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14. **GOVERNING LAW:** This Agreement shall be governed by the Federal laws of the United States and where there is no Federal governing law, the laws of the State of California, United States, excluding its conflicts of laws principles and excluding the United Nations Convention on Contracts for the International Sale of Goods shall apply.

15. **EXPORT CONTROLS:** Licensee acknowledge that these Licensed Products are subject to the U.S. Export Administration Regulations (the “EAR”) and that Licensee will comply with the EAR. Licensee shall comply with the export laws and regulations of the United States and other applicable jurisdictions in using the Licensed Products and obtain any permits, licenses, and authorizations required for such compliance, and without limiting the foregoing, Licensee represents that it is not named on any U.S. government list of persons or entities prohibited from receiving exports. Additionally, Licensee agrees it shall not, nor allow any third party to, export from the U.S. or allow the re-export or re-transfer of any part of the Licensed Product to (i) any country subject to export control embargo or economic sanctions implemented by any agency of the U.S. government; (ii) any end user who has been prohibited from participating in U.S. export transactions by any federal agency of the U.S. government; or (iii) any end user who you know or have reason to know will utilize them in the design, development or production of nuclear, chemical or biological weapons, or rocket systems, space launch vehicles, and sounding rockets, or unmanned air vehicle systems, without first obtaining an export license or other approval that may be required by any U.S. government agency having jurisdiction with respect to the transaction.

16. **U.S. Government Rights.** The Licensed Product is a “commercial item” as that term is defined at FAR 2.101. If Licensee is the US Federal Government (Government) Executive Agency (as defined in FAR 2.101), Alteryx provides the Licensed product, including any related software, technical data, and/or professional services in accordance with the following: If acquired by or on behalf of any Executive Agency (other than an agency within the Department of Defense (DoD)), the Government acquires, in accordance with FAR 12.211 (Technical Data) and FAR 12.212 (Computer Software), only those rights in technical data and software customarily provided to the public as defined in this Agreement. If acquired by or on behalf of any Executive Agency within the DoD, the Government acquires, in accordance with DFARS 227.7202-3 (Rights in commercial computer software or commercial computer software documentation), only those rights in technical data and software customarily provided in this Agreement. In addition, DFARS 252.227-7015 (Technical Data – Commercial Items) applies to technical data acquired by DoD agencies. Any Federal Legislative or Judicial Agency shall obtain only those rights in technical data and software customarily provided to the public as defined in this Agreement. If any Federal Executive, Legislative, or Judicial Agency has a need for rights not conveyed under the terms described in this Section, it must negotiate with Alteryx to determine if there are acceptable terms for transferring such rights, and a mutually acceptable written addendum specifically conveying such rights must be included in any applicable contract or agreement to be effective. If this Agreement fails to meet the Government’s needs or is inconsistent in any way with Federal law, and the parties cannot reach a mutual agreement on terms for the EULA, the Government agrees to return the Licensed Product, unused, to Alteryx. This U.S. Government Rights clause in this Section is in lieu of, and supersedes, any other FAR, DFARS, or other clause, provision, or supplemental regulation that addresses Government rights in computer software or technical data under this Agreement. Rights are reserved under copyright laws of the United States with respect to unpublished portions of the Software.

