



BROADSOFT

BroadCloud

BroadCloud UC-One SaaS

Privacy Policy

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BroadCloud™ PBX Service Privacy Policy

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BroadCloud™ PBX is a trademark of BroadSoft, Inc.

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1 Introduction

BroadSoft is committed to respecting our customers' privacy.

We comply with data protection legislation.. This regulates the processing of personal data relating to you and grants you various rights in respect of your personal data.

The aim of this policy is to tell you how we will use your personal data collected in the context of your customer relationship with BroadSoft. Please read it carefully before you proceed.

2 Policy

When you use our services, we may collect the following personal data:

- Customer and End User name and contact details;
- traffic data such as the phone numbers that you call and send messages to (and the phone numbers that you receive calls and messages from) and the date, time, duration and cost of your communications [including your phone location at the time these communications are made];

We will use your personal data in the context of your customer relationship with BroadSoft including for the following purposes:

- for billing
- for the provisioning of service,
- for customer enquiries and the resolution of problems associated with service;
- for informational type directory services;
- for prevention or detection of fraud;
- to carry out research and analysis and monitor customer use of our network and products and services on an anonymous or personalised basis to identify general consumer trends and to understand better our customers' behaviours and partner with other businesses to create new services and to develop interesting and relevant products and services for our customers, as well as personalise the products and services we offer you. We may use information about your location for research and analytics purposes but we will only retain this information in an anonymised form to ensure that you cannot be identified as an individual; and
- where we have the appropriate permissions to inform you of new products or services that will enhance BroadSoft's ability to provide service to you. However, we will not sell, rent, trade, lease, or disclose or make available any personal data to any third parties seeking to market products without your prior consent.

BroadSoft will share the personal data you provide with other BroadSoft entities and/or business partners who are acting on BroadSoft' behalf to provide you services. Such BroadSoft entities and/or national or international business partners are governed by BroadSoft' privacy policies with respect to the use of your personal data. Some of these BroadSoft entities or business partners may be located in multiple geographies, including the US, EU, Australia, and Japan. Some of these countries may not have the same or substantially similar privacy laws as those set out in this privacy policy, or outlined in local legislation. We may not require organisations to which we disclose personal information in those countries to comply with similar privacy laws, and accordingly your personal information may not receive the same protections that it would under the laws where you are located.

By providing your personal information to us, you consent to our disclosure of your personal information to organisations in those countries even though it may not receive the same protections that it would in your local market. You may request us not to transfer your personal information to the countries listed above, but if you do so we may not be able to provide the services or products you have requested from us.

BroadSoft reserves the right to use personal data to investigate and help prevent potentially unlawful activity that threatens either BroadSoft or any company affiliated with BroadSoft. BroadSoft may use personal data to investigate and help prevent potentially unlawful activities that threaten the integrity of service or of the network, or that otherwise violate BroadSoft' Service Agreements which may include interception, monitoring or recording of communications in accordance with applicable law. Moreover, upon the appropriate request of a government agency, law enforcement agency, court or as otherwise required by law, BroadSoft may disclose personal data.

BroadSoft does not sell products or services for purchase or use by children. BroadSoft does not knowingly solicit or collect personal data from children or teenagers under the age of eighteen. In addition, BroadSoft will not knowingly link to any third party web site that solicits or collects personal data. If you believe that a minor has disclosed personal data to BroadSoft, please contact us at support@BroadSoft.com so that the data can be removed.

We may use aggregated information about the use of our services so we can administer and improve our services, analyse trends, gather broad demographic information. We may pass this information to third parties.

We have implemented reasonable technical and organisational measures designed to secure your personal data from accidental loss and from unauthorised access, use, alteration or disclosure. However, we cannot guarantee that unauthorised third parties will never be able to defeat those measures or use your personal data for improper purposes.

In the event that the business is sold or integrated with another business, your details will be disclosed to our advisers and any prospective purchaser's adviser and will be passed to the new owners of the business.

You are entitled to see the information held about you. If you wish to do this, please contact us at support@Broadsoft.com. We may require you to provide verification of your identity and to pay an administration fee to provide a copy of the information we hold. Please note that in certain circumstances we may withhold access to your information where we have the right to do so under current data protection legislation.

If you opted to receive marketing emails or other communications from BroadSoft or third parties at the time you registered for the services but subsequently change your mind, you may opt-out by emailing support@Broadsoft.com.

If our privacy policy changes in any way, we will update the published version. Regularly reviewing the published version ensures that you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties.