



Privacy Statement

Mar 6, 2023

Introduction

For purposes of this Privacy Statement, “**Mural**,” “**we**” or “**us**” means Tactivos, Inc., dba Mural and its Affiliates, and “**you**” or “**your**” means you, the individual human collaborator who is using one or more of our Services. Your use of a Mural product or service is subject to our Terms of Service. All of our Terms of Service are available at mural.co/terms. Any capitalized terms that are not defined in this Privacy Statement have the meaning ascribed to such terms in our other Terms of Service.

This Privacy Statement describes how Mural processes personal information, and what choices individuals have with respect to their personal information. By accessing and using a Mural product or service, you are agreeing to the practices and policies described in this Privacy Statement. If you object to any practices or policies as described in this Privacy Statement, please do not access or use our Services.

We are committed to transparency about our collection, use, transfer and disclosure of your information. Please direct any inquiries, comments or questions regarding this Privacy Statement or our processing of your information to: privacy@mural.co.

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Why We Process Personal Information

Mural processes personal information for certain specified purposes, which generally speaking are related to providing our Services and our interests in operating our business.

Depending on the purpose, Mural may act as a “data controller” or “business” (in that we collect the personal information and determine the purposes and means of processing personal information), or we may act as a “data processor” or “service provider” (in that we only process personal information on behalf of our customers and per their instructions). For example, when your organization purchases and provides you with access to the Mural digital whiteboard product, your organization (our customer) is the data controller.

Below you can find more information on the different purposes of processing personal information and Mural’s role for each purpose.

Purpose	Description	Mural's Role and Legal Basis
To provide our Services	<p>We must process personal information to provide our Services to Customers and individual collaborators. For example, we process personal information to:</p> <ul style="list-style-type: none"> ● Create and maintain user accounts ● Provide activity logs, reports, data and analytics features in our digital whiteboard product ● Respond to and help resolve customer support issues ● Issue and manage LUMA System™ certificates and other credentials ● Make personalized recommendations for templates and learning content ● Send service messages about our Services, such as invitations to join a workspace or board, or information about new features* <p>*You may not opt out of these messages as they are important features of the Services.</p>	<p><i>Mural as data controller</i>¹: legitimate interests; performance of a contract</p> <p><i>Mural as data processor</i>²: we process information only in accordance with our Terms of Service and the instructions of our customers. Please review our Data Processing Addendum with customers for more information.</p>
Account Management	<p>We process personal information to create and administer Mural customer accounts. For example, we process personal information to:</p> <ul style="list-style-type: none"> ● Manage billing, payments, purchases, and similar financial functions ● Manage billing information to comply with its independent tax and accounting purposes ● Send subscription, billing and other account related messages* ● Maintain our customer relationship management database <p>*You may not opt out of these messages.</p>	<p><i>Mural as data controller</i>: legitimate interests; performance of a contract; legal obligation</p>

¹ Mural is a controller for these applicable Services: Mural Learning Platform; Mural Learning Programs.

² Mural is a processor for these applicable Services: Mural digital whiteboard product.

Purpose	Description	Mural's Role and Legal Basis
Security and Performance	<p>We process personal information to monitor, investigate, analyze and enhance the security and performance of our Services. For example, we process personal information to:</p> <ul style="list-style-type: none"> ● Authenticate accounts and activity ● Detect, investigate, address and prevent potential security or technical issues or threats ● Send security and fraud related notices* ● Send technical status update messages* <p>*You may not opt out of these messages.</p>	<p><i>Mural as data controller:</i> legitimate interests; legal obligation</p>
Analytics and Product Development	<p>We process personal information to analyze, develop, test and improve our Services. For example, we process personal information to:</p> <ul style="list-style-type: none"> ● Run product research and user testing ● Understand how customers and collaborators use our Services ● Make data driven product and business decisions ● Develop features and functionality ● Develop packages and offers ● Develop new products or services 	<p><i>Mural as data controller:</i> legitimate interests; consent (ex: when you choose to provide feedback and participate in surveys and other product research or, where legally required, agree to our use of certain types of cookies)</p>

