

TERADATA**PRIVACY/LEGAL****I. PRIVACY POLICY STATEMENT****1. Effective/Last-Change Date**

February 12, 2014.

2. Scope

This policy statement summarizes and discloses data privacy and protection policies, practices, procedures and standards of Teradata regarding private "Personal Information" (also referred to as "PI" and as further described in this document). For purposes of this document, "Teradata" includes Teradata Corporation and all of its subsidiaries throughout the world, including its Aprimo, Aster Data, Claraview and eCircle business operations)(also collectively referred to as "we" or "us" in this document).

We will treat all Personal Information in accordance with this policy statement or as the relevant person or subject involved (also referred to below as "you") otherwise consents. This policy also applies to Teradata websites, social media sites, mobile and desktop applications, and other online contacts and communications between you and Teradata, and other documents and communications to which this policy statement applies, is appended or is incorporated by reference, and where, if required by applicable law, you additionally have agreed, selected, clicked or otherwise affirmatively consented to application of this policy statement (collectively, Teradata "Sites").

3. Changes & Supplemental Terms

We will post public notice, such as at the top of this page, for at least 30 days when this policy is updated or modified in a material way. If we wish to propose using Personal Information in a manner different from that stated and applicable at the time of collection, we will give notice of it, and you will be given the choice of whether or not you consent to us using that information in that way. From time to time, we may propose to supplement or amend this policy and other data privacy or data protection terms with site-specific or interaction-specific information and terms, such as with respect to a particular permission-based subscription, membership, forum-access, transaction, location, country, information-type or particular other web, information exchange or social media site ("Supplemental Privacy Terms"). If so and when applicable to a Teradata Site with which you are interacting, you will be given notice of, and the choice of whether or not you consent to, any applicable Supplemental Privacy Terms.

4. Contact Us

Questions, concerns and complaints regarding this policy statement, data privacy at Teradata, or Teradata's compliance with the U.S.-EU Safe Harbor Framework may be directed to the Teradata Ethics, Compliance & Privacy Office or its Chief Privacy Officer by e-mail at:

Ethics&ComplianceOffice.TD@teradata.com

or by mail at

Ethics, Compliance & Privacy Office
Teradata Corporation
10000 Innovation Drive
Dayton, Ohio, USA 45342-4927

Privacy-related issues that are specific to Information Technology (“IT”) Security may be directed to our global Information Security Officer by e-mail at:

information.security@teradata.com

or by mail at

Information Security Office
 Teradata Corporation
 10000 Innovation Drive
 Dayton, Ohio, USA 45342-4927

Privacy-related issues that are specific to our Aster Data business operations (unless and until integrated into other Teradata operations) also may be submitted by e-mail to:

hello@asterdata.com

or by mail to

Aster Data
 999 Skyway Road, Suite 100
 San Carlos, California, USA 94070

Privacy-related issues that are specific to our Aprimo business operations (unless and until integrated into other Teradata operations) also may be submitted by e-mail directly to:

privacy@aprimo.com

or by mail to

Privacy Officer
 Aprimo / Teradata Applications
 900 East 96th Street, Suite 400
 Indianapolis, Indiana, USA 46240

Privacy-related issues that are specific to our eCircle business operations (unless and until integrated into other Teradata operations) also may be submitted by e-mail to:

christian.schmoll@teradata.com

or by mail to

eCircle GmbH / Teradata Applications
 Data Protection Officer
 Dachauer Straße 63
 80335 München
 Germany

5. Introduction

Privacy is a priority at Teradata. Privacy and information security are very important to us. Maintaining trust, securing private information and respecting the privacy of everyone we encounter are paramount to us.

Protecting privacy is part of our culture, values and everyday conduct at Teradata. Our commitment to privacy and information security goes beyond what is written in this policy statement. That commitment is a part of our foundation, fabric and culture. Integrity, responsibility, being people-focused and being dedicated to our customers are among our core values – which we apply to all aspects of our business, including with regard to privacy and information security. Trust and accountability are declared behaviors and qualities we strive for, recognize and reward in our workforce, in our supply chain and with our business partners, including with regard to privacy and information security. Our Code of Conduct includes commitments by and duties of all Teradata employees, contractors and suppliers to protect data and comply with laws, including with regard to complying with laws that pertain to data privacy and data protection. We regularly train, reinforce, set the tone and example from

top management, and communicate with our workforce about the importance, requirements, standards and practices applicable to privacy and information security at Teradata. For more about our culture, values, Code of Conduct, ethics and compliance program, and corporate responsibility initiatives, and how they pertain and apply to help assure that Teradata protects data and complies with laws, please see <http://www.teradata.com/code-of-conduct/> and <http://www.teradata.com/corporate-social-responsibility/>.

Privacy and information security also are important customer, employee, supplier and business partner relations and satisfaction issues for us. Thus, we also have written policies and often agree through contracts to assure that we and our suppliers and service providers comply with additional privacy and information protection requirements, standards and practices, and assure that industry, customer, legal, regulatory and consumer expectations and requirements regarding privacy and information security are respected and satisfied. More details concerning those laws, requirements, standards, practices and policies are set forth below.

6. **Safe Harbor Framework**

We self-certify compliance with:



Teradata (including U.S.-based Teradata Corporation and its U.S.-based subsidiaries, Teradata US, Inc., Teradata Operations, Inc., Teradata International, Inc., and Teradata Government Systems LLC, and inclusive of Teradata's Aprimo, Aster Data, Claraview and eCircle business operations in the U.S.) recognizes, abides by and self-certifies to compliance with the U.S.-EU Safe Harbor Framework and its underlying principles, and the U.S.-Swiss Safe Harbor Framework and its underlying principles, as set forth by the U.S. Department of Commerce regarding the collection, use, retention, transfer, disclosure and handling of certain personal, individual and personally-identifiable information collected from the European Economic Area ("EEA") and Switzerland. Those underlying principles include: Notice, Choice, Onward Transfer, Security, Data Integrity, Access and Enforcement. More information is set forth below regarding how each of these principles is addressed at Teradata.

For more information about the Safe Harbor or access to Teradata's Safe Harbor certification statement, please go to the U.S. Department of Commerce website at <http://www.export.gov/safeharbor/> (or, while online, select the Safe Harbor logo above). To directly access the U.S.-EU Safe Harbor List, please go to the U.S. Department of Commerce web page at <https://safeharbor.export.gov/list.aspx> (or, while online, select the "We self-certify compliance with:" block above).

Under the Safe Harbor Framework, Teradata generally acts as a "data processor" with respect to Personal Information that we access, collect, use, process, retain, transfer, disclose or handle for our customers, and the customer generally serves as the "data controller" with respect to that Personal Information. With respect to Personal Information that we access, collect, use, process, retain, transfer, disclose or handle for ourselves, such as with regard to our own employees so we may manage, account for and provide their employment, compensation and benefits, Teradata generally serves as the "data controller." Our service providers that access, collect, use, process, retain, transfer, disclose or handle Personal Information for us generally serve as "data processors" for us under the Safe Harbor Framework.

Questions, Issues & Complaints. In accordance with the Safe Harbor Framework, Teradata commits to try to address all questions, concerns and complaints you may have with us regarding your privacy and our collection or use of your Personal Information. You may submit those questions, concerns or complaints directly to Teradata at the e-mail or mailing addresses set forth under the "Contact Us" heading of this policy.

Dispute Resolution. Teradata also has committed to referral of all unresolved privacy complaints, and in particular those from EU, EEA or Swiss citizens or residents regarding transfers of their personal data under the Safe Harbor, to an independent dispute resolution services provider and mechanism. That provider for Safe-Harbor-related complaints is the International Center for Dispute Resolution ("ICDR"), international division of the American Arbitration Association ("AAA"), and that mechanism is the ICDR/AAA International Arbitration Rules, based on documents only and as modified by the ICDR/AAA Safe Harbor Administrative Procedures. If Teradata does not timely acknowledge your Safe-Harbor-related privacy complaint or if Teradata does not satisfactorily address your

Safe-Harbor-related privacy complaint, you may contact the ICDR/AAA and initiate that independent dispute resolution process. For online access to information about the ICDR/AAA Safe Harbor Program and to initiate a complaint under the ICDR/AAA Safe Harbor Program, please visit <http://go.adr.org/safeharbor>. For citizens and residents of countries that are not subject to the Safe Harbor but have unresolved privacy-related complaints about Teradata, complaints shall be referred to the AAA and resolved in accordance with the AAA's Commercial Arbitration Rules (see <http://www.adr.org>).

