

## Standard Contractual Clauses

For the purposes of Article 28(3) of Regulation 2016/679 (the GDPR)

between

**Customer Company**

*(the data controller)*

And

**Active ApS**

CVR 45516563

Cæciliavej 52

2500 Valby

Denmark

*(the data processor)*

each a 'party'; together 'the parties'

HAVE AGREED on the following Contractual Clauses (the Clauses) in order to meet the requirements of the GDPR and to ensure the protection of the rights of the data subject.

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## 2. Preamble

1. These Contractual Clauses (the Clauses) set out the rights and obligations of the data controller and the data processor, when processing personal data on behalf of the data controller.
2. The Clauses have been designed to ensure the parties' compliance with Article 28(3) of Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation).
3. In the context of the provision of the Attive Platform, the data processor will process personal data on behalf of the data controller in accordance with the Clauses.
4. The Clauses shall take priority over any similar provisions contained in other agreements between the parties.
5. Four appendices are attached to the Clauses and form an integral part of the Clauses.
6. Appendix A contains details about the processing of personal data, including the purpose and nature of the processing, type of personal data, categories of data subject and duration of the processing.
7. Appendix B contains the data controller's conditions for the data processor's use of sub-processors and a list of sub-processors authorised by the data controller.
8. Appendix C contains the data controller's instructions with regards to the processing of personal data, the minimum security measures to be implemented by the data processor and how audits of the data processor and any sub-processors are to be performed.
9. Appendix D contains provisions for other activities which are not covered by the Clauses.
10. The Clauses along with appendices shall be retained in writing, including electronically, by both parties.
11. The Clauses shall not exempt the data processor from obligations to which the data processor is subject pursuant to the General Data Protection Regulation (the GDPR) or other legislation.

### 3. The rights and obligations of the data controller

1. The data controller is responsible for ensuring that the processing of personal data takes place in compliance with the GDPR (see Article 24 GDPR), the applicable EU or Member State<sup>1</sup> data protection provisions and the Clauses.
2. The data controller has the right and obligation to make decisions about the purposes and means of the processing of personal data.
3. The data controller shall be responsible, among other, for ensuring that the processing of personal data, which the data processor is instructed to perform, has a legal basis.

<sup>1</sup> References to "Member States" made throughout the Clauses shall be understood as references to "EEA Member States".

### 4. The data processor acts according to instructions

1. The data processor shall process personal data only on documented instructions from the data controller, unless required to do so by Union or Member State law to which the processor is subject. Such instructions shall be specified in appendices A and C. Subsequent instructions can also be given by the data controller throughout the duration of the processing of personal data, but such instructions shall always be documented and kept in writing, including electronically, in connection with the Clauses.
2. The data processor shall immediately inform the data controller if instructions given by the data controller, in the opinion of the data processor, contravene the GDPR or the applicable EU or Member State data protection provisions.

### 5. Confidentiality

1. The data processor shall only grant access to the personal data being processed on behalf of the data controller to persons under the data processor's authority who have committed themselves to confidentiality or are under an appropriate statutory obligation of confidentiality and only on a need to know basis. The list of persons to whom access has been granted shall be kept under periodic review. On the basis of this review, such access to personal data can be withdrawn, if access is no longer necessary, and personal data shall consequently not be accessible anymore to those persons.

2. The data processor shall at the request of the data controller demonstrate that the concerned persons under the data processor's authority are subject to the abovementioned confidentiality.

## 6. Security of processing

1. Article 32 GDPR stipulates that, taking into account the state of the art, the costs of implementation and the nature, scope, context and purposes of processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, the data controller and data processor shall implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk.

The data controller shall evaluate the risks to the rights and freedoms of natural persons inherent in the processing and implement measures to mitigate those risks. Depending on their relevance, the measures may include the following:

- a. Pseudonymisation and encryption of personal data;
- b. the ability to ensure ongoing confidentiality, integrity, availability and resilience of processing systems and services;
- c. the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident;
- d. a process for regularly testing, assessing and evaluating the effectiveness of technical and organisational measures for ensuring the security of the processing.