Purpose	Description	Mural's Role and Legal Basis
Marketing, Outreach, and Online Advertising	<p>In accordance with applicable law, we process personal information to market and promote our Services and to identify business opportunities. For example, we process personal information to:</p> <ul style="list-style-type: none"> ● Maintain our marketing database and manage unsubscribe requests ● Identify new business opportunities and leads ● Serve you with interest-based online advertisements ● Send emails and other messages about Mural promotions, offers, events, publications, or news* ● Contact prospects, users and customers to discuss their collaboration needs and our product or service offerings <p>*You can control whether you receive these messages either through the unsubscribe mechanism included in marketing emails, by contacting us directly, or as otherwise described in this Privacy Statement</p>	<p><i>Mural as data controller:</i> legitimate Interests; consent (ex: when you choose to sign up for our events, receive marketing messages from us, or access our publications)</p>
Legal and Compliance	<p>In accordance with applicable law, we process personal information to meet our legal and compliance obligations. For example, we process personal information to:</p> <ul style="list-style-type: none"> ● Investigate or enforce potential violations of our Terms of Service ● Respond to valid legal process ● Execute contracts ● Send legal notices* ● Communicate changes to our Terms of Service* <p>*You may not opt out of these messages.</p>	<p><i>Mural as data controller:</i> legitimate interests; legal obligation</p>

What Personal Information We Process

Different business purposes, and different products and services, require processing different categories of personal information. Mural adheres to data minimisation principles in its processing of personal information.

Generally speaking, we process contact information, profile information, customer information, billing and payment information, product usage information, site usage information, campaign information, and device information, aligned with our stated operational business purposes. In addition, each of our products and services requires different personal information to work as intended.

Category of Personal Information	Exemplary Data Elements	Category of Personal Information	Exemplary Data Elements
Contact information	<ul style="list-style-type: none">● Name● Email address● Phone number● Password	Product usage information	<ul style="list-style-type: none">● The dates and duration of collaboration activities● Your associated workspaces, rooms, boards, objects and comments● The number of invitations you have sent● Information that appears in the activity log● Videos watched● Courses taken● Starred content● Sessions created
Billing and payment information	<ul style="list-style-type: none">● Credit card number● Bank account information● Billing address		
Company information	<ul style="list-style-type: none">● Company name● Company size● Company industry		
Device information	<ul style="list-style-type: none">● IP address● General location (derived from IP)● ISP● Unique device identifiers● Operating system● Browser type● Browser language	Certification information	<ul style="list-style-type: none">● Name● Email address● Courses and programs taken● Attendance● Performance results● Certifications earned● Certificate records

Category of Personal Information	Exemplary Data Elements	Category of Personal Information	Exemplary Data Elements
Profile Information	<ul style="list-style-type: none"> ● Employer ● Job title ● Location ● Team ● Role ● Photo ● Password 	Site usage information	<ul style="list-style-type: none"> ● Referring and exit URLs ● Links clicked on ● Files downloaded ● Pages viewed and the order of those pages ● Files viewed ● The amount of time spent on particular pages ● The terms used in searches on the Sites ● The date and time of a Site visit
Campaign information	<ul style="list-style-type: none"> ● Email send and delivery ● Email opens ● Clicks on buttons or links ● Email bounces 		

Sources of Information

Different business purposes, and different products and services, require processing different categories of personal information. In some cases, the information is collected directly from you or in the background as you use or interact with the product or service (such as, for example, with usage information). In other cases, you may have a choice of whether to provide the personal information to us (such as, for example, with profile information, or with visitor contact information).

Source Category	Description
From you	We collect data you provide to us directly from you as you use the Services, for example when you create your user account, create your profile, or communicate with us for customer support.
From your device	As you use the Services, we automatically collect certain information from your device about your device and how you use the Services. See the “Cookies, Online Analytics, and Online Advertising” section below for more.
From your organization	As part of your use of the Services, your organization that entered into an agreement to use the Services with us may provide us with information about you, such as your contact information.