17. **MISCELLANEOUS:** This Agreement represents our entire understanding and agreement regarding the Licensed Product, Data, Tools and Related Materials, and supersedes any prior purchase order, communication, advertising or representation between Licensee and Alteryx. Nothing in this License Agreement modifies any terms of the Licensee’s prime contract to which Alteryx is not a party. By entering into this License Agreement, Licensee acknowledges that the terms and conditions and the policies included as Exhibit B. shall also govern any Gallery use, including any instances of private Gallery use by Licensee (“Private Gallery”). Any personnel authorized to use the Licensed Products, or non-personnel that are authorized to use the Private Gallery, shall be subject to the same restrictions on the use of the Licensed Products and obligations on the protection of Alteryx’s and Reseller’s (if Licensed Products are purchased through a Reseller) Confidential Information as those that bind the Licensee hereunder, and Licensee shall remain responsible and liable for the compliance of such personnel and non-personnel in the case of Private Gallery use, with the terms of this Agreement. Notwithstanding the foregoing, in the event Licensee has entered into a separate written agreement signed by both parties, and there is a conflict between the terms of such written agreement, and this License Agreement, the terms of such written agreement shall control. If any provision of this Agreement shall be unlawful, void or for any reason unenforceable, that provision shall be deemed severable from, and shall in no way affect the validity or enforceability of, the remaining provisions. Any of your information provided to Alteryx in connection with installation, registration and use of the Licensed Products shall be subject to the terms set forth in Alteryx’s privacy policy includes as Exhibit E. Alteryx may identify Licensee as a customer of Alteryx and use Licensee’s name and logo in connection with such identification. Licensee can retract the foregoing permission by submitting a written request via email to logo.optout@alteryx.com, requesting to be excluded from Alteryx advertising and marketing materials. Licensee may not assign any of its rights or obligations granted under this License Agreement without the prior written consent of Alteryx. None of the provisions of this License Agreement shall be deemed to have been waived by any act or acquiescence on the part of Alteryx, its agents, or employees, but only by an instrument in writing signed by an authorized signatory of Alteryx. Alteryx may make changes to the License Agreement as it distributes new versions of the Licensed Product. When these changes are made, Alteryx will make a new version of the License Agreement available to the duly authorized Contracting Officer for review and written approval in accordance with the Federal Acquisition Regulation (FAR), and Licensee agrees to negotiate the new License Agreement terms in good faith. Licensee acknowledges that monetary damages may not be a sufficient remedy for breaches of this Agreement and that Alteryx shall be entitled to seek, to the extent consistent with applicable law, and without waiving any other rights or remedies, to injunctive or equitable relief as may be deemed proper by a court of competent jurisdiction in the event of a breach. The provisions of Sections 7 (Term/Termination), 8 (Confidentiality), 9 (Ownership), 10 (Limited Warranty), 11 (Disclaimer), 13 (Indemnification), 14 (Governing Law), 15 (Export Control), 16 (U.S. Government Rights), and 17 (Miscellaneous) shall survive any termination of this Agreement.

Alteryx Support Guidelines, Policies, Procedures and Definitions

Alteryx Support Guidelines, Policies, Procedures and Definitions

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Alteryx Inc. Client Services Organization provides technical support, instruction and customer service based on following policies and procedures.

1. Support Overview

The Client Services team is available to assist customers with any issues, suggestions or questions. Examples of these are:

- Questions/issues encountered during installation
- Licensing
- Module development questions
- Technical questions
- Product not functioning as designed
- API and SDK developer support

2. Entitlements

Customers should refer to their signed contract for the number of support hours allotted.

3. Support Hours

Support services are offered Monday – Friday (excluding holidays*). Support channels available may vary by time and geography. Support is available only in the geographical area where Alteryx is licensed (based on Physical Address),

- Americas: 8am - 8pm EST (1am - 1pm GMT)
 - Email: clientservices@alteryx.com
 - Phone Support: (888) 255-1207
- EMEA: 7am - 4pm GMT
 - Email: clientservices@alteryx.com
- APAC: 10pm - 7am GMT
 - Email: clientservices@alteryx.com

*US Holidays: New Year's Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, Day After Thanksgiving, Christmas Day; UK Holidays: New Year's Day, Good Friday, Easter Monday, Early May Bank Holiday, Spring Bank Holiday, Summer Bank Holiday, Christmas Day, Substitute Boxing Day

4. Maintenance and Support Policies

Alteryx's version support policy is to provide support for the current release and the immediately preceding major release and provide assistance with installing updates unless otherwise noted. Fixes and improvements will appear in a future release. Supported versions are listed at <http://downloads.alteryx.com/changes.html> Alteryx regularly releases new versions of its software and the customer will be notified at startup or can manually check for updates by going to the Help menu – Check for Updates.