2. According to Article 32 GDPR, the data processor shall also – independently from the data controller – evaluate the risks to the rights and freedoms of natural persons inherent in the processing and implement measures to mitigate those risks. To this effect, the data controller shall provide the data processor with all information necessary to identify and evaluate such risks.
3. Furthermore, the data processor shall assist the data controller in ensuring compliance with the data controller's obligations pursuant to Articles 32 GDPR, by inter alia providing the data controller with information concerning the technical and organisational measures already implemented by the data processor pursuant to Article 32 GDPR along with all other information necessary for the data controller to comply with the data controller's obligation under Article 32 GDPR.

If subsequently – in the assessment of the data controller – mitigation of the identified risks require further measures to be implemented by the data processor, than those already implemented by the data processor pursuant to Article 32 GDPR, the data controller shall specify these additional measures to be implemented in Appendix C.

## 7. Use of sub-processors

1. The data processor shall meet the requirements specified in Article 28(2) and (4) GDPR in order to engage another processor (a sub-processor).
2. The data processor shall therefore not engage another processor (sub-processor) for the fulfilment of the Clauses without the prior general written authorisation of the data controller.
3. The data processor has the data controller's general authorisation for the engagement of sub-processors. The data processor shall inform in writing the data controller of any intended changes concerning the addition or replacement of sub-processors at least 30 days in advance, thereby giving the data controller the opportunity to object to such changes prior to the engagement of the concerned sub-processor(s). Longer time periods of prior notice for specific sub-processing services can be provided in Appendix B. The list of sub-processors already authorised by the data controller can be found in Appendix B.
4. Where the data processor engages a sub-processor for carrying out specific processing activities on behalf of the data controller, the same data protection obligations as set out in the Clauses shall be imposed on that sub-processor by way of a contract or other legal act under EU or Member State law, in particular providing sufficient guarantees to implement appropriate technical and organisational measures in such a manner that the processing will meet the requirements of the Clauses and the GDPR.  
The data processor shall therefore be responsible for requiring that the sub-processor at least complies with the obligations to which the data processor is subject pursuant to the Clauses and the GDPR.
5. A copy of such a sub-processor agreement and subsequent amendments shall – at the data controller's request – be submitted to the data controller, thereby giving the data controller the opportunity to ensure that the same data protection obligations as set out in the Clauses are imposed on the sub-processor. Clauses on business related issues that do not affect the legal data protection content of the sub-processor agreement, shall not require submission to the data controller.
6. The data processor shall agree a third-party beneficiary clause with the sub-processor where – in the event of bankruptcy of the data processor - the data controller shall be a third-party beneficiary to the sub-processor agreement and shall have the right to enforce the agreement against the

sub-processor engaged by the data processor, e.g. enabling the data controller to instruct the sub-processor to delete or return the personal data.

7. If the sub-processor does not fulfil his data protection obligations, the data processor shall remain fully liable to the data controller as regards the fulfilment of the obligations of the sub-processor. This does not affect the rights of the data subjects under the GDPR – in particular those foreseen in Articles 79 and 82 GDPR - against the data controller and the data processor, including the sub-processor.

## **8. Transfer of data to third countries or international organisations**

1. Any transfer of personal data to third countries or international organisations by the data processor shall only occur on the basis of documented instructions from the data controller and shall always take place in compliance with Chapter V GDPR.
2. In case transfers to third countries or international organisations, which the data processor has not been instructed to perform by the data controller, is required under EU or Member State law to which the data processor is subject, the data processor shall inform the data controller of that legal requirement prior to processing unless that law prohibits such information on important grounds of public interest.
3. Without documented instructions from the data controller, the data processor therefore cannot within the framework of the Clauses:
  - a. transfer personal data to a data controller or a data processor in a third country or in an international organization
  - b. transfer the processing of personal data to a sub-processor in a third country
  - c. have the personal data processed in by the data processor in a third country
4. The data controller's instructions regarding the transfer of personal data to a third country including, if applicable, the transfer tool under Chapter V GDPR on which they are based, shall be set out in Appendix C.6.
5. The Clauses shall not be confused with standard data protection clauses within the meaning of Article 46(2)(c) and (d) GDPR, and the Clauses cannot be relied upon by the parties as a transfer tool under Chapter V GDPR.

## 9. Assistance to the data controller

- Taking into account the nature of the processing, the data processor shall assist the data controller by appropriate technical and organisational measures, insofar as this is possible, in the fulfilment of the data controller's obligations to respond to requests for exercising the data subject's rights laid down in Chapter III GDPR.  
This entails that the data processor shall, insofar as this is possible, assist the data controller in the data controller's compliance with:
  - a. the right to be informed when collecting personal data from the data subject
  - b. the right to be informed when personal data have not been obtained from the data subject
  - c. the right of access by the data subject
  - d. the right to rectification
  - e. the right to erasure ('the right to be forgotten')
  - f. the right to restriction of processing
  - g. notification obligation regarding rectification or erasure of personal data or restriction of processing
  - h. the right to data portability
  - i. the right to object
  - j. the right not to be subject to a decision based solely on automated processing, including profiling
- In addition to the data processor's obligation to assist the data controller pursuant to Clause 6.3., the data processor shall furthermore, taking into account the nature of the processing and the information available to the data processor, assist the data controller in ensuring compliance with:
  - a. The data controller's obligation to without undue delay and, where feasible, not later than 72 hours after having become aware of it, notify the personal data breach to the competent supervisory authority, the Danish Data Protection Agency, unless the personal data breach is unlikely to result in a risk to the rights and freedoms of natural persons;
  - b. the data controller's obligation to without undue delay communicate the personal data breach to the data subject, when the personal data breach is likely to result in a high risk to the rights and freedoms of natural persons;
  - c. the data controller's obligation to carry out an assessment of the impact of the envisaged processing operations on the protection of personal data (a data protection impact assessment);
  - d. the data controller's obligation to consult the competent supervisory authority, the Danish Data Protection Agency, prior to processing where a data protection impact assessment indicates that the processing would result in a



high risk in the absence of measures taken by the data controller to mitigate the risk.

- The parties shall define in Appendix C the appropriate technical and organisational measures by which the data processor is required to assist the data controller as well as the scope and the extent of the assistance required. This applies to the obligations foreseen in Clause 9.1. and 9.2.

## 10. Notification of personal data breach

1. In case of any personal data breach, the data processor shall, without undue delay after having become aware of it, notify the data controller of the personal data breach.
2. The data processor's notification to the data controller shall, if possible, take place within 48 hours after the data processor has become aware of the personal data breach to enable the data controller to comply with the data controller's obligation to notify the personal data breach to the competent supervisory authority, cf. Article 33 GDPR.
3. In accordance with Clause 9(2)(a), the data processor shall assist the data controller in notifying the personal data breach to the competent supervisory authority, meaning that the data processor is required to assist in obtaining the information listed below which, pursuant to Article 33(3) GDPR, shall be stated in the data controller's notification to the competent supervisory authority:
  - a. The nature of the personal data including where possible, the categories and approximate number of data subjects concerned and the categories and approximate number of personal data records concerned;
  - b. the likely consequences of the personal data breach;
  - c. the measures taken or proposed to be taken by the controller to address the personal data breach, including, where appropriate, measures to mitigate its possible adverse effects.
4. The parties shall define in Appendix C all the elements to be provided by the data processor when assisting the data controller in the notification of a personal data breach to the competent supervisory authority.

## 11. Erasure and return of data

1. On termination of the provision of personal data processing services, the data processor shall be under obligation to delete or anonymise all personal data

processed on behalf of the data controller and certify to the data controller that it has done so unless Union or Member State law requires storage of the personal data.

## **12. Audit and inspection**

1. The data processor shall make available to the data controller all information necessary to demonstrate compliance with the obligations laid down in Article 28 and the Clauses and allow for and contribute to audits, including inspections, conducted by the data controller or another auditor mandated by the data controller.
2. Procedures applicable to the data controller's audits, including inspections, of the data processor and sub-processors are specified in appendices C.7. and C.8.
3. The data processor shall be required to provide the supervisory authorities, which pursuant to applicable legislation have access to the data controller's and data processor's facilities, or representatives acting on behalf of such supervisory authorities, with access to the data processor's physical facilities on presentation of appropriate identification.

## **13. The parties' agreement on other terms**

1. The parties may agree to other clauses concerning the provision of the personal data processing service specifying e.g. liability, as long as they do not contradict directly or indirectly the Clauses or prejudice the fundamental rights or freedoms of the data subject and the protection afforded by the GDPR.

## **14. Commencement and termination**

1. The Clauses shall become effective on the date the data controller activates the Active Platform.
2. Both parties shall be entitled to require the Clauses renegotiated if changes to the law or inexpediency of the Clauses should give rise to such renegotiation.
3. The Clauses shall apply for the duration of the provision of personal data processing services. For the duration of the provision of personal data

processing services, the Clauses cannot be terminated unless other Clauses governing the provision of personal data processing services have been agreed between the parties.

4. If the provision of personal data processing services is terminated, and the personal data is deleted or returned to the data controller pursuant to Clause 11.1. and Appendix C.4., the Clauses may be terminated by written notice by either party.

## **Signature**

### **On behalf of the data controller**

Name:

Position:

Date:

Signature:

### **On behalf of the data processor**

Name: Toni Hohlbein

Position: CEO

Date:

Signature:

## **15. Data controller and data processor contacts/contact points**

1. The parties may contact each other using the contacts/contact points specified within the order form. Growblockas may always be contacted at [security@active.ai](mailto:security@active.ai).
2. The parties shall be under obligation continuously to inform each other of changes to contacts/contact points. All contact information follows from the order form.

## Appendix A Information about the processing

### **A.1. The purpose of the data processor's processing of personal data for the data processor's own purposes**

The data processor anonymizes the personal data processed in order to improve the Active Platform, in relation to which Active acts as data controller.

### **A.2. The purpose of the data processor's processing of personal data on behalf of the data controller is:**

(i) Provision of the Active Platform, (ii) provision of support, and (iii) compliance with any other reasonable instruction provided by the data controller.

### **A.3. The data processor's processing of personal data on behalf of the data controller shall mainly pertain to (the nature of the processing):**

The personal data will for instance be subject to collection, aggregation, structuring, storage, adaptation or alteration, erasure, anonymization, and other processing necessary to provide, maintain, and improve the services provided to the data controller.

### **A.4. The processing includes the following types of personal data about data subjects:**

#### **Data controller's employees**

- Active Platform Users: Name, e-mail address, information on the use of the Active Platform.
- Other employees from the data controller's CRM: Name, e-mail address, employee ID for e.g. CRM system, and start and end date of roles, and possibly performance, salary incl. Commission.
- Call transcripts: Name, role, spoken content, and other identifiers shared during recorded calls if integrated systems (e.g., Gong or Chorus) are connected.

### **Data controller's customers**

- Contact person at customer and contact person's employer (if data controller has provided such information), and further information which data controller has included in their CRM.
- Call transcripts: Name, role, spoken content, and context shared during recorded calls where applicable

### **Data controller's prospects**

- Name, e-mail address, employer, and unique lead ID (e.g. Salesforce or Hubspot ID), and further information which data controller has included in their CRM, eg web traffic source.
- Call transcripts: Any identifiers or context shared during recorded calls if applicable.

### **A.5. Processing includes the following categories of data subjects:**

The data subjects are:

- Data controller's employees,
- Data controller's customers, and
- Data controller's prospects.

### **A.6. The data processor's processing of personal data on behalf of the data controller may be performed when the Clauses commence. Processing has the following duration:**

Personal data is processed until termination of the Attive General Terms and Conditions entered into between data controller and data processor, and personal data is deleted or anonymised in any event within 30 business days after termination of Attive General Terms and Conditions. The Clauses remain in force until personal data has been deleted.

## Appendix B Authorised sub-processors

### B.1. Approved sub-processors

On commencement of the Clauses, the data controller authorises the engagement of the sub-processors in connection to the provision of the Services.

The data processor will inform the data controller of any intended changes concerning the addition to or replacement of any sub-processors and give the data processor the opportunity to object to such changes.

NAME	ADDRESS	DESCRIPTION OF PROCESSING
Google Cloud Platform	Gordon House, Barrow Street, Dublin 4, Ireland  <i>Personal data is processed in EU data centres.</i>	Data hosting

Google Workspace	Gordon House, Barrow Street, Dublin 4, Ireland  <i>Personal data is processed in EU data centres.</i>	Productivity apps
API Hero Ltd	3rd Floor, 1 Ashley Road, Altrincham, Cheshire, United Kingdom, WA14 2DT  <i>Personal data is processed in US data centres.</i>	Workload processing
Nango, Inc.	Unknown  <i>Personal data is processed in US data centres.</i>	Credential management
Plus Five Five, Inc.	2261 Market Street #5039 San Francisco, CA 94114, United States  <i>Personal data is processed in EU data centres.</i>	Transactional email
OpenAI OpCo, LLC	3180 18th Street, San Francisco, CA 94110, United States  <i>Personal data is processed in US data centres (primary region: US-East/Virginia).</i>	Model inference
OpenRouter, Inc.	169 Madison Avenue, New York, NY 10016, United States  <i>Personal data is processed in US data centres</i>	Model-routing proxy (routes traffic to Google, Anthropic, Amazon Bedrock and OpenAI)
Anthropic PBC	548 Market Street, PMB 90375, San Francisco, CA 94104, United States  <i>Personal data is processed in US data centres</i>	Model inference
Cloudflare, Inc.	101 Townsend Street, San Francisco, CA 94107, United States  <i>Personal data is processed on a globally distributed network</i>	TLS termination, global CDN, Durable Objects and D2 database used for low-latency state management.

## Appendix C Instruction pertaining to the use of personal data

### **C.1. The subject of/instruction for the processing**

The data processor shall process personal data only in accordance with the data controller's documented lawful instructions as set forth in (i) the Attive General Terms and Conditions, these Clauses and any applicable order forms and (ii) as necessary to comply with applicable EU or EU member state law.

This includes, but is not limited to, processing activities such as collecting, storing, structuring, and analyzing CRM data, user interaction data, and call transcripts from integrated platforms (e.g., Gong, Chorus), where such integrations are enabled by the data controller.

### **C.2. Security of processing**

The data processor shall hereafter be entitled and under obligation to make decisions about the technical and organizational security measures that are to be applied to create the necessary (and agreed) level of data security.

The data processor shall however – in any event and at a minimum – implement the following measures that have been agreed with the data controller:

#### **Physical Access Controls**

The data processor shall take reasonable measures to prevent physical access, such as secured buildings, to prevent unauthorized persons from gaining access to personal data.

The data processor will ensure a contractual commitment to commercially reasonable physical security systems at all sub-processor or hosted data centers and administration sites, which are used to process personal data.

#### **System Access Controls**

The data processor shall take reasonable measures to prevent personal data from being used without authorization. These controls shall vary based on the nature of the processing undertaken and may include, among other controls, authentication via passwords and/or two-factor authentication, documented authorization processes, documented change management processes and/or, logging of access on several levels.

#### **Data Access Controls**

The data processor shall take reasonable measures to provide that personal data is accessible and manageable only by properly authorized staff, direct database query



access is restricted and application access rights are established and enforced to ensure that persons entitled to use a data processing system only have access to the personal data to which they have privilege of access; and, that personal data cannot be read, copied, modified or removed without authorization in the course of processing. The data processor shall take reasonable measures to implement an access policy under which access to its system environment, to personal data and other data is by authorized personnel only.

These controls extend to all types of personal data processed, including structured transcript data retrieved from integrated call recording platforms.

#### **Access control to devices and laptops**

The data processor will implement and maintain commercially reasonable security measures with respect to mobile devices and laptops that are used to process personal data.