Source Category	Description
Third parties	<p data-bbox="553 199 1414 541">Mural, like most companies, enriches or supplements our first party marketing and customer relationship management databases with information from other sources in accordance with applicable laws. Such enrichment data may come from publicly available sources (such as your LinkedIn profile) or service providers from whom we purchase the enrichment data. Enriched marketing and business opportunity data helps us validate and update our marketing and customer relationship management databases, identify and contact prospective customers, create better offers and packages, and provide better support to existing customers.</p> <p data-bbox="553 573 1406 819">If you access our Services through Third Party Services, we may receive information about you from those Third Party Services (for example, your name, username, email address, and comments or content you post) depending on the third-party's data practices and your settings. We are not responsible for the content or practices of Third Party Services. We urge you to read the privacy and security policies of any Third Party Services you choose to use.</p> <p data-bbox="553 850 1414 1035">When you “like” or “follow” us on Facebook, LinkedIn, Twitter, or other social media sites, we may collect some information from you including your name, e-mail address, and any comments or content you post relevant to us. We also collect your information if you sign up for one of our promotions or submit information to us through social media sites.</p>

To Whom We Disclose Information

We disclose information only as it relates to our interests in operating our business and providing our Services, and in accordance with our agreements and legal obligations. More specifically, we disclose information in the following situations, subject to appropriate confidentiality protections.

Disclosure Category	Description
Other users of the Services	Mural Services are all about collaboration, and so by virtue of using our Services some of your information will be disclosed to your other collaborators. For example, when you use the Mural digital whiteboard product your Contributions and certain profile information (such as your name and profile picture) will be disclosed to your collaborators.
Customers	Mural customers are provided with information about their Authorized Users and the Services that they have purchased from Mural for their account management and other business and administrative purposes. So if you use Mural Services with an account provided by an organization you are affiliated with, such as your work or school account, that organization (our customer) can control and administer your Mural account and access and process your personal information, including without limitation your product usage information and profile information, as well as your Contributions.
Integrations	If you or a Customer decide to turn on an Integration, Mural is authorized to connect to and disclose information with such Integration to deliver the Integration features and functionality to you. Integrations are not owned or controlled by Mural and have their own policies and practices regarding the collection, use, transfer and disclosure of information.
Joint marketing partners and sponsors	We provide a variety of webinars, research, white papers, and other materials and events on topics related to collaborative intelligence for the benefit of our customers and individual collaborators. Sometimes these materials or events are co-created or co-sponsored by third parties, including without limitation customers, service providers, and Integration partners. If you attend an event or access any such materials, we may disclose your information with those sponsors or partners when we have your consent to do so.

Disclosure Category	Description
Service providers	<p>We may engage third party companies or individuals as service providers³ to process information on our behalf, to help provide our Services, or to support our business in other ways, for example:</p> <ul style="list-style-type: none"> ● virtual computing, cloud storage, database management ● marketing and customer relationship management ● payment processors ● tax and accounting services ● security monitoring and authentication ● product analytics and reporting ● customer support and user messaging ● legal contracting ● consent management
Affiliates	<p>We may disclose information with our corporate Affiliates to help deliver the Services and for other business and marketing purposes. To help protect the personal information transferred among our affiliates, we have implemented an intercompany group transfer agreement.</p>
Our auditors, attorneys, and other trusted agents or representatives	<p>For example, if Mural engages in a business transaction such as a merger, acquisition, bankruptcy, dissolution, reorganization, sale of some or all of Mural's assets or stock, financing, public offering of securities, acquisition of all or a portion of our business, a similar transaction or proceeding, or steps in contemplation of such activities (e.g. due diligence), some or all information may be disclosed or transferred with the professionals that we retain to assist us in the transaction, as well as with the business with which we are engaging in such transaction.</p>
Courts, litigants, and public authorities	<p>We may disclose information in response to a valid and binding compulsory legal request or process, if we reasonably believe in good faith that such disclosure is relevant and necessary to the legal request or process. In certain situations, we may be required to disclose information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.</p> <p>We may also need to disclose information to other parties to the extent necessary to enforce our rights and protect our business, including without limitation to enforce contracts or policies, or in connection with investigating and preventing fraud or security issues.</p>
With your consent	<p>We may disclose your personal information when you have given us consent to disclose it for a particular purpose</p>
Aggregated or de-identified data	<p>We may disclose or use aggregated or de-identified data that can no longer be reasonably linked to you for any purpose, including without limitation for business, marketing, or research purposes.</p>

³ In this context, “service providers” and “processors” have the same meaning.