7. Other Privacy Frameworks and Principles

In developing and validating our privacy and privacy-related information security policies and standards, we respect, have adopted and have taken into account many additional major frameworks and principles developed and applied around the world (many of which also have been incorporated into the laws of various countries, provinces, states and other jurisdictions), including the:

- Online Privacy Alliance Guidelines
- Organisation for Economic Co-operation and Development ("OECD") Guidelines on the Protection of Privacy and Trans-border Flows of Personal Data
- OECD Guidelines for Multinational Enterprises (Article VIII regarding Privacy)
- OECD Guidelines for the Security of Information Systems and Networks
- United Nations ("UN") Guidelines for the Regulation of Computerized Personal Data Files
- International Standards on Privacy and Personal Data Protection (the "Madrid Resolution" on International Privacy Standards)
- Asia Pacific Economic Cooperation ("APEC") Privacy Framework
- European Data Protection Directive (EU Directive 95/46/EC)
- European Privacy and Electronic Communications Directive (EU Directive 2002/58/EC)
- Council of Europe Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data, and its Additional Protocol regarding Supervisory Authorities and Trans-border Data Flows.

8. Related Standards, Laws, Practices & Policies

Teradata Corporation is a publicly-traded company listed on the New York Stock Exchange ("NYSE"). It is subject to the regulations of, disclosures duties to, and oversight by, the U.S. Securities and Exchange Commission ("SEC"), as well as the listing-standards and requirements of the NYSE. It also is subject to the standards, controls and obligations of the Sarbanes-Oxley Act of 2002, Section 404 ("SOX"). Collectively, the requirements of these bodies and laws include controls, validations of compliance, and disclosures of material non-compliance with certain of procedures, policies and controls. Accordingly, when we come to possess, control, process, transfer or transmit Personal Information that is subject to privacy protection laws, we implement policies, practices and procedures intended to comply with those requirements, and we implement controls, testing and validation procedures, such as reviews and audits, to help assure they are complied with. Personal Information categories and privacy protection laws that we monitor and take acts to comply with, as applicable, include:

- Health/Medical (e.g., the Health Insurance Portability and Accountability Act of 1996, Security Rule ("HIPAA") and the Health Information Technology for Economic and Clinical Health ("HITECH") Act in the U.S.);
- Financial Accounts/Transactions (e.g., the Graham-Leach-Bliley Act ("GLBA"), Privacy and Safeguards Rules in the U.S.);
- Consumer Credit and Credit Cards (e.g., the Fair and Accurate Credit Transactions Act ("FACTA"), Disposal Rule and Safeguard provisions);
- Electronic records and electronic signatures (e.g., FDA Title 21 CFR Part 11 of the U.S. Code of Federal Regulations regarding Food and Drug Administration ("FDA") guidelines);
- Deceptive acts/practices with respect to information (e.g., U.S. Federal Trade Commission ("FTC") rulings);
- Commercial e-mail spam (e.g., Controlling the Assault of Non-Solicited Pornography and Marketing ("CAN-SPAM") Act of 2003 in the U.S.);
- Personal information and electronic documents (e.g., the Personal Information Protection & Electronic Documents Act ("PIPEDA") in Canada; the Federal Data Protection Act in Germany; the Personal Data Act in Sweden; the Data Protection Act in the United Kingdom ("UK"); the Privacy Act in Australia; the Personal Information Protection Act in Japan; CNIL regulations in France; and other privacy protection laws and regulations in China, India and many other countries, provinces and states throughout the world);
- Personal information possessed and/or processed by government bodies (e.g., the U.S. Privacy Act and, in Canada, the Freedom of Information and Protection of Privacy Act ("FIPPA"));

- Government-issued identification numbers and related information (e.g., various laws pertaining individually identified data and identification numbers pertaining to social benefits, public service, social security, driver license, etc.);
- Safeguards and notices/remedies for breached data (e.g., various laws requiring proper storage, handling and protection of Personal Information when shared with vendors and service providers, and/or providing for notices and/or remedies for certain data breaches);
- California's 'Shine the Light' Law (Under California Civil Code Section 1798.83, if you are a California resident and your business relationship with us is primarily for personal, family, or household purposes, you may request certain data regarding our disclosure, if any, of certain personal information to third parties for their direct marketing purposes; to request such information from us, please send us an e-mail at one of the e-mail addresses under the "Contact Us" heading of this policy statement, specifying in that request if you are a California resident and that you are making a "Request for California Privacy Information"; you may make such a request up to once per calendar year; if applicable, we will provide you, by e-mail, with a list of the categories of Personal Information disclosed to third parties for their direct marketing purposes during the immediately preceding calendar year, along with the third parties' names and addresses; not all Personal Information sharing is covered by this law).
- Children (e.g., the Children's On-line Privacy Protection Act of the United States ("COPPA")). (No one who has not reached the age of majority in his or her country may use our Sites unless supervised by an adult. Whether or not the preceding sentence applies to you, if you are under 13 years of age, do not register on any of our Sites, do not make any purchases through any of our Sites and do not send any information about yourself to us, including your name, address, telephone number or e-mail address. In the event we learn that we have collected Personal Information from a child without verification of parental consent, we will delete that information. We do not knowingly collect information from children under the age of 13 (or the age of majority in applicable countries) and do not knowingly target our websites, social media, offerings, business activities or other Sites to children. We encourage parents and guardians to take an active role in their children's online, mobile and social media activities and interests. Our goal is to comply with all applicable laws and regulations relating to collection and use of information from children, including COPPA. If you believe we have received information from a child or other person protected under such laws, please notify us immediately by e-mail. We will take reasonable steps not to use or share that information further and to remove that information from our databases).
- Disabled users (as a matter of policy, we strive to comply with the sixteen standards for Web Accessibility, written by the Access Board for Section 508 of the U.S. Workforce Reinvestment Act of 1998 (select the following link for more information [Review the Section 508 standards](#)). We also strive to comply with other accessibility laws, requirements and standards that may apply to our Sites, depending on location and local laws (for example, see the link posted at <http://www.teradata.com/corporate-social-responsibility/> regarding our accessibility policy statement for Ontario, Canada, and intended to align with requirements of Ontario, Canada, laws).

We also have in place physical, technical, procedural and administrative safeguards designed to protect information from unauthorized access, disclosure and use. Teradata uses security protocols and mechanisms to exchange and transmit sensitive data, such as sensitive financial account data. When sensitive data, such as a credit-card or payment-card account number or security code is entered on our Sites, we encrypt it using secure socket layer ("SSL") technology (or like replacement technology that is at least as secure as SSL).

Teradata also has developed and complies with standard operating procedures that are designed to meet or exceed various internationally-recognized standards related to privacy and information security and that are relevant to our activities and applicable parts, organizations and operations of our company. These include:

- ISO 15408 for Common Criteria security certification has been achieved for various versions of our flagship Teradata Relational Database Management System ("RDBMS") software
- ISO 17799 certification has been achieved for our remote security processes and procedures
- ISO 27001:2005 certification and compliance has been achieved regarding information security management practices for a Global Consulting Center ("GCC") location of our professional services organization and for the information security management system of the core business processes of our digital messaging software solution, Teradata Digital Messaging Center (previously referred to as eC-messenger/DMC)
- Service Capability and Performance ("SCP") Support Standard certification has been achieved by us for best practices in the services industry, including with respect to privacy protection and information security
- ISO 9001:2008 certification for Teradata Research & Development ("R&D") has been achieved with respect to a quality management system to provide products which fulfill customer and regulatory requirements and aim to enhance customer satisfaction – including with respect to features and functions in our products and product development pertaining to privacy protection and information security

