



MICROSTRATEGY MOBILE PRIVACY POLICY

Last updated: March 6, 2017

The MicroStrategy Mobile Service collects personally identifiable information from you solely as described in the “How We Use Your User Information” section below. We will not sell your personally identifiable information to advertisers or spammers. We will only share the information we collect from you as described in the section below entitled “How We Share Your User Information.”

We at **MicroStrategy Incorporated** (“we”, “us” or the “Company”), respect your privacy and value the relationship we have with you. This Privacy Policy is designed to show you what information about you we collect when you use the MicroStrategy Mobile software application (the “Application” and together with the services available via the Application, the “Service”), and how we use and share that information.

The Service

The Service is a tool that enables you and other individuals who install the Application (“Users”) to (i) link your existing business intelligence objects and configurations (“MicroStrategy Projects”) to the Application, enabling you to use the Service to access and manipulate the Application’s business intelligence reports, graphs, visualizations, dashboards, documents and other objects on your mobile device, (ii) access and review publically available data sets that we make accessible through the Application, such as via the MicroStrategy Public Health App™, (iii) submit requests for consultations with the Company, (iv) register for future Company events and conferences (“MicroStrategy Events”), (v) test the Application’s survey and transaction functionality by submitting sample surveys and transaction forms, and (vi) send emails via the Application. In order to facilitate these processes, we may automatically collect certain of your personal information when you download the Application, as described in the “Information We Automatically Collect” section below. Additionally, the Application may collect certain of your personal information when you use the Application, including when you: (i) send emails using the Service, (ii) submit certain forms, such as registration or consultation request forms, (iii) complete and submit test surveys, and (iv) in other ways as described by this Privacy Policy.

Information We Automatically Collect

When you download the Application, we may automatically collect certain information about your mobile device (“Mobile Information”). Such information will include:

- an identification number uniquely associated with your operating system installation;
- the model of your mobile device, and the type and version of the operating system on your mobile device;
- the version of the Application you are using; and
- information regarding your usage of the Application, including what functions of the Application you use, how frequently you use the Application, the clicks you make within the Application, and how often you log into the Service.

Information We May Collect

In addition, we may collect certain of your personal information at your option, depending upon your use of the Service:

Account Information

If you choose to register for a meeting or consultation, sign up for a MicroStrategy Event, complete a test survey, or send an email using the Application, we may collect the following information from you (“Account Information”):

- first and last name
- email address
- company name
- job title
- address
- gender

User Communications

At your option, you may also use the Application to submit your requests for customer support, your user feedback, and other communications that you direct to us (collectively “User Communications”). We will collect such User Communications.

User Uploads

At your option, you may also upload content from your photo gallery to the Application (“User Uploads”).

Location Information

At your option, you may choose to share your location data with the Service (“Location Information,” and together with User Communications, User Uploads, Mobile Information and Account Information, “User Information”). We may use this Location Information to enhance your experience with certain features of the Application, such as in certain mapping displays, by showing your current position relative to nearby locations. Additionally, this location data may be used by the Application to provide you with information regarding upcoming and nearby events.

If you initially consent to sharing your Location Information with the Service, you can subsequently stop the collection of your Location Information by changing the settings on your mobile device or by uninstalling the Application.

Information We Do Not Collect

Server Information

You may choose to link the Service to your existing MicroStrategy Projects, which will require you to provide certain information about the server of your existing MicroStrategy Project(s) (“Server Information”). Server Information may include the name, port, path, type and authentication method for your server. We do not collect and do not have access to such Server Information. Additionally, by linking your MicroStrategy Project to the Service, we will no longer collect or have access to your User Information.

Third Party Site Information

The Application may include links to or content from third-party websites. We do not collect and do not have access to information about your use of third party sites (“Third Party Site Information”). Your use of third party sites in general and your relationship with such third party sites are subject to such third party sites’ own

Privacy Policies and other terms and policies, which we strongly recommend that you review before you use the Service to access such third party sites. We do not control and are not responsible for the processing of your Third Party Site Information.