Where We Process Information

Our Services are designed and delivered primarily in the United States with a global workforce. As such, we may need to transfer your information to countries other than the one in which you live. We take reasonable steps to protect your information in accordance with this Privacy Statement and applicable laws.

Legal mechanism for transfer

We rely on Standard Contractual Clauses (SCCs) as the legal mechanism for transferring data. The SCCs are included by reference in our Data Processing Agreement with customers, as well as our contracts with our applicable vendors.

Safeguards

Our Data Processing Addendum sets forth our obligations as a data processor and as an independent data controller to our customers, including commitments to provide customers with transparency reports, participate in compliance audits, and more. In addition, Mural has certified to the U.S. Department of Commerce that it adheres to the Privacy Shield principles of notice, choice, accountability for onward transfer, security, data integrity and purpose limitation, access, recourse, enforcement and liability, and the supplemental principles. As a result, we are subject to the investigatory and enforcement powers of the U.S. Federal Trade Commission.⁴ Our ongoing commitment to the Privacy Shield principles and participation in the Privacy Shield program provides additional safeguards with respect to personal information. To learn more about the Privacy Shield program, and to view our certification page, please visit: <https://www.privacyshield.gov/>.

⁴ If there is a conflict between this Privacy Statement and the Privacy Shield principles, the Privacy Shield principles shall govern.

How We Secure Information

We place great importance on the security of our business and Services. We have adopted a variety of administrative, technical, physical, and organizational measures to protect against accidental or unlawful destruction, loss, alteration, disclosure or access. To learn more about security at Mural, please visit mural.co/trust or its successor webpages.

While we take reasonable steps to protect our business and Services, no security system is impenetrable. We cannot and do not guarantee that our Services will be 100% secure, that a security incident will not occur, or that your communications with us will not be intercepted while being transmitted to us. Any suspected security incident should be immediately brought to our attention by contacting us at security@mural.co.

Your Rights And Your Choices

You have certain rights with respect to your information as further described in this section.

Your legal rights

Your local laws may permit you to request that we:

- provide access to and/or a copy of certain information we hold about you
- update information which is out of date or incorrect
- delete certain information that we are holding about you
- restrict the way that we process and disclose certain of your information
- prevent the processing of your information for direct-marketing purposes (including any direct marketing processing based on profiling)

Your local laws may also permit you to revoke your consent to the processing of your information for certain purposes.

If you would like further information in relation to your legal rights under applicable law or would like to exercise any of them, please contact us at privacy@mural.co.

How to exercise your rights

Many Mural Services are intended for use by organizations, such as schools and businesses. If your organization provides you with access to Mural Services, and you are using your organization's email domain to access Mural Services, you should direct your privacy inquiries, including any requests to exercise your data protection rights, to your organization's administrator.

Otherwise, if you wish to exercise your data subject rights, please contact us at privacy@mural.co. We will consider all requests and provide our response within the time period stated by applicable law and as otherwise required by

applicable law. Please note, however, that certain information may be exempt from such requests in some circumstances, which may include if we need to keep processing your information for our legitimate interests or to comply with a legal obligation. We may request you provide us with information necessary to confirm your identity before responding to your request. We cannot respond to your request or provide you with the information you seek if we cannot verify your identity or authority to make the request and confirm the request relates to you and your information. Depending on applicable law, you may have the right to appeal our decision to deny your request. If we deny your request, we will provide you with information on how to appeal the decision, if applicable, in our communications with you.

If you would like to submit your request through an authorized agent, we will ask the agent to provide written permission from you and we may need to separately verify your identity as discussed above.

Sale/Share opt out rights

As explained further below in the “Cookies, Online Analytics, and Advertising” section, we provide information about your device and online browsing activities to certain providers for analytics, targeted advertising and related purposes, so that we can provide you with more relevant and tailored ads regarding our Services. The disclosure of your information to such providers under applicable law may be considered a “sale” of personal information or the “processing”/“sharing” of personal information for online targeted advertising purposes.