- Capability Maturity Model Integration (“CMMI”) Level 3 including Integrated Product and Process Development (“IPPD”) has been achieved by us for development of products and services from conception through delivery and maintenance, including with respect to privacy protection and information security features and functions
- Payment Card Industry - Data Security Standards (“PCI-DSS”) have been satisfied and verified for credit/payment-card transactions where we are the merchant or are hosting such a solution for a customer who is the merchant
- Other indicators – our commitments to and achievements regarding excellence in corporate governance, responsibility and controls has been validated and recognized by us repeatedly having been included in the World’s Most Ethical Companies listing, FTSE4Good Index and Dow-Jones Sustainability Index

Teradata products and services, and additional products and services available from our business alliance partners (such as Protegrity and others) which can be utilized along with our solutions, offer numerous features and functions designed to enhance data privacy and information security. We also have an Information Security (“InfoSec”) Center of Excellence (“COE”) through which we have experienced and certified experts and consultants who provide information, training, tools, resources, best practices and consultation to our business and our customers and business alliance partners regarding privacy protection, privacy compliance, and information security. Features, functions and offerings in this area include encryption, intrusion detection and prevention, vulnerability management, risk assessments, operating system hardening, authentication, identity management, control of access rights, virus protection, disk scrubbing, auditing and monitoring, network security, physical security, database security, security policies and procedures, and certification and accreditation. Because these aspects of our business, products, services, business alliance partner offerings and InfoSec COE resources and offerings are extensive and being updated and expanded continuously, please visit and browse our Sites for current information related to privacy and information security product and services offerings and resources.

Principally through our Digital Messaging business operations, we also have supported and participated in the Messaging Anti-Abuse Working Group (“MAAWG”). MAAWG is a global organization that brings the messaging industry together to deal with issues related to messaging abuse, such as spam, viruses and denial-of-service attacks. It is working along with others to develop industry best practices, guidelines and standards regarding messaging, including those that pertain to respecting privacy, choice and information security. Through our Digital Messaging business operations, we also have supported the Marketing Automation Institute, a certification, best practices and industry community for the marketing automation industry, including with respect to privacy and information security in that industry. Through our eCircle business operations, we participate in the Certified Senders Alliance (“CSA”). CSA is centralized e-mail white-list project that is intended to help fight against spam and promote serious and reliable e-mail marketing.

Teradata has numerous internal written global policies (plus local policies in many countries and supplemental business, organizational, departmental and function/role-specific policies) that pertain to privacy and information security, including the following global policies (each relevant “Corporate Management Policy” is designated below as a “CMP”; each relevant “Corporate Finance and Accounting Policy” is designated below as a “CFAP”):

- Protecting Information within Teradata (CMP 1402)
- Confidential Information Disclosure (CMP 1407)
- Protection of Personal (Employee) Data (CMP 204)
- Privacy of Protected (Employee) Health Information (HIPAA) (CMP 205)
- Information Technology Infrastructure Requirements (CMP 1404)
- Data Management (CMP 1406)
- Records Retention (CFAP 111)
- Sharing of (Teradata) Financial Information (CMP 820)
- Publication of Proprietary Technical Information (CMP 911)
- Responding to Governmental Requests for Information (CMP 916)
- Electronic Data Interchange (“EDI”) for Trading Data (CMP 1405)
- Corporate Security (CMP 1700)
- Internal Accounting Controls – Information Systems (CFAP 1809)

We publish an “Information Security” ethics guide for our employees, which all relevant employees are required to read, receive training on, and certify their understanding of and compliance with – when they are hired by us and annually thereafter. We also publish a “Social Media Guide” for our employees, reinforcing that our policies and practices to protect privacy and information also apply to their uses of social media. We conduct background checks and screening (subject to applicable local laws) regarding proposed new-hire employees; these are conducted with the prospective employee’s express permission or otherwise in compliance with applicable laws, and we have practices, procedures and arrangements in place with third-party service providers who assist us with background checks and screening to assure that the rights of individuals are honored and that their private Personal Information is not used or disclosed for any illegal or impermissible purpose. Newly-hired employees also

are required to sign agreements and acknowledgements to agree and verify they will protect, not make unauthorized use of, and not make unauthorized disclosure of private and confidential information to which they may have access through Teradata, and they confirm such each time they log-in to our network and systems, as well as acknowledge and confirm that they are granting us permission to monitor their use, with no expectation of personal privacy by them with respect to impermissible content, of our network, systems and IT resources, to the maximum extent permitted by law.

We publish a "Rules of the Road" IT Security reference document for all Teradata employees and contractors, as well as "Data Protection Awareness – Frequently Asked Questions (FAQ)". As noted above, privacy and information protection also is addressed in our Code of Conduct for employees, in our Supplier Code of Conduct, and in mandatory training which our employees must complete at least annually.

We also have extensive internal IT practices and procedures which pertain to protection of privacy and information security. Our internal written IT Information Protection Standards ("IPS") include:

- IPS Administration (IPS 101)
- Information Protection Data Center and Operations Requirements (IPS 102)
- Application Development/Deployment Standards (IPS 103)
- Secure Firewall Implementation (IPS 107)
- User ID and Password Management (IPS 109)
- Platform Compliance Monitoring, Administration & Oversight (IPS 115)
- Server Operating System Security Requirements (IPS 119)
- IT Service Production System Access Authorization Requirements (IPS 125)
- Wireless Network Security Requirements (IPS 127)
- Teradata Information at Non-Teradata Sites (IPS 128)
- Information Security for Connecting Outsourced Development & Support (IPS 129)
- Information Security for Teradata Global Consulting Centers (IPS 130)
- Encryption Standard for Teradata (IPS 131)
- Uses of Non-Teradata-Owned Apple Laptops on the Teradata Network (IPS 132)

Other IT practices we employ to help protect privacy and information security include: penetration, vulnerability and firewall tests; anti-virus tools on all workstations; deployment of anti-spam and anti-phishing tools; URL and e-mail filtering; deployment of patch management tools; deployment of host-based intrusion detection system ("IDS") and firewall protection tools; licenses to a data loss prevention ("DLP") tool; deployment of network access control tools; scans and blocks for advance persistent threats ("APT"); tests, scans, spot-checks, validations and reviews by internal auditing, as well as third-party subject-matter-expert service providers; deploying full disk encryption on all Teradata laptop computers; encryption on all Teradata servers and selected desktops; and, deploying Mobile Device Management ("MDM") security tools and requirements for certain mobile devices used to access the Teradata network. We maintain and regularly update an IT Security internal web page for our employees where the above and other information relevant to information security is aggregated and made accessible to our employees.

Our main IT infrastructure production systems are operated from highly secure data centers that are designed and implemented to assure data privacy and information security are achieved. Those systems are routinely backed-up, the back-up data is secured, and redundancy, disaster recovery and business continuity planning are built into our practices and procedures with respect to that data.

With respect to consulting and professional services activities we perform for our customers, we generally control and segregate access to Personal Information that our customers possess or process, and comply with other industry-driven and customer-driven privacy and information security practices. For example, for most of our services engagements for deployments of our solutions at our customer sites or at our customers' data center sites, we either do not have access to the Personal Information in our customers' data, or, where we do, we often do so through secure workstations and networks provided and managed by or for the customer, used only for that purpose, and accessible by log-in credentials and other security measures only by our authorized personnel who are in 'need-to-know' positions with respect to that data. Generally, for our onsite solutions, we do not access or take possession of our customers' data, nor remove it from our customers' sites.

The same applies with respect to our Global Consulting Centers ("GCC"s), such as those in the Czech Republic, the Philippines, India, Pakistan and China. The services performed at those centers typically do not involve any access to or possession of customer data that includes Personal Information, particularly with respect to Personal Information that is individually-identifiable or individually-sensitive. In the exceptional circumstances where we do, strict controls, practices and procedures are applied to secure and limit access to the Personal Information. Where applicable laws or contract provisions prohibit or restrict access to solutions or information

from locations, from countries, or by citizens or residents of other than where the solution or data is located, we implement procedures to help assure we comply with those requirements.

When we run research, development or technical support tests and benchmarks against data for our customers, we rarely have access to or take possession of actual unmodified personally identifiable Personal Information. If Personal Information is involved, sensitive individually-identifiable data elements typically are encrypted, obfuscated, truncated or otherwise made anonymous. In the exceptional circumstances where we must access or take possession of sensitive individually-identifiable Personal Information for critical testing, support or benchmarking, strict controls, practices and procedures are applied to secure and limit physical and electronic access to the data and data rooms, data centers and facilities involved.

When we host solutions for our customers, it is required to be done on systems that are separate from the IT infrastructure we use and access to manage and operate our own business, and the data of various hosted customers is segregated from the data of other customers. Hosted-solutions are operated from highly secure third-party owned or operated data centers that are designed and implemented to assure that data privacy and information security are achieved. Hosted-solutions, such as our Software as a Service ("SWaaS"), Data Warehouse as a Service ("DWaaS") and cloud offerings, typically are not accessed by our business or institutional customers through open Internet access, but rather they are accessed by our customers solely through secure business-to-business connections. The solutions we host, as set forth in the applicable hosting-contracts or in standards incorporated into the contracts with our respective customers, are routinely backed-up, the back-up data is secured, and redundancy, disaster recovery and business continuity planning are built into our practices and procedures with respect to the hosted-data.

Written contracts typically are entered into and apply to each circumstance applicable to us that involve Personal Information. For example, written contracts are entered where: our solutions are located and services are performed onsite for a customer; we provide services offsite through a GCC; we are running tests, benchmarks or providing technical support services; or, we are hosting a solution for a customer. Also, contracts may be entered into between various Teradata subsidiaries to help assure and document, among other things, that data privacy is protected, information is secured, and applicable laws are complied with, including those that pertain to trans-border data export, transfers and flows (e.g. model data transfer agreements). We enter into written contracts with our applicable service providers, contractors and subcontractors; these contracts typically include and/or incorporate confirming and supplemental privacy, information security and compliance-with-laws obligations, with which we and our service providers, contractors and subcontractors take seriously and commit to comply.

9. Principles

The following further identifies the key principles (aligned with the Safe Harbor Framework) that we apply to data privacy and privacy-related information security at Teradata, particularly with respect to information from or about consumers, employees, and other individual online visitors. For each of the identified principles, the following aligns with and provides additional information about how those principles are incorporated into, and applied by us through, our policies, practices and procedures. Relevant statements and portions of the preceding sections of this policy statement also apply to and are incorporated into this section by reference, but are not necessarily repeated in detail in this section.

9.1 "Notice" Principle

Through this policy statement Teradata provides transparent notice to online visitors, consumers, employees, customers, partners and others (who may be referred to below as "you" for brevity and convenience) with clear and accurate information about our policies, practices and procedures that pertain to the collection, use, retention, transfer, disclosure and handling (which may be referred to below as "Use" for brevity and convenience) of Personal Information, and our compliance with privacy and privacy-related information security standards and laws.

Teradata believes and recognizes that you have the right to be informed about Personal Information being collected regarding you individually and about the intended use of that Personal Information. We believe and recognize that you have the right to determine whether you will allow collection or other Use of your Personal Information, to know the purpose of that collection and Use, and to unsubscribe or otherwise opt-out if you do not wish, or no longer wish, to have some or all of your Personal Information collected or Used at all or Used for a particular purpose (other than as expressly set forth herein, such as when necessary in connection with a transaction, employment or legal compliance obligations). We also believe and recognize you have the right to review

individually identifiable Personal Information about you that we collect, retain or otherwise Use, and you have the right to have a way to update and correct that Personal Information about you.

Teradata will apply these principles through practices that have the equivalent effect of this policy regardless of the specific technologies utilized for the collection or other Use of your Personal Information. We also will apply these principles to your Personal Information, whether it is in electronic or paper form.

Notice of what we do. Teradata provides analytic data solutions, including integrated data warehousing, big data analytics and business applications for customers worldwide. Our data warehousing solutions combine software, hardware and related business consulting and support services. Our analytic technologies then transform that data into actionable information to help customers make the best decisions possible. These solutions can also include third-party products and services from other leading technology and service partners.

Our solutions enable our customers to integrate detailed enterprise-wide data such as their customers', financial and operational data, and provide the analytical capabilities to transform that data into useful information, available when and where they need it to make better and faster decisions. Our analytic data solutions provide a high level of performance, scalability, availability and manageability for strategic and operational requirements. Our IT consultants combine a proven methodology, deep industry expertise and years of hands-on experience to help our customers quickly capture business value while minimizing risk. Our customer services professionals provide a single source of support services to allow our customers to maximize use and fully leverage the value of their investments in analytic data solutions. Through active enterprise intelligence, Teradata is extending the use of traditional data warehousing by integrating advanced analytics into enterprise business processes, allowing companies to combine the analysis of current and historical data so operations personnel can make decisions at the point of contact or service and take action as events occur.

Additionally, Teradata offers a family of data warehouse offerings, providing customers with the ability to use Teradata for point-solutions or data marts, in addition to our core integrated data warehouse technology. Teradata offers analytic data solutions to many major industries, which include financial services (e.g., banking and insurance), media and communications (e.g., telecommunications, e-business, media and entertainment), retail, manufacturing, healthcare, government, travel and transportation. Teradata delivers its solutions primarily through direct sales channels, as well as through alliances with system integrators, independent software vendors, value-added resellers, and distributors. We deliver our solutions globally to more than 3,000 business, government and institutional customers. We do so through a business-to-business ("B2B") operations model.

In 2011, Teradata completed its acquisition of Aprimo, Inc. ("Aprimo"), a global leader in cloud-based integrated marketing software. With Aprimo, Teradata expanded its offering of business analytics with integrated marketing solutions that enable customers to improve marketing performance with data-driven insights. Aprimo has been integrated into Teradata's operations as part of "Teradata Applications", and the Aprimo organization, based in Indianapolis, Indiana, USA, supports Teradata's applications strategy, including with respect to applications development, marketing, sales, and services.

In 2011, Teradata also completed its acquisition of Aster Data Systems, Inc. ("Aster Data"), a market leader in advanced analytics and the management of diverse, multi-structured data. Aster Data, which is based in San Carlos, California, USA, also has been integrated into Teradata's operations. Through the acquisition of Aster Data, Teradata has expanded its technologies that enable businesses and other organizations to perform better analytics on large sets of multi-structured data, also known as big data analytics. The combination of Teradata and Aster Data technologies enables businesses and other organizations to unlock the new intelligence hidden within the ever-growing volume of big data. Big data is a term applied to data sets that are of sizes beyond the ability of commonly-used software tools to capture, manage, and process the data within tolerable elapsed times. Examples of big data sources include web logs, sensor networks, social media, detailed data captured from telecommunications networks, astronomical observations, biological systems, military surveillance, medical records, photographic archives and video archives.

In 2012, Teradata completed the acquisition of eCircle GmbH ("eCircle"), which is based in Munich, Germany, and is the European leader in cloud-based digital marketing. Through or in connection with its eCircle operations and offerings, Teradata provides cloud-based and hosted solutions for social, mobile, web and e-mail marketing, and offers digital marketing professional services including opt-in lead generation, content creation and e-mail services. These digital marketing applications enhance the Teradata and Aprimo Integrated Marketing Management strategy and enable marketers to deliver highly-targeted, consistent and personalized campaigns that are integrated across channels.

Teradata has a presence on the web that includes (among others) www.teradata.com, www.aprimo.com, www.asterdata.com, and www.ecircle.com. Teradata's social media links include (among others):

- > www.linkedin.com/company/Teradata
- > www.twitter.com/Teradata
- > www.facebook.com/Teradata
- > www.slideshare.net/Teradata
- > www.youtube.com/Teradata
- > www.flickr.com/photos/teradatanow
- > www.plus.google.com/u/0/b/11343738333377574401/#

Teradata Sites and social media venues also include those pertaining to or which use the names or brands of Teradata's Aprimo, Claraview, Aster Data or eCircle business operations.