How We Use Your User Information

The Company will use User Information for purposes of performing the Service and, in particular:

- to register you for MicroStrategy Events, meetings and consultations
- to allow you to test the Application's survey feature by submitting sample surveys
- to enable you to use the Application's mapping features, and at your option, integrate your current location into such mapping features
- to provide you with up-to-date information and alerts regarding upcoming and nearby events
- to send you emails regarding your use of the Service
- to provide technical support and to respond to your inquiries

In addition, the Company may use User Information for the following purposes:

- to communicate with you about new features or promotions of the Company or Service
- to prevent fraud or potentially illegal activities
- to enforce the Service's Terms of Use
- to solicit your feedback to improve the Service and your experience using it
- to administer and improve the Service, including by creating test reports on the User Information we collect
- to issue internal reports which may include reporting on your activity patterns, preferences and geolocation
- to keep track of your activity patterns, preferences and geolocation in order to improve the level of service you receive from the Service

We will not sell your personally identifiable User Information to advertisers or spammers.

How We Share Your User Information

We may share your User Information in the following cases:

- With Affiliates and Third-Party Service Providers: We may share your User Information with our affiliates (to see a list of MicroStrategy affiliates, click [here](#)) and third-party service providers. To receive a full list of all service providers, please contact us at the address specified in the "How to Contact Us" section below. Except as otherwise set forth in this section, we will only share your User Information with any such parties in connection with the administration of the Service or for the purpose of improving your experience with the Service. Third party service providers are not authorized by us to use or disclose your User Information except as necessary to perform services on our behalf or comply with legal requirements.
- With Other Third Parties: We may share your User Information with other third-parties, in which case we will obtain your specific consent.

- As Required by Law: We may disclose any User Information when we believe, in our sole discretion, disclosure is necessary or appropriate to comply with any applicable law, regulation, legal process or governmental request.
- To Protect Our Legitimate Business Interests: We may disclose User Information when we believe, in our sole discretion, disclosure is necessary to protect the Company's legitimate business interests.
- In Connection With a Sale of Our Business: We also reserve the right to transfer User Information in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use the User Information in a manner that is consistent with this Privacy Policy. Following such a sale or transfer, you may contact the entity to which we transferred the User Information with any inquiries concerning the processing of that information.

How We Protect Your User Information

We maintain administrative, technical and physical safeguards designed to protect the User Information that we collect about you against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

Transfers of User Information to Other Countries

The Company uses databases located in different jurisdictions. We may transfer User Information we collect about you to our databases located in countries other than your country of residence, including to countries which have a different level of data protection compared to your country of residence. We will take all the necessary steps to ensure that such transfers of User Information comply with applicable data protection law, in particular, the legal requirements on adequate protection for data transfers to countries outside of the European Economic Area.

Your Privacy Rights and Choices

You may stop the Service from collecting your User Information at any time by: (i) using Server Information to reconfigure the Application to point to your MicroStrategy Project, or (ii) by uninstalling the Application from all of your devices.

Subject to applicable law, we provide you with access to the User Information we have retained about you and the ability to review, correct, update, block or delete the information where it is inaccurate. Subject to applicable law, we may limit or deny access to your User Information where providing such access is unreasonably burdensome or expensive under the circumstances. Please submit your request to the address specified in the "How to Contact Us" section below.

Updates to This Privacy Policy

This Privacy Policy may be updated periodically and without prior notice to you to reflect changes in our information processing practices or for any other purpose. We will indicate at the top of the Privacy Policy when it was most recently updated.

How to Contact Us

If you have any questions or comments about this Privacy Policy, please contact us by email at info@microstrategy.com or by writing to us at MicroStrategy Incorporated, 1850 Towers Crescent Plaza, Tysons Corner, Virginia 22182, Attn: Office of the General Counsel. Questions or comments submitted through other means may not be received or addressed.

If you are located in the EU, you may also write to us at MicroStrategy Limited, Building 10, Chiswick Park, 566 Chiswick High Road, Chiswick, London, W4 5XS, Attn: Legal Department.