To opt out of any such disclosures made through the use of cookies/pixels, please click on the 'Your Privacy Choices' link on the footer of Site for the particular Services you use. To opt out of any such disclosures made through other means, please email us at privacy@mural.co.

Please note that if you have a legally-recognized browser-based opt out

preference signal turned on via your device browser (such as a global privacy control) we recognize such preference in accordance with applicable law.

Marketing communications

In accordance with applicable law, we may send you marketing messages regarding our Services or the services of third parties that we believe will be interesting to you. You can ask us to stop sending such messages at any time by contacting Customer Support or visiting [this webpage](#). You can also opt out by following the instructions located at the bottom of marketing emails.

Please note that, regardless of your request, we may still use and disclose certain information as permitted by this Privacy Statement or as required by applicable law. For example, you may not opt out of certain transactional emails from us, such as those confirming your requests or providing you with updates regarding our Terms of Service.

Complaints and Dispute Resolution

If you use Mural Services provided by your organization, please contact your organization if you have any questions, concerns or complaints about our data processing activities.

Otherwise, if you have any concerns or complaints about our data processing activities, we urge you to first try to resolve such issues directly with us. We are committed to resolving complaints about your privacy and our collection, use, transfer or disclosure of your information. Any inquiries or complaints regarding this Privacy Statement or our data processing activities should be directed to privacy@mural.co.

You may also make a complaint to the data protection supervisory authority in the country where you are based, or seek a remedy through local courts if you believe your rights have been breached.

For residents of the EU, EEA or Switzerland

Mural has committed to refer unresolved privacy complaints under the Privacy Shield Principles to an independent dispute resolution mechanism, the BBB EU PRIVACY SHIELD, operated by BBB National Programs. If you do not receive timely acknowledgment of your complaint, or if your complaint is not satisfactorily addressed, please visit <https://bbbprograms.org/privacy-shield-complaints/> for more information and to file a complaint. This service is provided free of charge to you.

If your Privacy Shield complaint cannot be resolved through the above channels, under certain conditions, you may invoke binding arbitration for some residual claims not resolved by other redress mechanisms. For more information, please review Privacy Shield Annex 1, available at <https://www.privacyshield.gov/article?id=ANNEX-I-introduction>.

Finally, you have the right to lodge a complaint with the data protection authority in your jurisdiction. Pursuant to Article 27 of the General Data Protection Regulation (GDPR), MURAL has appointed the European Data Protection Office (EDPO) as its representative in the EU. You can contact EDPO regarding matters pertaining to EU data protection law by using EDPO's online request form (available at <https://edpo.com/gdpr-data-request/>) or by writing to EDPO at:

European Data Protection Office (EDPO)
Regus Block 1
Blanchardstown Corporate Park
Ballycoolen Road, Blanchardstown
Dublin D15 AKK1
Ireland

For residents of the UK

You have the right to lodge a complaint with the data protection authority in your jurisdiction. Pursuant to Article 27 of the UK General Data Protection Regulation (UK GDPR), Mural has appointed EDPO UK Ltd. as its UK GDPR representative in the UK. You can contact EDPO UK regarding matters pertaining to the UK GDPR by using EDPO UK's online request form (available at <https://edpo.com/uk-gdpr-data-request/>) or by writing to EDPO UK at:

EDPO UK Ltd.
8 Northumberland Avenue
London WC2N 5BY
United Kingdom

Other Important Disclosures

Cookies, online analytics, and online advertising

Cookies

To collect information from your device as you use the Services, we and our service providers use Internet server logs, cookies, tags, tracking pixels, and other similar tracking technologies. We use these technologies in order to offer you a more tailored experience by understanding and remembering your particular browsing preferences. You can change your browser settings at any time to notify you when a cookie is being set or updated, or to block cookies altogether; please consult the “Help” section of your browser for more information (ex: [Internet Explorer](#); [Google Chrome](#); [Mozilla Firefox](#); or [Apple Safari](#)). Please note that by blocking, disabling, or managing any or all cookies, you may not have access to certain features or offerings of the Services. For more information about how we use cookies and the types of cookies we use, please see our [Cookie Policy](#).

