1992 ("**FADP**") facilitated by use of the EU SCCs: (i) the term "member state" must not be interpreted in such a way as to exclude data subjects in Switzerland from the possibility of bringing legal proceedings to enforce their rights in their place of habitual residence in accordance with Clause 18(c) and (ii) the clauses also protect the data of legal entities until the entry into force of the revised FADP.

6.4. Client acknowledges that PowerReviews is required under the GDPR and UK GDPR to: (a) collect and maintain records of certain information, including the name and contact details of each Processor and/or Controller on behalf of which PowerReviews is acting and, where applicable, of such Processor's or Controller's local representative and data protection officer; and (b) make such information available to the supervisory authorities. Accordingly, if the GDPR or UK GDPR applies to the processing of Client Personal Data, Client will, where requested, provide such information to PowerReviews, and will ensure that all information provided is kept accurate and up-to-date.

7. CLIENT PERSONAL DATA BREACHES

7.1. PowerReviews will deploy and follow policies and procedures to detect, respond to, and otherwise address accidental, unlawful or unauthorized access, loss and/or destruction of Client Personal Data on PowerReviews' systems or as a result of or related to PowerReviews' access or Processing of such Client Personal Data or otherwise during the execution of the Services by PowerReviews ("Client Personal Data Breaches") including procedures to (i) identify and respond to reasonably suspected or known Client Personal Data Breaches, mitigate harmful effects of Client Personal Data Breaches, document Client Personal Data Breaches and their outcomes, and (ii) restore the availability or access to Client Personal Data in a timely manner.

7.2. PowerReviews agrees to provide prompt written notice without undue delay to Client if it knows or reasonably suspects that a Client Personal Data Breaches has taken place. Such notice will include all available details required under Data Protection Laws for Client to comply with its own notification obligations to regulatory authorities and/or individuals affected by the Client Personal Data Breaches. Client is solely responsible for complying with incident notification laws applicable to Client and fulfilling any third party notification obligations related to any Client Personal Data Breach. PowerReviews' notification of or response to a Client Personal Data Breach under this Section 7.2 will not be construed as an acknowledgment by PowerReviews of any fault or liability with respect to any Client Personal Data Breach.

7.3. Client has the right to participate in the investigation and response to the Client Personal Data Breaches and PowerReviews agrees to cooperate fully in the investigation and remediation of any harm or potential harm caused by the Client Personal Data Breaches. To the extent that a Client Personal Data Breach gives rise to a need, in Client's sole judgment to: (i) provide notification to public and/or regulatory authorities, individuals, or other persons, or (ii) undertake other remedial measures (including, without limitation, notice, credit monitoring services and the establishment of a call center to respond to inquiries – collectively, "Remedial Action"), at Client's request and direction, PowerReviews agrees to undertake such Remedial Actions. Client shall have sole discretion to control and direct the timing, content and manner of any notices, including but not limited to communication with Client customers and/or employees, regarding the same.

8. RETURN AND DESTRUCTION OF THE CLIENT PERSONAL DATA

8.1. At the Client's written request at any time, PowerReviews and the authorized Subprocessor (if any) shall promptly return all Client Personal Data as well as authorized copies (if any) of the Client Personal Data in its possession, including extracts or other reproductions (if any), whether in written, electronic or other readable and processable format or media, to the Client;

8.2. Upon termination of retention periods as defined by the Client for each category of Personal Data, or upon termination or expiration of the DPA, PowerReviews shall securely delete, remove and destroy all Client Personal Data processed on behalf of the Client as well as authorized copies (if any) of the Client Personal Data in its possession, including extracts, backups or other reproductions (if any), whether in written, electronic or other form or media, except where necessary to retain such Client Personal Data strictly for the purposes of compliance with applicable law. Client Personal Data shall be disposed of in a method that prevents any recovery of the data in accordance with industry best practices for shredding of physical documents and wiping of electronic media (e.g., NIST SP 800-88).

8.3. Upon Client's written request, PowerReviews shall certify that it has complied with Client's request regarding the return and deletion of the Client Personal Data.