Notice of where we operate. We are a global multinational company. We are headquartered in the U.S., our primary R&D organization and facility, "Teradata Labs", is based in the U.S., and most of our hardware-software platform products we distribute to our customers' sites are integrated, assembled and distributed from the U.S. We also have R&D, services, sales and field operations, data processing centers, and facilities in many other countries. Our Aprimo business operations are based in Indianapolis, Indiana, USA. Our Aster Data business operations are based in San Carlos, California, USA. Our eCircle business operations are based in Munich, Germany. We have customers in over 60 different countries. We have over 100 different facilities across the world. Our supply-chain reaches across the globe. We have over 10,000 employees across the world. Accordingly, our information sources, information subjects, information objects, and data-flows often span the globe.

Notice of the types of information we handle. We acquire, administer, operate, host, outsource, interact with, maintain, support and/or service software, applications, hardware, networks, communications systems, websites, information sharing exchanges, social media venues and other sites, blogs, wikis and forums for:

- operating, managing and communicating about our own business, offerings and activities;
- R&D (such as for benchmarking, testing, quality assurance, research, and product development and integration);
- providing technical, maintenance, support, back-up, recovery, diagnostic, consulting, implementation, and other related services for our customers; and,
- use by or for our customers, including through solutions we host, marketing software, marketing campaign management, and e-mail and other digital messaging/communications/marketing delivery, distribution, management and analysis solutions, including information relevant to direct marketing and/or behavioral advertising, and including offerings we provide to and/or host for our Customers in the forms of Software as a Service ("SaaS"), Data Warehousing as a Service ("DWaaS"), social computing and cloud computing.

Notice of whose information we handle. In connection with these activities and other interactions incidental to our business, we often access, collect, store, process, disseminate and otherwise Use information, in either or both electronic/digital form or physical/paper form, regarding a variety of people and entities. These include those in the following categories:

- "Visitors" (including those who choose to visit or use the websites, web portals, information exchange sites, blogs, wikis, social media sites, domains, downloadable applications, conferences, network systems, or facilities we host, own, operate or have hosted or operated for us, or who communicate with us, including by e-mail or other electronic or digital means, and such as through help-lines, call-centers, telecommunications and the like)(with the subset of those who do so through electronic or digital means being referred to as "Online Visitors");
- "Employees" (including applicants, prospective employees, joint, temporary and contract employees, former employees, and retirees, and their qualifying family members such as those who receive or are eligible for benefits coverage through us and those who are beneficiaries of our employees);
- "Customers" (including customer representatives, and prospective customers, and their representatives);
- "Partners" (including current and prospective suppliers, vendors, contractors, subcontractors, representatives, distributors, resellers, systems integrators, joint marketers, advertiser, sponsors and service providers);
- "Customer/Partner Constituents" (including people and entities who are the visitors, employees, customers, partners, constituents or other data subjects of our Customers or Partners, such as those about whom data is stored and processed on our solutions by or for our Customers); and
- "Others" (including people who are or may be influencers related to our business or technologies, such as analysts, academia, members of the media, investors, members of subject-area communities, industry

communities and geographical or jurisdictional communities in which we operate, and those who do not fit into one or more of the preceding other categories).

Notice about Personal Information. For purposes of this policy statement, “Personal Information” means any information relating to an identified or identifiable individual, either alone or in reasonable combination with other information available to us. It includes all: non-public personally identifiable information regarding you; non-public personal information regarding and identifiable to you to the extent it is subject to privacy law or privacy regulation provisions, protections or restrictions; and, non-public information regarding and identifiable to individuals to the extent subject to privacy or confidentiality provisions, protections or restrictions in, or incorporated into, written or electronic contracts entered into by or for Teradata.

Notice about collection and use of Personal Information regarding Online Visitors. As set forth in more detail below, we collect information about Online Visitors to our online Sites, including through the use of registration, subscription, application download, permission-grant, opt-in and log-in (“Register”) procedures, as well as cookies, flash cookies, web beacons and other online technology and marketing tools. If you choose to Register, such as to receive more information about us, our products or services, or about our Customers or Partners or their products or services, we may ask for certain information in order to keep you informed about available information, products, services and offerings, to serve you more effectively and efficiently, and to maintain open communications with you. In addition to contact information, our request may include, but not be limited to: name, title, company, postal address, telephone numbers and e-mail address; information regarding your current and future objectives or preferences to help us understand how and when we may be of service to you; your operating environment to accurately present solutions and capabilities; and, other information from time-to-time to aid us in improving our communications, online Sites and marketing efforts. We may further collect log-in/Register information, such as user names of Customer/Partner Constituents who log-in to solutions we host for our Customers or who access online service-related portions of or portals through our Sites. Personal Information also is collected when you Register or contact us to request or subscribe to newsletters, white papers, events, seminars, user groups, conferences, webcasts, webinars, blogs, wikis, training programs, discounts, coupons or other events or offers, services or forums we might provide, when you provide us with other information in an online or paper form, or when you contact us by e-mail, social media post, paper correspondence, telephone or other means. We also collect Personal Information when you choose to participate in special offers, surveys or contests that we conduct or sponsor.

9.2 “Data Integrity” Principle

Teradata will limit the collection and other Use of sensitive individually identifiable Personal Information to that which is reasonably needed for valid business purposes or to comply with applicable laws, and any such data will be obtained by us only through lawful and fair means.

When you visit us online, we want you to feel secure that we are respecting your privacy. Individually identifiable Personal Information we collect about you when you visit us online is the information you choose to provide by Registering or by providing other feedback or consent to us, and as subject to this policy and any applicable site-specific Supplemental Privacy Terms. When we do receive that kind of Personal Information from you, we do not share it other than for purposes and with other parties as permitted through this policy, through applicable Supplemental Privacy Terms, and, where required by applicable laws or standards, when you have granted express consent (such as when necessary in connection with a transaction, employment or legal compliance obligations).

We may use cookies on some pages of our Sites to help serve you better each time you return. A cookie is a small element of data that a web site may send to your browser and is then stored on your system. The data collected from cookies helps us determine how many people visit our Sites and what pages they view. We use this information to better serve all Online Visitors and improve the content and design of our Sites. You may set your web browser to block cookies or warn you before you accept a cookie. Where required by law, we will ask you for your explicit consent to the usage of cookies and will not use them without your consent. We also collect information on the domains from which Online Visitors visit us. We use that data to track trends in Site traffic and as the basis for making improvements.

We also may use flash cookies, which are objects stored locally on an Online Visitor’s system/device to collect and store information about his/her preferences and navigation from and on our Sites. Flash cookies may, for example, be connected with and/or managed by the Online Visitor through use of or in connection with Adobe Flash Player, and not necessarily managed by the same browser settings used for managing other/browser cookies. Where required by law, we will ask you for your explicit consent to the usage of flash cookies and will not use them without your consent.

We also may use social plug-ins (e.g., a Facebook Like button or a Google + 1 button) on or in connection with some of our Sites. When you visit a Site that contains a social plug-in and the social plug-in is selected or enabled, your browser establishes a direct connection to the social plug-in operator's server. The social plug-in operator directly transfers the plug-in content to your browser. The social plug-in provider receives information about your access to sites. We have no influence on the data gathered by the plug-in operator. The Online Visitor is responsible for managing his or her privacy consents, settings and preferences, and addressing with the third-party operator, privacy issues which pertain to his or her use of, or plug-in with, third-party social media sites.

While every attempt is made to validate and screen outside links that may be provided through our online Sites, we are not responsible for the content of any outside third-party web sites. Bulletin boards, blogs, wikis, chat rooms, exchanges, share sites, social media venues and similar "forums" (whether operated by or for us, or otherwise) often are open or accessible to others in the forums and may be open to the public or those who otherwise gain access to information posted on or through the forum. Your participation in such forums and what you disclose in such forums is totally your own voluntary choice. If you make that choice, it may lead to use of your Personal Information by others, and we will not be responsible for any information you decide to make available on or through such forums, nor for any contacts of you by others as a result of your participation in, or your own disclosures on or through, any such forums. We reserve the right to monitor such forums operated by, for or about us, and use information legally posted on or through them. There should be no expectation of privacy by anyone with respect to the content of postings or disclosures he or she voluntarily makes on or through such forums.