Online analytics

We may use analytics service providers to: collect and analyze usage information through cookies and similar tools; engage in auditing, research, or reporting; assist with detecting and preventing security incidents or violations of our Terms of Service; or provide certain features or functionality. One such service provider is Google Analytics. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-out Browser Add-on by [clicking here](#). Also, if you receive emails from us, we may use tracking pixels or other analytics tools to capture information that allows us to gauge the effectiveness of our communications and marketing campaigns.

Online advertising

The Services may allow marketing and advertising service providers (ex: ad networks and ad servers such as Google Display Network and others) to place

cookies or other tracking technologies on your computer, mobile phone, or other device, as well as on other websites you visit and other services you use. These technologies collect information about you that assists in the delivery of relevant advertising about the Services, in that the ads may be based on your current activity or your activity over time and across other websites and online services and may be tailored to your interests.

We also sometimes provide our customer information (such as email addresses) to service providers, who may “match” this information in de-identified form to cookies (or mobile ad identifiers) and other proprietary IDs, in order to provide you with more relevant ads when you visit other websites and mobile apps.

We neither have access to, nor does this Privacy Statement govern, the cookies or other tracking technologies that may be placed on the device you use to access the Services by such service providers. If you are interested in more information about tailored browser advertising and how you can generally control cookies from being put on your computer to deliver tailored advertising, you may visit the following third party sites to opt out of receiving tailored advertising from companies that participate in their programs:

- [Network Advertising Initiative’s Consumer Opt-Out link](#)
- [Digital Advertising Alliance’s Consumer Opt-Out link](#)
- [Your Online Choices](#)

To opt-out of Google Analytics for display advertising or customize Google display network ads, visit the [Google Ads Settings page](#). Please note that these opt-outs apply per device, so you will have to opt-out for each device through which you access our Services.

For additional ways to opt out of targeted advertising activities under applicable law, see the "Your Rights and Your Choices" section above.

Integrations and third party products or services

If any part of our products or services contains links to other websites, products or services, whether our Affiliates or third parties, those other sites may not operate under this Privacy Statement. You are advised to check the privacy statements on those other sites to understand their policies and practices on the collection, usage, transfer, and disclosure of your information.

Services provided by your organization

Many Mural Services are intended for use by organizations, such as schools and businesses. When you use Mural Services provided by your organization, our processing of your personal information in connection with those Services is governed by a contract between Mural and your organization (our customer), including without limitation a Data Processing Addendum. In addition, your use of the Mural Services is subject to your organization's privacy and security practices and policies, if any. Mural is not responsible for the privacy or security practices of our customers, which may differ from those set forth in this Privacy Statement.

Children's privacy

Mural Services are not directed to children, and are not intended for and may not be used by anyone under sixteen (16) years of age. We do not intentionally collect information from children, and any use of our Services by someone who is not at least 16 years of age is a violation of our Terms of Service. If you have any concerns about your child's privacy, please contact us at:

privacy@mural.co.

Data retention

We retain information for different periods of time depending on the purposes for which we collect and use it. We will delete or de-identify information when it is no longer needed to fulfill these purposes unless a longer retention period is required to comply with applicable law. There may be technical or

other operational reasons where we are unable to fully delete or de-identify information. Where this is the case, we will take reasonable measures to prevent further processing.

Changes to this Privacy Statement

This Privacy Statement may be modified from time to time in our sole discretion. Laws, regulations and industry standards evolve, which may make those changes necessary, or we may make changes to our business, products or services that necessitate such changes. If that happens, we will promptly post the revised Privacy Statement to our Site and update the “last updated” date at the top of the Privacy Statement.

If we make changes that materially alter your privacy rights, we will provide additional notice in accordance with applicable legal requirements, such as via email, on our Sites, or through our Services. For the sake of clarity: updating this Privacy Statement to include a newly released feature, product or service does not by default constitute such a material change; and we will only make updates for features, products or services that are generally released (not for any Product Research). By continuing to access and use any Mural Services after the effective date of the revised Privacy Statement, you agree to be bound by the revised Privacy Statement. If you do not agree with the revised Privacy Statement, do not use our Services.