

Partner Information Protection Addendum (PIPA)

Swimlane Marketplace

This Partner Information Protection Addendum (PIPA) is an integral part of the agreement between Swimlane and its partners regarding the listing and management of partner content in the Swimlane Marketplace. This document outlines the protection measures and obligations to ensure the confidentiality, integrity, and security of partner information.

1. Introduction

This PIPA governs the use and protection of information provided by partners to Swimlane for the purposes of listing and managing content in the Swimlane Marketplace. By participating in the Swimlane Marketplace, partners agree to the terms and conditions set forth in this addendum.

2. Definitions

- **Partner Information:** Any data, content, or information provided by the partner to Swimlane in connection with the Swimlane Marketplace.
- **Confidential Information:** Any non-public information disclosed by the partner that is designated as confidential or that reasonably should be understood to be confidential given the nature of the information and the circumstances of disclosure.

3. Data Collection and Usage

- **Limited Data Collection:** Swimlane will only collect information necessary for the operation and management of the Swimlane Marketplace.
- **Purpose Limitation:** Partner information will only be used for purposes related to the listing, management, and promotion of content in the Swimlane Marketplace.
- **Data Minimization:** Swimlane will minimize the amount of partner information collected to what is directly relevant and necessary for the specified purposes.

4. Data Protection

- **Security Measures:** Swimlane will implement and maintain appropriate technical and organizational measures to protect partner information against unauthorized access, disclosure, alteration, and destruction.
- **Encryption:** Sensitive partner information will be encrypted both in transit and at rest.
- **Access Control:** Access to partner information will be restricted to authorized personnel who need access to perform their job duties.

5. Confidentiality

- **Non-Disclosure:** Swimlane will not disclose partner information to any third party without the partner's explicit consent, except as required by law or as necessary to provide services to the partner.
- **Confidential Treatment:** Swimlane will treat all partner information as confidential and will ensure that its employees, agents, and subcontractors are bound by confidentiality obligations.

6. Data Retention and Deletion

- **Retention Period:** Partner information will be retained only as long as necessary to fulfill the purposes for which it was collected or as required by applicable laws and regulations.
- **Deletion Requests:** Partners may request the deletion of their information at any time by contacting Swimlane. Swimlane will comply with such requests in accordance with its data retention policies and applicable laws.

7. Data Breach Notification

- **Incident Response:** In the event of a data breach that affects partner information, Swimlane will promptly investigate and take appropriate remedial measures.
- **Notification:** Swimlane will notify the affected partner without undue delay after becoming aware of a data breach that is likely to result in a high risk to the partner's rights and freedoms.

8. Partner Obligations

- **Accuracy of Information:** Partners are responsible for ensuring that the information they provide to Swimlane is accurate and up-to-date.
- **Compliance:** Partners must comply with all applicable data protection laws and regulations when providing information to Swimlane.

9. Amendments

- **Review and Updates:** This PIPA may be reviewed and updated periodically to reflect changes in legal, regulatory, or operational requirements. Swimlane will notify partners of any significant changes to this addendum.

Company Name: _____

Authorized Signer: _____

Signature: _____

Date: _____