IP addresses and "clickstream" information. Some online clickstream data includes User Information. User Information is information about computers that interacts with our systems. This includes:

Web server logs. In the process of administering our Sites, we maintain and track usage through web server logs. These logs provide information such as what types of browsers are accessing our Sites, what pages receive high traffic, and the times of day our servers experience significant load. We use Internet Protocol ("IP") addresses to analyze trends, administer Sites, track users' movements, and gather broad demographic information for aggregate use. We use this information to improve the content and navigation features of our Sites. Anonymous or aggregated forms of this data also may be used to identify future features and functions to develop for our Sites and to provide better service or a better user experience. We do not link this information with individually identifiable Personal Information. We also reserve the right to, and may, share aggregated and anonymous information with third parties.

Web beacons. We and third parties also may employ web beacons on or in connections with our Sites or in connection with e-mails and other electronic communications we send, distribute, or have sent or distributed for us. Web beacons are tiny graphics with unique identifiers, similar in function to cookies, and are used to track the online movements of users. In contrast to cookies, which are stored on a user's computer hard drive, web beacons typically are embedded invisibly on webpages and other online or electronic documents and are about the size of the period at the end of this sentence. Web beacons also may be used, for example, in an e-mail, newsletter or other electronic communication to determine if it has been opened by the user or if web links contained in it have been selected by the user. Where required by law, we will ask you for your explicit consent to the usage of web beacons by us and will not use them without your consent. We are not, however, responsible for any third-party deployment or usage of web beacons.

In connection with our Sites (including e-mails and other electronic communications), we also may use or allow analytics or third-party tracking services that also use cookies, flash-cookies, web beacons or other tracking technologies to track legally-permissible non-individually identifiable Personal Information about Online Visitors to our Sites. When these services and their cookies, flash cookies, web beacons or other tracking technologies are used, it is done in the aggregate to capture usage and volume statistics and to manage content, and, absent your advance affirmative consent, not for any other purpose. Some of our business Partners, Internet advertisers, ad servers and ad networks also may use cookies, flash cookies, web beacons and other tracking technologies to collect information about users' online behavior and use that information for analytics (e.g., Google Analytics) and to serve advertising aimed to be relevant to particular users (e.g., behavioral advertising) in connection with our Sites or links or advertising connected with our Sites. Some of our Customers, and their business partners, also may use cookies, flash cookies, web beacons and other tracking technologies and analytics in connection with their sites, e-mails, online advertisements or other electronic communications which we host, process or deliver for our Customers. We have no access to or control over these third-party tracking technologies and no responsibility for them or with respect to deployment or use of those kinds of analytics technologies by or for another. This policy applies to and covers the use of such tracking and analytics technologies by and for Teradata only, and it does not cover or apply to the use of tracking or analytics technologies by any third-party.

We also may use User Information to help us prevent and detect security threats, fraud or other malicious activity,

and to ensure the proper functioning of our solutions, products and services.

How we use personal information. We also may use Personal Information for the following purposes:

To respond to your requests. These requests may include processing orders and processing downloads for product demonstration or evaluation.

To maintain or upgrade a system. Our technical staff may require periodic access to services data to monitor system performance, test systems, and develop and implement upgrades to systems. This may include providing technical support including through a customer support portal. Any temporary copies of services data created as a necessary part of this process are maintained only for time periods relevant to and necessary for those purposes.

To address performance and fix issues. On occasion, we may develop new versions, patches, updates, and other fixes to our programs and services, such as security patches addressing newly discovered vulnerabilities. In accordance with the terms of a Customer contract or order for such, we may remotely access a user's computer, as permitted under the terms of an applicable contract, to troubleshoot a performance issue. We also may use such information to provide product updates and notices.

To provide informational services. We may use Personal Information while providing online forums, such as user groups and bulletin boards. We may do so while delivering live or online events, such as training seminars or conferences, including third-party events sponsored or hosted by Teradata.

To meet legal requirements. We may be required to provide certain Personal Information to comply with legally-mandated reporting, disclosure, or other legal process requirements.

To market products and services. We may use such information to inform you about products, services or events, and otherwise perform marketing activities, including for and to enable direct marketing and behavioral marketing and advertising.

Applicant/Employee information we collect. We also collect "Applicant Information" -- individually identifiable Personal Information such as name, home address, personal telephone number, resume and other information you voluntarily provide when you submit a job application to us, including sensitive information such as racial or ethnic origin, membership in a political association or trade union, or health information if you choose to provide it as part of the job application or other information form, either online or on paper (including voluntary disclosures you may make in connection with compiling government and government-contracting labor statistics). We also collect names and contact information for referrals and alternative-contact people if provided as part of the job application process. Personal information from references and alternative-contact people may only be provided to us by the applicant or employee; we instruct them that they may provide Personal Information regarding a reference or contact-person only with the consent of the reference or alternative-contact person. Applicant Information is collected in the country where contact for the position is located and in the U.S. in a central Human Resources information repository. Applicant Information is used solely to assess the applicant's qualification and skills, to communicate with the applicant, to verify the submitted-information, including reference and background checks to the extent permitted by applicable law and for legal-defense-purposes as necessary. Applicant Information may be shared, on a confidential and use-restricted basis, with our affiliates, subsidiaries, recruiting advisors and service providers, as well as other third parties such as background-screening organizations solely for the purposes described above. Applicant Information is retained according to applicable laws and will be deleted or destroyed as required by applicable law. Applicant Information (including any changes or updates thereto) will be added to your employment record and may be Used for employment-related purposes if, when or after you have become a Teradata Employee. We also collect and otherwise Use Employee data and Personal Information, as set forth elsewhere in this document, and otherwise as reasonably necessary and in connection with the employment relationship, Employee transactions, Employee contracts, and Employee compensation, benefits, social benefits reporting and withholding, tax withholding and reporting, and the like.

Other referral-related information we collect. Certain communications and forums we operate in connection with our Sites and business, or we host or process for our Customers or Partners, may include the ability for you to "refer a friend" or "forward to a friend", or provide a testimonial (collectively, a "Referral"). You must not make a Referral that discloses Personal Information or confidential information you do not have the legal right to share with us; where consent from the referred-person is required by law or through a contractual obligation you have, then you are responsible for obtaining that consent before you provide the Referral. If you make such a Referral, we may track that you made the Referral and share the information that you made the Referral with the referred-person or party.

9.3. "Choice" Principle

Teradata commits to provide consumers and employees with information on the intended use of Personal Information, and with mechanisms permitting the exercise of choice by them regarding disclosure of that information. More specifically:

Consumers - Teradata will not release Personal Information to unaffiliated third parties, unless (1) the consumer requests it or expressly consents to it, (2) the data is provided to help complete a consumer-initiated transaction, (3) the disclosure is required by law, or (4) the consumer has been informed about the possibility of such disclosure and has decided not to opt-out (or has decided to opt-in, double-confirmed opt-in, or meet some other higher standard where that is expressly required by applicable law).

Employees - Teradata will not release Personal Information to unaffiliated third parties, except and only as specifically provided for under (1) internal corporate policies, (2) as reasonably necessary for employment-related purposes and transactions, (3) the Employee requests it or expressly consents to it, (4) the data is provided to help complete an Employee-initiated communication or transaction, (5) the disclosure is required by law, or (6) the employee has been informed about the possibility of such disclosure and has decided not to opt-out (or has decided to opt-in, double-confirmed opt-in, or meet some other higher standard where such is expressly required by applicable law).

If consumer or employee Personal Information is provided to an affiliated third party (e.g., service providers, contractors or other Partners), Teradata will require the third party to adhere to similar data protection principles as those that apply to Teradata and that provide for keeping such data confidential and not using it for any other purposes.

We also will respect your preferences and choices for how we contact you regarding marketing and promotional communications. We may provide you, for example, with opportunities to subscribe to e-mail lists or newsletters. If you previously signed-up to receive e-mailed information about our products, services, or special offers, but no longer wish to receive those communications you may opt-out from receiving some or all of those types of communications by selecting the 'unsubscribe' link, replying with 'unsubscribe' in the subject line in the e-mail, following the 'unsubscribe' or 'preferences' setting instructions appended to the communication, or communicating with us through one of the e-mail addresses or mailing addresses set forth in the "Contact Us" section of this document.