8.4. PowerReviews shall store all documents evidencing compliance of Processing of the Client Personal Data with this DPA and Data Protection Laws after termination or expiration of the DPA in accordance with applicable Data Protection Laws.

9. LIMITATIONS OF LIABILITY.

9.1. Except to the extent prohibited by Data Protection Laws, each Party's liability, taken together in the aggregate, arising out of or related to this DPA, whether in contract, tort or under any other theory of liability, is subject to the "Limitations of Liability" section of the Agreement, and any reference in such section to the liability of a Party means the aggregate liability of that Party under the Agreement and the DPA.

10. SURVIVAL

10.1. This DPA and all provisions herein shall survive so long as, and to the extent that, PowerReviews Processes or retains Client Personal Data.

11. CERTIFICATION

11.1. PowerReviews certifies that it understands and will comply with the restrictions on the use of Client Personal Data in connection with the Services set forth in this DPA. PowerReviews further certifies that it will ensure that any employees, subcontractors, and agents involved in performing Services under the Agreement comply with the terms of this DPA.

12. CHANGES IN DATA PROTECTION LAWS

12.1. Should any of the Data Protection Laws materially change in any respect as to jeopardize the suitability of this DPA in conforming to any new or amended Data Protection Laws ("New Laws"), PowerReviews may propose amendments to this DPA which PowerReviews reasonably considers to be necessary to address the requirements of any New Laws ("Proposed Amendments"). Both PowerReviews and Client shall negotiate any

Proposed Amendments in good faith, with Client's written consent not to be unreasonably withheld. Notwithstanding any termination provisions in the Agreement, should Client refuse any Proposed Amendments, PowerReviews may terminate the Agreement (including this DPA) immediately with no liability to PowerReviews.

13. GENERAL TERMS

13.1. Should any provision of this DPA be invalid or unenforceable, then the remainder of this DPA shall remain valid and in force. The invalid or unenforceable provision shall be either: (a) amended as necessary to ensure its validity and enforceability, while preserving the intent of the provision as closely as possible or, if this is not possible, (b) construed in a manner as if the invalid or unenforceable part had never been contained therein. Client and PowerReviews expressly recognize and agree that this DPA includes provisions addressed in other portions of the Agreement. This DPA and the other portions of the Agreement shall be read together and construed, to the extent possible, to be in concert with each other.

13.2. This DPA supplements, and does not replace, any existing obligations related to the privacy and security of Client Personal Data as already set forth in the Agreement. In the event of a conflict between the terms of this DPA and the Agreement, the Parties shall comply with the obligations that provide the most protection for Client Personal Data. Subject to the foregoing, in the event of any inconsistency or conflict between the terms of the Agreement and this DPA, the terms of the Agreement shall control.

Appendix 1 – Details of Processing

Categories of data subjects / Type of data	Subject matter and duration of processing	Nature and purpose of processing
Category of data subjects: - end users who upload content in response to communications sent on behalf of customer, - end users who directly upload content to the customer's website. *Type of data*: Name, email address, browser generated information, location data, IP addresses, information about recent purchases, order number, photos and videos. *Sensitive data:* User-generated content which may contain sensitive data such as racial or ethnic origin, political opinions, and religious or philosophical beliefs depending on the content of an individual user's reviews.	*Subject matter of processing may include the following data*: First/last name, email address, browser generated information, location data, IP addresses, information about recent purchases, order number, photos and videos. *Duration of the processing*: The processing is conducted until termination of the Agreements unless instructed otherwise by Client at Client's sole discretion.	*PowerReviews is a SaaS provider who, on behalf of Client based on Services described in the Agreement, may provide the following services:* - collects user-generated content based on responses to communications sent on behalf of the Client; - analyzes and moderates the aforementioned user-generated content on behalf of the Client; - stores the aforementioned user-generated content on behalf of the Client; and - distribute user-generated content that has been collected and processed by a third party processor. *Purpose of the processing is:* -collection and presentation of individual user's reviews and their public presentation– marketing of Client's goods and services as well as improving quality of Client's goods and services).