5. Contacting Alteryx Support

<http://www.alteryx.com/support>

6. Response and Resolution Times

Actual response and resolution times depend on one or more of the following factors, including:

- Severity level.
- The complexity of the issue.
- The ability of the customer to provide data and module samples to replicate the issue.
- The ability of the customer's designated technical contacts to provide detailed information promptly and accurately as requested.
- The ability of the customer's designated technical contacts to perform any required diagnostic tests in a timely manner as requested.
- The ability of the Client Service Team to gain remote access to the customer's systems for diagnosis.
- When relevant, or when progress in a case cannot be made using normal support processes, Client Services may need to schedule time with Alteryx Development, Product Management, Sales, Fulfillment and/or Professional Services for further issue resolution.

7. Case Management

Upon contacting Client Services each unique inquiry will be assigned a Case Number and a Client Services Representative.

7.1. Severity Level

Cases are defined by the following severity levels:

| Severity Levels | Definition |
|-----------------|---|
| SEV 1 | Complete loss in production or major loss in production that results in loss of revenue. SEV 1 issues will be responded to within 30 minutes. The response group will assemble and will provide status updates every 2 hours until the issue is resolved. |
| SEV 2 | Product defect causing major but intermittent loss of production service. Operation can continue in a restricted manner. SEV 2 issues will be responded to within 2 hours. The response group will assemble and will provide status updates every 4 hours until the issue is resolved. |
| SEV 3 | Product works as designed but does not perform as expected or user has product questions or comments. User is able to continue using the system. Client Services will respond within 3 hours. |

7.2. Case Status Codes

Case Status Codes are used to indicate the progress of the case.

| Case Status Code | Definition |
|--|---|
| Submitted | Case has been created and assigned a Case Number. |
| In Progress | A Client Services representative is currently working to resolve the case. |
| Customer Action Required | Client Services has responded to the customer and is waiting for further customer input. If case has not been responded within 7 days, case will automatically be closed. |
| Alteryx Engineering Response Required | Client Services has requested assistance from additional departments within Alteryx and is awaiting response. |
| On Hold | Customer is unable to provide information requested by Client Services until further notice. Case will remain on hold until required information is provided. |
| Closed | Case has been resolved, or closed due to inactivity. |

8. Initial Support Assessment & Resolution

Cases are automatically classified with a status of “Submitted” when initially filed. Typically the Client Services Representative (CS Rep) will perform an initial assessment of the case and will subsequently perform one of four tasks:

- Determine that more information is needed to analyze the problem. The CS Rep will add a note as to what information is needed. This note is displayed in an email sent to the customer. This action will also change the case status to “Customer Action Required” or “On Hold” until the client provides more information.
- Determine that all the information necessary to attempt to reproduce the problem is available. If sufficient information is available, the status of the case will change from “Submitted” to “In Progress.”
- Determine that the case requires input from additional departments within Alteryx. The Client Services Representative will route the case to the appropriate internal department and change the status to “Alteryx Engineering Response Required”
- Provide the resolution to the Case and update the status to “Closed”.

9. Auto Closure

When the status of the Case is “Customer Action Required”, Auto Closure messages are automatically generated to prompt the submitter of the case for an update. After 3 days a reminder will be sent via email. If the Case has not been responded to within 7 days from the original request, the Case will automatically be closed.

10. New Customers

A new customer On-boarding meeting will be initiated by Sales, or Sales Engineering with a designated Client Services Representative. This meeting is approximately 30 minutes and will cover the following:

- Customer Introduction
- Alteryx Team Introduction
- Support Education and Resources
- Communication Strategy
- Next Steps

[End]

Exhibit B

Alteryx, Inc. Acceptable Use Policy

Last updated: September 20, 2012

This Acceptable Use Policy (this "Policy") describes prohibited uses of the Alteryx Analytics Gallery offered by Alteryx, Inc. (the "Gallery") and the website located at <http://gallery.alteryx.com> (the "Gallery Site"). The examples described in this Policy are not exhaustive. We may modify this Policy at any time by posting a revised version on the Gallery Site.