There are other circumstances in which we may share your Personal Information with third parties. For example: we may disclose your Personal Information to a third party when we, in good faith, believe disclosure is appropriate to comply with the law or a regulatory requirement, or to comply with a subpoena or court order; to prevent or investigate a possible crime, such as identity theft, hacking, cyber-attacks or other cyber-crimes; to enforce a contract; to protect the rights, property, intellectual property, or safety of Teradata or a third party; or to protect other vital interests.

In addition, your Personal Information may be transferred to another company that has acquired the stock, or all or part of the assets or operations of Teradata (or of an applicable Teradata business operation or Teradata organization), for example, as the result of a sale, merger, reorganization, dissolution, bankruptcy, receivership or liquidation. If such a transfer occurs, the acquiring company's use of your Personal Information will be subject to this policy and the privacy preferences and choices you have expressed to us. While we are committed to maintaining the privacy and security of your Personal Information in compliance with this policy and to the extent reasonably possible, we cannot and do not promise or guarantee that your Personal Information always will remain totally private.

9.4 "Data Access" Principle

Teradata strives to maintain the accuracy of the Personal Information we hold, including establishing, as appropriate, mechanisms allowing consumers and employees to have the opportunity to review and correct Personal Information about them.

You may review and correct your Personal Information that we hold by requesting it by e-mail or correspondence addressed to one of the applicable sources identified in the "Contact Us" section of this policy. When you do so, please provide your name, mailing address, and a clear description of the information you wish to review or correct. We will respond promptly within the time limits established by applicable law, but at least within 30 days of your request. For your protection, we may ask you for additional information to verify your identity. In most cases, we will provide the access you request and will correct or delete any inaccurate information you discover. In some

cases, however, we may limit or deny your request if the law permits or requires us to do so. We encourage you to promptly update your Personal Information with us if and as it changes.

If Teradata is engaged to host a solution, we may host Customer/Partner Constituent or “audience-member” information. We respect the privacy of all audience-member information, and (unless otherwise expressly agreed upon in writing) we view and treat it as the Customer’s/Partner’s confidential information. With respect to data hosted or processed in connection with our Teradata Applications business operations and offerings (e.g., Aprimo and eCircle offerings), often that data includes only basic contact information, such as name and e-mail address. We, however, may obtain any type of data about any type of individual that our Customer/Partner uploads or otherwise provides to us in connection with a hosted-solution or sends to us through online or offline mechanisms. In this regard, we do not control what audience-member information we may receive or host, or what steps the Customer or Partner, as the “data controller”, has taken to ensure that the data is reliable for its intended use, accurate, complete, and current. If a Customer or Partner uploads sensitive Personal Information – such as social security or social benefit numbers, bank-account numbers, credit-card or payment-card numbers, passport numbers, driver license numbers, personal health information, or EU sensitive Personal Information, such as racial or ethnic origin, political or religious affiliation, or trade union membership status – (which generally would be contrary to our agreement with the Customer or Partner) we reserve the right to eliminate that information from our servers and suspend or terminate the Customer’s or Partner’s hosted-processing privileges, order or account with us. We will use audience-member information only as permitted by our contract with the applicable Customer or Partner. We will not share, sell, rent, or trade with third parties for their marketing purposes any audience-member information collected by us for a Customer or Partner, unless that Customer or Partner authorizes us to do so and represents to us that it has, and that it has sole responsibility for obtaining, all appropriate and any legally-required audience-member consents to do so.

For our hosted-solutions, our Customer or Partner typically has full control over its audience-member information, whether to correct, update or delete personally identifiable Personal Information it has collected and uploaded. If a Customer or Partner receives a data-access request from an audience-member about whom we host data and the Customer or Partner would like our assistance in responding to that request, it may contact us and we will strive to respond to such requests no later than 30 days after our receipt of the request.

9.5 “Security” Principle

Teradata will take appropriate steps to ensure that Personal Information is protected from unauthorized access and disclosure, including limiting access to such information only to those employees and our service providers who have a legitimate business need to know it for a purpose permitted by this policy statement, applicable Supplemental Privacy Terms, or with express consent.

We take reasonable physical, administrative, and technical measures to protect Personal Information under our control from loss, misuse and unauthorized access, disclosure, alteration and destruction. In particular, we employ the following security measures, among others:

Security policies. We design and support our products and services according to documented security policies. At least annually, we assess our policy compliance and make necessary improvements to our policies and practices.

Employee training and responsibilities. We take certain steps to reduce the risks of human error, theft, fraud, and misuse of our facilities. We train our personnel on our privacy and security policies. We also require our employees to sign confidentiality agreements. We also have assigned to an Information Security Officer the ultimate responsibility to manage our global information security program.

Access control. We limit access to Personal Information only to those individuals who have an authorized purpose for accessing that information. We terminate those access privileges and credentials following job changes which no longer require such access and upon employment termination. We also have designated local or organizational data protection officers, stewards or managers for various locations and organizations of the company, and where required by applicable law.

Data encryption. Our policies and procedures require that we use encrypted connections for any electronic transfers of Personal Information.

Unfortunately, no security measures can be guaranteed to be 100-percent effective. It is important you understand that no site, system or network is completely secure or “hacker proof”, “cyber-attack proof” or “cyber-crime proof.” It is important for you to guard against unauthorized access to your passwords and the unauthorized use of computers and other electronic/data-access devices you own or control.

We strongly urge you to do your part and take measures to preserve your own data privacy and to protect and secure your own information. Among the practices you should consider and implement are: use differing passwords for differing accounts; use 'strong' passwords; use screen locks; be suspicious of and do not reply to e-mails that include your personal financial information; check web addresses carefully for fake, variant or apparently-misspelled URLs; use e-mail and Internet Service Provider ("ISP") anti-spam functionality, settings and processes; set your browser and device settings to the levels of privacy and security you desire; and, use, keep-updated, and apply desired settings for security and virus protection software tools on your devices. For information, tips and practices regarding online privacy and data protection, consider visiting an online group or site of your choice (e.g., considering your language, country, location, types of uses, types of data, types of devices and types of communications) that is dedicated to sharing information regarding data privacy and information protection. One you might find helpful and instructive, for example, is <http://www.staysafeonline.org/> powered by the National Cyber Security Alliance, and its "**Stop. Think. Connect.**" initiative.

9.6 "Onward Transfer" Principle

The U.S.-EU Safe Harbor, HIPAA and other laws typically allow transfer of Personal Information to a third party who is acting as a service provider, agent or "data processor" if the ultimate "data controller" takes certain steps to assure privacy and security protections. We may disclose Personal Information to others, for example, in the following circumstances:

- to business Partners and subcontractors who need to access it in connection with the performance of requested services or solutions, or as otherwise appropriate in connection with a legitimate business need;
- to service providers who host or facilitate the delivery of online training, seminars and webinars;
- to e-mail-delivery services and other technology providers;
- to third parties who may assist in the delivery of marketing materials, technical support services, or other products, services or other information;
- with authorized reseller/distributor/marketing Partners or our subsidiaries or branches so they may follow up with you regarding products and/or services;
- Applicant Information and Employee data may be shared, on a confidential and use-restricted basis, with our affiliates, subsidiaries, recruiting advisors and service providers, as well as other third parties such as background-screening organizations for the purposes described in this policy statement and for employment-related activities as set forth elsewhere in this document and as reasonably necessary in connection with an Employee transaction or communication, compensation, benefits, tax and social-benefits reporting and withholding, and other legal compliance and reporting obligations;
- in connection with the sale or transfer of all or part of our business;
- as required or permitted by law, or when we believe in our sole discretion that disclosure is necessary or appropriate to protect our rights, protect your safety or the safety of others, investigate fraud, comply with a judicial proceeding, court order, law-enforcement or government request, or other legal process; and
- to any other third party with your affirmative consent.

In these situations, we will take reasonable steps to require the recipient to protect Personal Information in accordance with the relevant principles in the Safe Harbor Framework or otherwise take steps to ensure the Personal Information is appropriately protected.