Appendix 2 – Standard Contractual Clauses

1. The EEA Standard Contractual Clauses are completed as follows:
   a. Module 2 (Controller to Processor) will apply.
   b. In Clause 7, the optional docking will apply.
   c. In Clause 9, option 2 will apply, and the time period for prior notice of sub-processors is 10 days.
   d. In Clause 11, the optional clause will not apply
   e. In Clause 13, Option 1 will apply if Client has an establishment in the European Union; Option 2 will apply if Client is not established in the European Union and has an appointed representative; and Option 3 will apply if Client has neither an establishment nor a representative in the European Union.
   f. In Clause 17 (Option 2), the law of Ireland will apply.
   g. In Clause 18(b), disputes will be resolved in the courts of Ireland
2. The EEA Standard Contractual Clauses, Annex I, Part A is completed as follows:
   a. Data Exporter: Client
   b. Contact Details: Client's address and email address as specified in the Agreement or Service Order.
   c. Data Exporter Role: Controller
   d. Signature and Date: By entering into the Agreement, Client is deemed to have signed these Standard Contractual Clauses, including the UK Addendum.
   e. Activities relevant to the data transferred under the Standard Contractual Clauses: Utilize the Services described in the Agreement.
   f. Data Importer: PowerReviews, Inc.
   g. Contact Details: 1 N Dearborn Street, Chicago, IL 60602, legal@powerreviews.com
   h. Data Importer Role: Processor
   i. Signature & Date: By entering into the Agreement, PowerReviews is deemed to have signed these Standard Contractual Clauses, including the UK Addendum.
   j. Activities relevant to the data transferred under the Standard Contractual Clauses: Provide the Services described in the Agreement.
3. The EEA Standard Contractual Clauses, Annex I, Part B is completed as follows:
   a. Categories of data subjects whose Client Personal Data is transferred: As set forth in Appendix 1.
   b. Categories of Client Personal Data transferred: As set forth in Appendix 1.
   c. Sensitive data transferred: As set forth in Appendix 1. Safeguards are listed pursuant to Annex II.
   d. The frequency of transfer: The data is transferred on a continuous basis.
   e. Nature of the processing: The nature of the processing is as set forth in Appendix 1.
   f. Purpose(s) of the data transfer and further processing: The purpose of the data transfer and processing is as set forth in Appendix 1.
   g. The period for which the Client Personal Data will be retained, or, if that is not possible, the criteria used to determine that period: The duration of the processing is as set forth in Appendix 1.
   h. For transfers to (sub-) processors, also specify subject matter, nature, and duration of the processing: The subject matter, nature, and duration of Processing undertaken by Subprocessors will be the same as set forth in this Annex 1.B with respect to PowerReviews.
4. The EEA Standard Contractual Clauses, Annex I, Part C is completed as follows: The supervisory authority associated with Client's establishment or representative in accordance with Clause 13 of these Standard Contractual Clauses.
5. The EEA Standard Contractual Clauses, Annex II. The Security Documentation serves as Annex II of the Standard Contractual Clauses.
6. The UK Addendum is completed as follows:
   a. Part 1
      i. Table 1: The Parties as detailed in Section 2 to this Appendix 2
      ii. Table 2: Selected SCCs, Modules and Selected Clauses: as detailed in Section 1 of this Appendix 2
      iii. Table 3: Appendix Information: means the information which must be provided for the selected modules as set out in the Appendix of the SCCs (other than the Parties), and which is set out in Sections 2, 3, and 5 of this Appendix 2.
      iv. Table 4: The Importer may end the UK Addendum as set out in Section 19 of the UK Addendum
   b. Part 2
      i. Part 2: Mandatory Clauses of the Approved Addendum, being the template Addendum B.1.0 issued by the ICO and laid before Parliament in accordance with s119A of the Data Protection Act 2018 on 28 January 2022, as it is revised under Section 18 of those Mandatory Clauses.