No Illegal, Harmful, or Offensive Use or Content

You may not use, or encourage, promote, facilitate or instruct others to use, the Gallery or Gallery Site for any illegal, harmful or offensive use, or to transmit, store, display, distribute or otherwise make available content that is illegal, harmful, or offensive. Prohibited activities or content include:

Illegal Activities. Any illegal activities, including advertising, transmitting, or otherwise making available gambling sites or services or disseminating, promoting or facilitating child pornography.

Harmful or Fraudulent Activities. Activities that may be harmful to others, our operations or reputation, including offering or disseminating fraudulent goods, services, schemes, or promotions (e.g., make-money-fast schemes, ponzi and pyramid schemes, phishing, or pharming), or engaging in other deceptive practices, or pose or create a privacy or security risk to any person.

Infringing Content. Content that infringes or misappropriates the intellectual property or proprietary rights of others.

Offensive Content. Content that is defamatory, obscene, abusive, invasive of privacy, or otherwise objectionable, including content that constitutes child pornography, relates to bestiality, or depicts non-consensual sex acts.

Harmful Content. Content or other computer technology that may damage, interfere with, surreptitiously intercept, or expropriate any system, program, or data, including viruses, Trojan horses, worms, time bombs, or cancelbots.

Unsolicited Mailings. Transmission of "junk mail," "chain letters," or unsolicited mass mailing, instant messaging, "spimming," or "spamming", or solicits personal information from anyone under 18.

No Security Violations

You may not use the Gallery to violate the security or integrity of any network, computer or communications system, software application, or network or computing device (each, a "System"). Prohibited activities include:

Unauthorized Access. Accessing or using any System without permission, including attempting to probe, scan, or test the vulnerability of a System or to breach any security or authentication measures used by a System.

Interception. Monitoring of data or traffic on a System without permission.

Gallery Site Disruption

You may not do anything that disrupts the Gallery Site or the way it functions; anything that interferes with other User's enjoyment of the Gallery Site or the community or using the Gallery Site to deceive people. Prohibited activities include: forging any TCP/IP packet header or any part of the header information in any posting, or in any way using the Gallery Site or the Gallery to send altered, deceptive, or false source-identifying information; using viruses, bots, worms, or any other computer code, files or programs that interrupt, destroy or limit the functionality of any computer software or hardware, or otherwise permit the unauthorized use of or access to a computer or a computer network; interfering with the access of any Artisan, Member or Viewer ("User"), host or network to the Gallery Site; making any automated use of the system, such as, but not limited to, using scripts to send images or videos; interfering with, disrupting, or creating an undue burden on the Gallery or the networks or services connected to the Gallery; impersonating or attempting to impersonate another User, person or entity; selling or otherwise transferring your profile; using any information obtained from the Gallery in order to harass, abuse, or harm another person or entity; attempting to probe, scan or test the vulnerability of the Gallery Site or breach any security or authentication measures; collecting or storing personal data about other users without their express permission, including collecting usernames, User passwords, and/or email addresses of Users by electronic or other means for the purpose of sending unsolicited email or unauthorized framing of or linking to the Gallery Site; impersonating or misrepresenting your affiliation with any person or entity, through pretexting or any other form of social engineering, or otherwise committing fraud; scraping the Gallery Site by the use of crawlers, bots or other automated mechanisms. Finally (though this should go without saying), using the Gallery Site in a manner that violates any laws.

Our Monitoring and Enforcement

We reserve the right, but do not assume the obligation, to investigate any violation of this Policy or misuse of the Gallery or Gallery Site. We may:

investigate violations of this Policy or misuse of the Gallery or Gallery Site; or

remove, disable access to, or modify any content or resource that violates this Policy or any other agreement we have with you for use of the Gallery or the Gallery Site.

