

## Dynatrace Privacy Notice

**Updated: March 2024**

Dynatrace respects your privacy. This Privacy Notice (“**Notice**”) describes the Personal Information collected by or on behalf of Dynatrace, LLC, and/or its parent and subsidiary companies (“**Dynatrace**,” “**we**,” “**us**,” or “**our**”) through our website [www.dynatrace.com](http://www.dynatrace.com) and any other website that links to this Notice (“**Site**”), our products, software, and services (collectively, “**Services**”), and when you interact with us, and how Personal Information is used, shared and protected. This Notice also describes your choices regarding use, access and correction of Personal Information collected about you through the Site or your use of our Services.

Dynatrace primarily processes Personal Information on behalf of and in accordance with the instructions of our customers who use our Services. For additional information regarding these processing activities please refer to your customer contract and/or product documentation. Where Dynatrace acts as a data controller, it collects and processes all Personal Information pursuant to this Notice and applicable data protection laws.

Additional information on our Personal Information practices may be provided in privacy data sheets and maps, online product descriptions, or other notices provided prior to or at the time of data collection. Certain Dynatrace websites and solutions may have their own privacy documentation describing how we handle Personal Information for those websites or solutions specifically. To the extent a specific notice for a website our Services differs from this Privacy Notice, the specific notice will take precedent.

We may modify this Notice at any time and all changes will be effective immediately upon posting to the Site. We will notify you of material changes to this Notice where we are required to by applicable law. We encourage you to review this Notice whenever you use the Dynatrace Site or Services to stay informed about our practices and the ways you can help protect your privacy. With the exception of circumstances where we are required by applicable law to collect specific consent for particular processing activities, by accessing and using the Site, you acknowledge that you have read and understand the contents of this Notice.

If you only want to access a particular section, then you can click on the relevant link below to jump to that section:

- [Personal Information We Collect](#)
- [Ways We Collect Personal Information](#)
- [Uses of Personal Information](#)
- [How We Share Personal Information](#)
- [Children](#)
- [Data Security](#)
- [Third-Party Websites](#)
- [Retention of Personal Information](#)
- [International Data Transfers](#)
- [Links to Related Privacy Notices](#)
- [Contact Us](#)

## 1. PERSONAL INFORMATION WE COLLECT

We collect Personal Information about you through your interactions with the Site or your use of our Services, including:

- Contact Information (e.g., first name, last name, email address, mailing address, phone number)
- Professional Information (e.g., company, title, role, department)
- Site usage data, web browser type/version, operating system, website visit information, click-through information
- Video, Audio & Electronic Information (e.g., your picture or signature, records of our interactions with you)
- Log-In Credentials (e.g., username, user ID, password, IP address, email address, profile details)
- Account Data as that term is defined in your Subscription Agreement
- Usage Data as that term is defined in your Subscription Agreement
- Personal Information provided in connection with a Support conversation, ticket or request.

## 2. WAYS WE COLLECT YOUR PERSONAL INFORMATION

We collect Personal Information in the following ways:

**From You.** For example, we may collect Personal Information from you when you register an account with us, request information, send us an email or otherwise interact with us.

**Third Party Sources.** From time to time, and in compliance with applicable laws, we collect Personal Information about you from third party sources like partners, social media platforms, resellers, analytics providers, lead generation providers or other companies that provide services to us. For example, our resellers and companies that provide our Services through their online marketplace may supply us with Personal Information, such as your name, telephone, email, and business address to help us fulfil orders, and provide services and support.

**Analytics.** When you use our Site, we collect data through analytics providers, including Google Analytics, which use cookies and technologies to collect and analyze data about use of the Site and the Services. These analytics services collect data regarding the use of other websites, apps and online resources. You can learn about Google's practices by going to <https://policies.google.com/technologies/partner-sites> and opt out by downloading the Google Analytics opt out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

**Cookies and Other Similar Technologies.** We automatically collect and record in our server logs the following information about your use of our Site through cookies, web beacons, and other technologies: usage data, IP address, web browser type/version, operating system and website visit information such as date, time and pages viewed, language preferences, search engine keywords used and length of time on our website.

We collect data from certain cookies which are pieces of data stored directly on the computer or mobile device you are using. We collect this information, in part through recognition of your computer or device, for security purposes, to facilitate navigation, to display data more effectively, to collect statistical data, to personalize your experience while using the Site and to assist your use of the Site. We also gather

statistical data about use of the Site to continually improve design and functionality, understand how they are used and assist us with resolving questions.