#### **Transmission and disclosure control**

The data processor will implement and maintain commercially reasonable measures to prevent personal data from being read, copied, modified or removed without authorization during electronic transmission or transport. In order to enable the data processor to check and establish to which bodies the transfer of personal data by means of data transmission facilities is envisaged.

The data processor will maintain technology and processes designed to minimize access for illegitimate processing, including technology for the encryption of personal data.

#### **Regular testing of security measures**

The data processor will frequently test, assess and evaluate the effectiveness of its technical and organizational security measures.

### **C.3. Assistance to the data controller**

The data processor shall insofar as this is possible - within the scope and the extent of the assistance specified below – assist the data controller in accordance with Clause 9.1. and 9.2. by implementing the following technical and organisational measures:

The data processor must ensure that procedures which ensure that the data controller is notified of a personal data breach within 48 hours and if notified if the data processor receives any requests or complaints from the data subjects. The data processor must, to the extent required, assist the data controller in handling the data subject's rights requests.

### **C.4. Storage period/erasure procedures**

Personal data is stored until termination of the Active General Terms and Conditions, after which personal data is anonymised or deleted by the data processor.

Upon termination of the provision of personal data processing services, the data processor shall either delete, anonymise or return the personal data in accordance with Clause 11.1., unless the data controller – after the signature of the contract – has modified the data controller's original choice. Such modification shall be documented and kept in writing, including electronically, in connection with the Clauses.

### **C.5. Processing location**

Processing may occur in the EEA or, for the sub-processors in Appendix B, in third countries listed therein. All third-country transfers rely on (i) the EU-US Data Privacy Framework where the sub-processor is certified, or (ii) Standard Contractual Clauses plus the supplementary measures described in C.6.

### **C.6. Instruction on the transfer of personal data to third countries**

The data processor may transfer personal data to a third country, i.e. a country outside the EU/EEA.

The data processor is required to ensure that such third country transfer complies with the General Data Protection Regulation, including ensuring legal basis, transfer tool, and supplementary measures, if necessary.

If the data processor intends to transfer personal data to third countries, the notification time limit in Clause 7.3. applies.

If the data controller does not in the Clauses or subsequently provide documented instructions pertaining to the transfer of personal data to a third country, the data processor shall not be entitled within the framework of the Clauses to perform such transfer.

### **C.7. Procedures for the data controller's audits, including inspections, of the processing of personal data being performed by the data processor**

The data controller or the data controller's representative shall, on reasonable written notice of not less than 30 days, perform a physical inspection of the places, where the processing of personal data is carried out by the data processor, including physical facilities as well as systems used for and related to the processing to ascertain the data processor's compliance with the GDPR, the applicable EU or Member State data protection provisions and the Clauses.

In addition to the planned inspection, the data controller may perform an inspection of the data processor when the data controller deems it required"

The data controller's costs, if applicable, relating to physical inspection shall be defrayed by the data controller. The data processor shall, however, be under obligation to set aside the resources (mainly time) required for the data controller to be able to perform the inspection.

#### **C.8. Procedures for audits, including inspections, of the processing of personal data being performed by sub-processors**

The data processor shall annually at the data processor's expense obtain an auditor's report or an inspection report from an independent third party concerning the sub-processor's compliance with the GDPR, the applicable EU or Member State data protection provisions and the Clauses.

The auditor's report or inspection report shall without undue delay be submitted to the data controller for information, upon the data controller's request. The data controller may contest the scope and/or methodology of the report and may in such cases request a new audit/inspection under a revised scope and/or different methodology.

Based on the results of such an audit/inspection, the data controller may request further measures to be taken to ensure compliance with the GDPR, the applicable EU or Member State data protection provisions and the Clauses.

The data processor or the data processor's representative shall in addition have access to inspect, including physically inspect, the places, where the processing of personal data is carried out by the sub-processor, including physical facilities as well as systems used for and related to the processing. Such an inspection shall be performed, when the data processor (or the data controller) deems it required.

Documentation for such inspections shall without delay be submitted to the data controller for information. The data controller may contest the scope and/or methodology of the report and may in such cases request a new inspection under a revised scope and/or different methodology.

## **Appendix D The parties' terms of agreement on other subjects**

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