We may report any activity that we suspect violates any law or regulation to appropriate law enforcement officials, regulators, or other appropriate third parties. Our reporting may include disclosing appropriate customer information. We also may cooperate with appropriate law enforcement agencies, regulators, or other appropriate third parties to help with the investigation and prosecution of illegal conduct by providing network and systems information related to alleged violations of this Policy.

Reporting of Violations of this Policy

If you become aware of any violation of this Policy, you will immediately notify us and provide us with assistance, as requested, to stop or remedy the violation.

Exhibit C

Data Copyright Guidelines

| Data Vendor | Type of Data | Copyright Notice |
|--------------------|---|--|
| Dun & Bradstreet | D&B Information: Full US File of Class 0, 1, & 2 records; Full US Corporate Tree Family Plus File; Full Market Data Retrieval K-12 School Database; Full Marketable Canadian File | "Copyright [Year of Publication] Dun & Bradstreet, Inc." e.g., Copyright 2014 Dun & Bradstreet, Inc. |
| Experian | CAPE – Census estimates and projections, consumer expenditure and retail demand | "CAPE" and advertise/disclose that CAPE is an Experian Data product, "©[Year of Publication] Experian Marketing Solutions, Inc. All rights reserved" e.g., CAPE ©2014 Experian Marketing Solutions, Inc. All rights reserved |
| Experian | Household Data | Disclose that it is Experian Data product, "©[Year of Publication] Experian Marketing Solutions, Inc. All rights reserved" e.g., ©2014 Experian Marketing Solutions, Inc. All rights reserved |
| TomTom | Data source for map data | <p>"Data Source © [Year of Publication] TomTom"; e.g., Data Source © 2014 TomTom</p> <p>and, in addition, "based on":</p> <p style="padding-left: 40px;">For Austria: "© BEV, GZ 1368/[Year of Publication]."</p> <p style="padding-left: 40px;">For Denmark: "© DAV, violation of these copyrights shall cause legal proceedings."</p> <p style="padding-left: 40px;">For France (navigation applications only): "Michelin d © Michelin [Year of Publication]."</p> <p style="padding-left: 40px;">For Germany: "GeoBasis-DE/Geobasis NRW [Year Publication]."</p> <p style="padding-left: 40px;">For Indonesia: "© Base data Bakosurtanal".</p> <p style="padding-left: 40px;">For Jordan: "© Royal Jordanian Geographic center"</p> <p style="padding-left: 40px;">For Malta: "This product includes data from Mapping Unit, Malta Environment and Planning Authority and licensed on behalf of them" or "© Mapping Unit, Malta Environment and Planning Authority."</p> <p style="padding-left: 40px;">For Northern Ireland: "Ordnance Survey of Northern Ireland."</p> <p style="padding-left: 40px;">For Norway: "© Norwegian Mapping Authority, Public Roads Administration / © Mapsolutions."</p> <p style="padding-left: 40px;">For Russia: "© Roskartographia"</p> <p style="padding-left: 40px;">For Switzerland: "© Swisstopo."</p> <p style="padding-left: 40px;">For The Netherlands: "Topografische ondergrond Copyright © dienst voor het kadaster en de openbare registers, Apeldoorn [Year of Publication]."</p> |