We use IP addresses to calculate usage levels, diagnose server problems, for security purposes and to administer the Site. We also may derive your approximate location from your IP address. We also will collect click-through information related to Dynatrace emails and banner advertisements.

We collect data through your browser or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, internet browser type and version and the name and version of the Services (such as the Apps) you are using. This data helps us to ensure that the Site functions properly.

We collect data from pixel tags (also known as web beacons and clear GIFs), to, among other things, track the actions of users of the Site (including email recipients), measure the success of our marketing campaigns and compile statistics about usage of the Site.

Please see the Dynatrace Cookie Preference Center for more information or to manage your cookie preferences.

**Customer and Prospect Communication Recordings.** Where permitted by applicable law, we may collect and maintain records of calls and chats with our agents, representatives, or employees via message, chat, post, or similar functionality. By engaging with or otherwise interacting with these functionalities, you hereby give your consent for us to collect such records. Dynatrace may use third party technologies to record phone or chat communications. As required by law to comply with certain laws and regulations, we will notify you if a chat session or call is being recorded or obtain consent.

**Aggregated Data.** We may also collect and/or generate anonymized and aggregated information from your use of our Site and/or Services. We use anonymized and aggregated information in various ways, including to measure your interest in and use of portions or features of our Site and/or Services. Anonymized or aggregated information will not personally identify you or any other user.

### **3. HOW WE USE PERSONAL INFORMATION**

We may use your Personal Information for the following purposes:

- For marketing and promotional purposes. In accordance with applicable law, Dynatrace will use Personal Information, such as name, title, company, and email or other address, to communicate with you about special promotions, events and announcements, including via email or telephone.
- To conduct prospecting activities and manage sales opportunities.
- For lead generation purposes.
- For sales training purposes.
- To assist us in determining relevant advertising channels both on our Site, on third party websites, and through other channels, as well as to evaluate the success of our advertising campaigns and marketing communications.

- To tailor the content and information that we may send or display to you, to offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while using the Site and Services.
- To better understand how users access and use our Site and our Services, both on an aggregated and individualized basis, to improve our Site and our Services, measure performance and activities on our Site and Services, and for other research and analytical purposes, including research surveys.
- We may also use your Personal Information for other purposes that are not incompatible with the purposes we have disclosed to you (such as statistical purposes, to monitor performance, to provide high quality service, and to be able to quickly solve issues in error situations) if and where such uses are permitted by applicable data protection laws.
- To manage our relationship with you.
- To verify the accuracy of Personal Information we hold about you.
- For the prevention of fraud and other criminal activities.
- To manage the security of your Personal Information and our network and, more specifically, in relation to any steps we take to protect your Personal Information against loss damage, theft or unauthorized access or disclosure.
- For the establishment and defense of our legal rights.
- To respond to inquiries related to support or other requests and more generally correspond or communicate with you.

#### **4. HOW WE SHARE PERSONAL INFORMATION**

We share Personal Information with the following categories of third parties and/or service providers, subject to appropriate contractual terms and security measures:

**Affiliates.** We may share Personal Information with our affiliated companies around the world who have a need to know the information for our business purposes, including providing our Services to you and marketing our Services based on your location.

**Distributors and Resellers.** We may share your Personal Information with our authorized distributors and resellers who provide our Services in your area.

**Service Providers and Subprocessors.** We may share Personal Information with service providers and subprocessors that provide services for us. For a current list of subprocessors, please visit <https://www.dynatrace.com/company/trust-center/customers/subprocessors-dynatrace-services/>.

**Business Partners.** We may share Personal Information with our trusted business partners. These partners and their affiliates may use your Personal Information to, among other things, send you information or contact you about their services and products.

**Government Officials and Law Enforcement.** In response to a lawful request, we will cooperate with and may disclose Personal Information to a competent law enforcement body, regulator, government agency, court or other third party: (i) if we believe in good faith we are legally required to disclose that Personal Information, (ii) if we are advised to disclose Personal Information by our legal counsel, or (iii) when necessary to identify, contact or bring a legal action against someone who may or is causing harm to, or interfering with the legal rights of, Dynatrace or any other party.