Trans-border data transfers/flows. Teradata is a global company with technical systems and processes that cross various national and other jurisdictional borders. Personal Information collected by us may be transferred across country, state, provincial and other jurisdictional border, and stored or processed in the U.S. or any other country in which we maintain facilities for the purposes of data consolidation, storage, information management and other Use. Trans-border data transfers are performed only if and as permissible by applicable law and, where required by applicable law, with the consent of the data subject. We will handle your information collected by our systems in a consistent manner, as described in this policy statement, any applicable Supplemental Privacy Terms and your affirmative consent, even if the laws in some relevant countries or jurisdictions may provide less protection for your information. Our privacy practices are designed and intended to help to protect your Personal Information all over the world.

9.7 "Enforcement" Principle

Teradata maintains procedures for verifying compliance with the commitments we make in this policy and to adhere to the Safe Harbor Framework principles. To do this, we complete a privacy compliance assessment at least annually and make improvements based on the results. We also provide the resources identified above in the "Contact Us" section of this policy so that you may raise privacy-related questions, issues, concerns and complaints with us and also provide the "dispute resolution" process noted above in the "U.S.-EU Safe Harbor Framework" section of this policy to help assure that you have a process and mechanism to enforce compliance with the standards set forth in this policy.

II. LEGAL

1. Copyrights, Trademarks and other Intellectual Property

Copyright 1996-2014 by Teradata Corporation (including applicable subsidiaries). All rights reserved.

All trademarks (including the Teradata mark) are the property of their respective owners in the United States and other countries.

Copyright in this document and the Site(s) to which this document is appended or incorporated-by-reference is owned by Teradata Corporation (including applicable subsidiaries). Any person is hereby authorized to view, copy, download, temporarily store and imprint this document and extracts of it, and do so with respect to the content of or from our Sites to which they have legal, duly authorized and terms-compliant access, subject to the following conditions:

1. The document, Site and content, and extracts of them, may be used solely for personal non-commercial informational purposes.
2. The document, Site and content, and extracts of them, may not be altered without our prior written consent.
3. Any copy of the document, Site or content, and extracts of them, must include our copyright notice.

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2. Legal Terms of Use and Supplemental Legal Terms

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Please contact us and see relevant Sites for additional information regarding use guidelines, restrictions and prohibitions that apply to other logos and marks of Teradata, including those pertaining to our Claraview, Aprimo, Aster Data or eCircle business operations, offerings and brands.

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Access and use of the Sites, documents or communications to which this document is appended or incorporated-by-reference or sites, documents or communications accessed or accessible (e.g., posted or linked) by, through or in connection with such a Site, document or communication are for their intended purposes, such as to obtain personal public knowledge regarding Teradata and its products and services. Examples of prohibited uses include:

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- use in any manner that could damage, disable, or exhaust Teradata network or computer resources
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- provide content unless you own the content or have all consents legally required to provide it; for example, do not provide Personal Information or confidential information of others (such as your employer or fellow employee) without their consent, copyrighted material without the consent of the copyright owner, or an image of a person without that person's consent
- falsely identify yourself, your employer, or other affiliations
- falsely identify the source of any content
- remove any legal notices from any content
- access, or attempt to access, the account of another user
- bypass, or attempt to bypass, any security measures associated with it, including measures associated with a user's account, specific content or services, or other Teradata network or computer resources
- extract e-mail addresses or other the Personal Information from or through it
- interfere with any other user's use of it

- Teradata to incur costs by your use of it

If you become aware of any prohibited uses, you should promptly notify the Site webmaster or one of the applicable contacts listed in the "Contact Us" section in Part I of this document, and provide a detailed description of the prohibited-use and reasonably cooperate with Teradata in its investigation. However, Teradata is not obligated to enforce such terms or prohibitions against any user under any circumstances.

If you breach such terms or prohibitions, your rights to the associated content and services automatically terminate and you must discontinue your access to the associated content and services and destroy all copies of the associated content in your possession.

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If material on one or more Sites, documents or communications to which this document is applicable, appended or incorporated-by-reference infringes your copyrights, submit a written notification ("Infringement Notice") consistent with the Digital Millennium Copyright Act, Title 17, United States Code, Section 512 ("DMCA") to the following Designated Agent:

Name of Agent Designated to Receive Notification of Claimed Infringement:
Laura Nyquist, General Counsel

Full Address of Designated Agent to which Notification Should be Sent:
General Counsel/Notices
Teradata Corporation
10000 Innovation Drive
Dayton, Ohio, USA 45342

Telephone Number of Designated Agent: (937) 242-4719

Facsimile Number of Designated Agent: (937) 847-8425

E-mail Address of Designated Agent: law.notices@teradata.com

To be effective under the DMCA, the notice must include substantially the following:

1. A physical or electronic signature of a person authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
2. Identification of the copyrighted work claimed to have been infringed, or if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works at that site;
3. Identification of the material that is claimed to be infringing or to be the subject of infringing activity and that is to be removed or access to which is to be disabled, and information reasonably sufficient to permit Teradata to locate the material;
4. Information reasonably sufficient to permit Teradata to contact the complaining party, such as an address, telephone number, and if available, an e-mail address at which the complaining party may be contacted;
5. A statement that the complaining party has a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
6. A statement that the information in the notification is accurate, and under penalty of perjury, that the complaining party is authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.

Upon receipt of such an Infringement Notice consistent with the DMCA:

1. Teradata will remove, or disable access to, the material that is claimed to be infringing; and
2. Teradata will take reasonable steps to forward the written notification to the alleged infringer with information about the steps Teradata has taken to assess and/or remove or disable access to the material.

If you want to contest an assessment, removal or disabling of your content for alleged copyright infringement, submit a written notice ("Counter Notice") to the Designated Agent. To be effective, the Counter Notice must include substantially the following:

1. Your physical or electronic signature;
2. Identification of the material that has been removed or to which access has been disabled and the

- location at which the material appeared before it was removed or access to it was disabled;
3. Your statement under penalty of perjury that you have a good faith belief that the material was removed or disabled as a result of mistake or misidentification of the material to be removed or disabled;
 4. Your name, address, and telephone number; and
 5. Your statement that you consent to the jurisdiction of Federal District Court for the judicial district in which your address is located (or, for the Southern District of New York, if you reside outside of the United States) and that you will accept service of process from the person who provided the Infringement Notice or from an agent of such person.

Upon receipt of a Counter Notice consistent with the DMCA:

1. Teradata will provide a copy of the Counter Notice to the person who provided the Infringement Notice and inform that person that Teradata will replace the removed material, or cease disabling access to it, in 10 business days; and
2. Teradata will replace the removed material, or cease disabling access to it, not less than 10, nor more than 14, business days following receipt of the Counter Notice, unless the Designated Agent first receives notice from the person who provided the Infringement Notice that such person has filed an action seeking a court order to restrain the alleged infringer from engaging in infringing activity relating to the material on the Website.

7. Export Laws

You must comply fully with all applicable export laws and regulations of the United States ("Export Laws") to assure that no content is (a) exported, directly or indirectly, in violation of Export Laws; or (b) intended to be used for any purpose prohibited by the Export Laws, including, without limitation, terrorism, cyber-attacks, cyber-crimes, money-laundering, industrial espionage, or nuclear, chemical or biological weapons proliferation.

8. Miscellaneous

You are solely responsible for compliance with all laws applicable to you.

Non-Teradata (i.e., third-party) sites, documents or communications may be accessed or accessible (e.g., linked or posted) in or in connection with a Teradata Site, document or communication. Such third-party sites, documents and communications are provided for your convenience only and do not imply any endorsement of any third-party by Teradata or any endorsement of Teradata by such third-party. Such third-party is solely and directly responsible for its sites, documents and communications and any harm they may cause you or others.

New York law (excluding its choice of law rules) governs the interpretation and enforcement of the "Legal" section terms and prohibitions of this document and any applicable "Supplemental Legal Terms". The exclusive personal jurisdiction and venue of the courts of the State of New York in New York County or the Federal District Court for the Southern District of New York shall apply with respect to such.

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The "Legal" section terms and prohibitions of this document, together with any applicable "Supplemental Legal Terms", are the complete terms and agreement between you and Teradata regarding their subject matters and the Sites, documents and communications to which this document is applicable, appended or incorporated-by-reference (together, such "Legal" and applicable "Supplemental Legal Terms" also may be referred to elsewhere as the applicable "Terms of Use" or "Terms of Service").

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