| Data Vendor | Type of Data | Copyright Notice |
|-------------|--|--|
| | | <p>For United Kingdom (excluding Northern Ireland): “Contains Ordnance Survey data © Crown copyright and database right [Year of Publication].”</p> <p>Code-Point® Open data: “Contains Royal Mail data © Royal Mail copyright and database right [Year of Publication].”</p> |
| TomTom | MultiNet North America – coverage of Canada | “© 2006 – [Year of Publication] TomTom. All rights reserved. This material is proprietary and the subject of copyright protection and other intellectual property rights owned or licensed to TomTom. The product includes information copied with permission from Canadian authorities, including © Canada Post Corporation, GeoBase®, and Department of Natural Resources Canada, All rights reserved. The use of this material is subject to the terms of a License Agreement. You will be held liable for any unauthorized copying or disclosure of this material. Adapted from Statistics Canada: Road Network File, 2011; and Census Population and Dwelling Count Highlight Tables, 2011 Census. This does not constitute an endorsement by Statistics Canada of this product.” |
| TomTom | Data source for North America Premium Points of Interest – coverage of Canada and/or United States | “© 2006 – [Year of Publication] TomTom. All rights reserved. This material is proprietary and the subject of copyright protection, database right protection and other intellectual property rights owned by TomTom or its suppliers. Portions of the POI database contained in Premium Points of Interest North America have been provided by Localeze. The use of this material is subject to the terms of a license agreement. Any unauthorized copying or disclosure of this material will lead to criminal and civil liabilities.” |
| TomTom | Data source for Matchmaker SDK Professional Canada Address Coding Guide | “© 2001 – [Year of Publication] TomTom. All rights reserved. This material is proprietary and the subject of copyright protection and other intellectual property rights owned or licensed to TomTom. The product includes information copied with permission from Canadian authorities, including © Canada Post Corporation and GeoBase®, All rights reserved. The use of this material is subject to the terms of a License Agreement. You will be held liable for any unauthorized copying or disclosure of this material. Adapted from Statistics Canada, Road Network File, 2011. This does not constitute an endorsement by Statistics Canada of this product.” |
| TomTom | Data source for North America Logistics – coverage of Canada and/or United States | “© 2006 – [Year of Publication] TomTom. Truck Attribute Data © 2004 - [Year of Publication] ProMiles Software Development Corporation. All rights reserved. This material is proprietary and the subject of copyright protection and other intellectual property rights owned or licensed to TomTom. The product includes information copied with permission |

| Data Vendor | Type of Data | Copyright Notice |
|-------------|--|---|
| | | <p>from Canadian authorities, including © Canada Post Corporation, GeoBase®, and Department of Natural Resources Canada, All rights reserved. The use of this material is subject to the terms of a License Agreement. You will be held liable for any unauthorized copying or disclosure of this material. Adapted from Statistics Canada: Boundary Files, 2011 Census; and Census Population and Dwelling County Highlight Tables, 2011. This does not constitute an endorsement by Statistics Canada of this product.”</p> |
| TomTom | Data source for Post Canada FSA layer and Canada 6-digit layer | <p>“© 2006 – [Year of Publication] TomTom. All rights reserved. This material is proprietary and the subject of copyright protection and other intellectual property rights owned or licensed to TomTom. The product includes information copied with permission from Canadian authorities, including © Canada Post Corporation, All rights reserved. The use of this material is subject to the terms of a License Agreement. You will be held liable for any unauthorized copying or disclosure of this material.”</p> |
| TomTom | Data source for Administrative Areas for Canada | <p>“Adapted from Statistics Canada, Census Population and Dwelling County Highlight Tables, 2011. This does not constitute an endorsement by Statistics Canada of this product.”</p> |
| TomTom | Data source for North America Telecommunications – coverage of Canada and/or United States | <p>“© [Year of Publication] Pitney Bowes. All rights reserved.” In addition, for the following product layers Wire Center Boundaries, ILEC Boundaries, and Rate Center Boundaries, the following also applies: “This product contains information and/or data of Telcordia Technologies, Inc. (Telcordia) licensed to be included herein.”</p> |
| TomTom | Data source for TomTom North America HD Traffic | <p>“Portions of the data have been provided by Clear Channel Broadcasting © [Year of Publication]. Clear Channel Broadcasting, Inc. All rights reserved.”</p> |
| TomTom | Data source for Japan map data | <p>“©Shobunsha Publications, Inc. ©Shobunsha”</p> |
| Nielsen | DMA Data United States | <p>“The DMA information is used pursuant to a license from The Nielsen Company. Any use and/or reproduction of these materials without the express written consent of The Nielsen Company, is strictly prohibited. The DMA information is valid for the period 20 - 20 . [indicating the dates of the Nielsen Information, i.e. “2010 – 2011”]”</p> |