**Professional Advisors.** We may share Personal Information with our professional advisors on a need-to-know basis, such as our attorneys, accountants, financial advisors and business advisors, in their capacity as advisors to Dynatrace.

**Change in Ownership.** In the event Dynatrace is subject to a change of control, the Services change ownership, in whole or in part, or Dynatrace is the subject of a bankruptcy, receivership or similar transaction, we may provide Personal Information to the subsequent owner(s), including as part of any due diligence process. Dynatrace may also disclose Personal Information in connection with or during the negotiation of any merger or sale of company assets, financing, acquisition, dissolution, corporate reorganization or similar event.

**Other.** We may share Personal Information with third parties when explicitly requested by or consented to by you, or for the purposes for which you disclosed the Personal Information to us as indicated at the time and point of the disclosure.

## **5. CHILDREN**

The Site and Services are not directed at children under 18 years of age. We do not knowingly collect, use, or share Personal Information from children under 18. If a parent or legal guardian learns that their child provided us with Personal Information without his or her consent, please contact us at [privacy@dynatrace.com](mailto:privacy@dynatrace.com) and we will make commercially reasonable attempts to delete such Personal Information.

## **6. DATA SECURITY**

Dynatrace maintains technical and organizational measures to help protect the security and confidentiality of Personal Information against loss, misuse, and alteration appropriate to the type of Personal Information processed. For additional information about Dynatrace's security practices, please see <https://www.dynatrace.com/company/trust-center/security/>. If a breach of your Personal Information occurs, we will notify you as required under applicable law.

## **7. THIRD-PARTY WEBSITES**

Our Site and Services may link to websites not owned or controlled by us, including third-party marketplaces and the providers of supported technologies connected in the Dynatrace Hub at <https://www.dynatrace.com/hub/>. We are not responsible for third-parties' privacy policies or practices. This Notice does not apply to any third-party websites or to any data that you provide to third parties. You should read the privacy policy for each website that you visit.

## **8. RETENTION OF PERSONAL INFORMATION**

We will retain your Personal Information for as long as the information is needed for the purposes set forth above and for any additional period that may be required or permitted by law. The length of time your Personal Information is retained depends on the purpose(s) for which it was collected and the requirements to comply with applicable laws. You may request that we delete your Personal Information

through our [privacy request form](#). If we do not have a legal basis for retaining your Personal Information, we will delete it as required by applicable law.

## **9. INTERNATIONAL TRANSFERS**

To facilitate our global operations, we transfer information and allow access to information from countries in which Dynatrace operates. We process and store Personal Information both inside the United States and overseas. If you live outside of the United States, be advised that we may transfer your Personal Information to the United States and other countries, whose laws may not provide the same protections as the laws in your country.

Specifically, Dynatrace operates around the world, as listed here: [www.dynatrace.com/company/locations/](http://www.dynatrace.com/company/locations/). We also use cloud applications hosted by third-party service providers, whose servers are often located in the United States and other locations as listed here: [www.dynatrace.com/company/trust-center/policies/](http://www.dynatrace.com/company/trust-center/policies/). This means that when we collect your Personal Information, we may process it in any of these countries.

Dynatrace complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (Swiss-U.S. DPF) as set forth by the U.S. Department of Commerce (together, the “DPF”). We have certified to the U.S. Department of Commerce that we adhere to the EU-U.S. Data Privacy Framework Principles with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework Principles with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF (together, the “DPF Principles”). For more information, please visit Dynatrace’s [Supplemental Privacy Notice for Individuals within the EU, Switzerland, UK, and Brazil](#).

## **10. LINKS TO RELATED PRIVACY NOTICES**

For additional related disclosures regarding Dynatrace’s privacy practices, please see the following as applicable to you:

- For residents of the State of California: [Supplemental Privacy Notice for California Residents \(dynatrace.com\)](#)
- For individuals in the European Union, Switzerland, United Kingdom, or Brazil: [Supplemental Privacy Notice for Individuals Within the EU, Switzerland, UK, and Brazil \(dynatrace.com\)](#)
- For individuals applying for jobs with Dynatrace: [Recruitment Privacy Notice](#)

## **11. CONTACT US**

If you have any questions about this Notice you may contact us at [privacy@dynatrace.com](mailto:privacy@dynatrace.com) or [privacy.dpo@dynatrace.com](mailto:privacy.dpo@dynatrace.com).