Exhibit D

System Requirements

| Installation | Machine Requirements | OS Requirements | Chip | Processor | RAM | Disk Size |
|--------------|-----------------------------|--|---------------------------------------|------------------|----------|-------------|
| Desktop* | Minimum: 64-bit | Microsoft Windows 7 or later (64-bit) | Quad core I7 (single chip) | 2.5GHz or faster | 8GB RAM | 500GB - 1TB |
| | High Performance: 64-bit | Microsoft Windows 7 or later (64-bit) | Quad core I7 (single chip) | 2.5GHz or faster | 16GB RAM | 500GB - 1TB |
| Server | 32-bit not supported | | | | | |
| | Recommended: 64-bit | Microsoft Windows Server 2008R2 or later | Quad Core Intel Xeon (single chip) | 2.5GHz or faster | 16GB RAM | 1 Terabyte |
| | High Performance: 64-bit | Microsoft Windows Server 2008R2 or later with current service pack (64-bit) | Quad Core Intel Xeon (single chip) | 2.5GHz or faster | 32GB RAM | 1 Terabyte |

*Limited 32-Bit Windows Systems Support

Exhibit E

Alteryx Privacy Policy

Updated January 2017.

This policy describes Alteryx's privacy practices in its collection, receipt, and use of Personally Identifiable Information ("PII"). This Privacy Policy applies to PII collected by Alteryx through software installation, use or visitation to our public gallery or visitation to the website where this Privacy Policy is posted or referenced, and does not apply to any other information collected by Alteryx or its affiliated entities through any other means. Alteryx and its affiliated entities may be collectively referred to in this Privacy Policy as "Alteryx," "we," "us" or the "Site." The Site may contain links to third parties. When you navigate away from our Site to such third-party websites, our Privacy Policy no longer applies. This Privacy Policy may be updated from time to time without prior notice to you. By using this Site, you agree to our Privacy Policy

This Privacy Policy covers the following topics:

- The information we collect
- How we use your personal information
- What cookies and web beacons are and how we use them
- What internet protocol addresses are
- Collection of information by third-party sites and sponsors
- How we secure your information
- Your rights if you are a California resident
- Use of our online forums
- What to do if you want to correct or review your personal information
- How we may update our privacy policy
- How to contact us

The Information We Collect

Alteryx may collect personal information when you register with Alteryx and/or use Alteryx products or services. You may be required to provide us with your real name, e-mail address, phone number, and shipping address. For certain licensees, Alteryx may require additional information, such as date of birth or other verification information. Whenever you visit the Site and/or when you use our Software, Alteryx also receives and records information on our server logs from your browser, including your IP address, Alteryx cookie information, and the pages you request, as well as usage data related to Alteryx software; and relates such information to the PII you provide.

How We Use Your Personal Information

We may use PII to (a) fulfill your requests for products and services, (b) improve our products and services, (c) contact you to conduct research, (d) provide anonymous reporting for internal and external clients, and/or (e) offer products and/or services to you. Once you have registered or have purchased Alteryx products or services, we reserve the right to send you certain communications relating to the Alteryx service that are considered part of your Alteryx account. You may opt out of receiving communications from us upon a receipt of an email from us after you register on our site or upon installation of software.

We also use PII for internal and product/service-related purposes only. We do not rent, sell, or share PII about you with third parties or nonaffiliated companies, except with your permission (a) to provide products or services you have requested and (b) to our partners who may provide you with information regarding certain products and services in connection with your use of the Alteryx products or services, and who are under confidentiality obligations. These companies may use your PII to help Alteryx communicate with you about offers from Alteryx and our marketing partners. However, these companies do not have any other independent right to use or share this information. If you do not want your name and contact information to be shared with any company or organization, you may notify us at any time by clicking here: [Unsubscribe](#). Credit card information is used only for payment processing and fraud prevention. Credit card information and other sensitive personal information required to process a purchase is not used for any other purpose by our financial services providers or us.

We may disclose PII in response to legal process in response to a court order or a subpoena. We also may disclose PII in response to a law enforcement agency's request or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Terms of Service or End User License Agreements (EULA) to verify or enforce compliance with the policies governing our products and applicable laws, or as otherwise required or permitted by law or consistent with legal requirements. In addition, we may transfer PII about you if we are acquired by, sold to, or merged with another company. We reserve the right to assign and/or transfer all PII in our system in the event that Alteryx is sold to or merged with another party.

What Cookies and Web Beacons Are and How We Use Them

Our Site uses "cookies," which are small text files that we place in visitors' computer browsers to store their preferences. Cookies themselves do not contain any PII. "Web beacons" are small pieces of code placed on a web page to monitor the behavior and collect data about the visitors viewing a web page. For example, web beacons can be used to count the users who visit a web page or to deliver a cookie to the browser of a visitor viewing that page. We may use web beacons on our Site from time to time for this purpose. We may also use a "phone-home" technology to gather data for the purpose of improving our products and marketing products and services to you.

Internet Protocol Addresses

An Internet protocol ("IP") address is the unique number assigned to your server or Internet Service Provider ("ISP"). Alteryx may track such IP addresses for system administration, usage information, to report aggregate information, site tracking, or to prevent our servers from being abused.

Do Not Track Option

Various internet browsers offer a "do not track" or "DNT" option that relies on a technology known as a DNT header that sends a signal to Websites' visited by the user about the user's browser DNT preference setting. Alteryx does not currently respond to browsers' DNT signals with respect to the Site, in part, because no common industry standard for DNT has been adopted by industry groups, technology companies or regulators. Alteryx takes privacy seriously and will continue to make efforts to monitor developments around DNT browser technology and the implementation of a standard.

We may use AdRoll's services to offer you Alteryx products and services. You may opt-out of AdRoll cookies at the NAI opt-out tool at www.networkadvertising.org/choices or via the DAA website at <http://www.aboutads.info/choices>.

Collection of Information by Third-Party Sites and Sponsors

Our Site contains links to other Web sites, including those of our partners and sponsors, whose information practices may be different from ours. Sometimes these third party websites may conduct contests or sweepstakes that are promoted on our Site and you may be directed away from our Site in order to participate in such contests or sweepstakes. In such case, you should consult these third party websites' privacy notices.

How We Secure Your Information

We have taken steps to assure that all information collected will remain secure and in its original form. As such, access to all personal information is strictly controlled. We have established appropriate physical, electronic, and managerial procedures in an effort to safeguard and help prevent unauthorized access, maintain data security, and correctly use the information we collect online.

To verify the security of your PC's web connection at our Service, check the lower left corner of your browser window after accessing the server. If you see an unbroken or a closed lock, then SSL is active and the server is secure. You may also check by looking at the URL line of your browser. When accessing a secure server, the Site address will change from "http" to "https".

Use of Our Online Forums

We may provide blogs, bulletin boards, forums or chat rooms ("Forum") on the Site. Any personal information you submit in a Forum may be read, collected or used by other users who visit the Forum. Alteryx is not responsible for any use or disclosure of the PII in your posts or during any other communication with other site users. You must evaluate, and bear the risk associated with, the accuracy, completeness or usefulness of a Forum. We do not pre-screen postings in such Forum and reserve the right to remove any content posted.

How to Correct or Review Your Personal Information

Upon request and subject to identity verification, we will provide you with access to identifying information that we have collected about you. We offer you the ability to have inaccuracies corrected regarding your contact information. This information and any corrections can be requested by sending us an e-mail through the e-mail link provided above or writing to us at the above address.

How to Contact Us

If you have questions or suggestions, please email Alteryx at legal@alteryx.com, or fax to +1.714.602.3798. Written communication should be sent to Alteryx, Inc., Attn: General Counsel, 3345 Michelson, Suite 400, Irvine, CA 92612