

Yext, Inc.

EU-U.S. and Swiss-U.S. Privacy Shield Notice

Effective Date: May 3, 2017

Yext, Inc. (“**Yext**”, “**we**”, “**us**”) adheres to the EU-U.S. and Swiss-U.S. Privacy Shield Principles with respect to personal data of residents of the European Economic Area (“**EEA**”) and Switzerland, respectively, that we receive from EEA and Swiss residents who use our websites, mobile sites and mobile applications (“**you**”) and companies in the EEA and Switzerland. We registered for the Privacy Shield list maintained by the U.S. Department of Commerce at <https://www.privacyshield.gov/list>.

This Notice does not apply to data that we collect from employees of our subsidiaries in the EEA or Switzerland or to data that we collect from other jurisdictions; we cover such data in other, separate notices as required.

Types of personal data collected

We may collect the following types of personal data from you when provided on registration or in connection with a comment or question:

- Name
- E-mail address
- Company name
- ZIP/postal code
- Home phone number
- Mobile phone number
- Credit card number
- Billing address
- Information about your position
- Information about your interests and preferences
- User name

We may also automatically collect the following types of personal data when you use our websites and mobile sites, and download and use our mobile applications:

- Location information, which allows us to periodically determine your location
- Computer, device and usage information, which may include (i) internet protocol (IP) address and other technical information about your computer and website usage, such as your browser type and version, time zone setting, and operating system and platform (ii) information specific to the device you use to access the application (including, but not limited to, make, model, operating system, advertising identifier, language, carrier and similar information) and (iii) information about your use of features, functions, or notifications on the device.

Commitment to subject to the Principles

We subject to the applicable Privacy Shield Principles all personal data that we receive from companies or individuals in the EEA and Switzerland in reliance on the Privacy Shield. We also receive some data in reliance on other compliance mechanisms, including data processing agreements based on the EU Standard Contractual Clauses.

Purposes of collection and use

Yext collects and uses your personal data for one or more of the following purposes:

- Administering your access to our websites, mobile sites and mobile applications, including any accounts for which you may have registered
- Improving and personalizing your experience on our websites and mobile applications
- Providing information about our products and services
- Providing products, services and support to you
- Communicating with corporate business partners about business matters
- Conducting related tasks for legitimate business purposes
- Aggregating data; and
- Other purposes disclosed at the time of collection.

How to contact us

If you have any questions regarding this notice or if you need to update, change or remove personal data that we control, you can do so by contacting privacy@yext.com or by regular mail addressed to:

Yext, Inc.
Attn: Privacy
1 Madison Ave. 5th Fl
New York, NY 10010
United States of America

For inquiries or complaints regarding our practices in respect of your data, you may also contact:

Yext Limited
Attn: Privacy
48 Warwick Street
London W13 5AW
United Kingdom

Yext will respond to your request to access or delete your information within 30 days.

Types of third parties to which we disclose personal data and purposes

We may share personal data we collect from you with the following types of third parties and for the following purposes:

- **Service Providers.** We may engage service providers to perform certain business-related functions, such as mailing information, maintaining databases, processing credit card transactions, supporting our marketing activities, and providing hosting services, in which case we may provide the service provider with the information that it needs to perform its specific function, including personal data from you where necessary. Service providers are authorized to use your personal data only as necessary to provide these services to us.
- **Legal Requirements.** We may disclose personal data if required to do so by law or in the good faith belief that such action is necessary to (a) comply with a subpoena or similar legal obligation, (b) protect and defend our rights or property, (c) act in urgent circumstances to protect the personal safety of users of any Site or the public, (d) protect against legal liability, or (e) or as otherwise required or permitted by law.
- **Business Transfers.** As we develop our business, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution or similar event, personal may be part of the transferred assets. You will be notified via email and/or a prominent notice on our websites or mobile applications of any change in ownership or uses of your personal data, as well as any choices you may have regarding your personal data.

Right to access

You have the right to access the personal data we have about you on file. To access your personal data, contact privacy@yext.com.

Choices and means

You may choose to change your personal data, unsubscribe from e-mail lists, stop having your personal data shared with third parties, or cancel an account by contacting privacy@yext.com with information necessary to process the request. You may choose to unsubscribe from our marketing communications by following the instructions or unsubscribe mechanism in the e-mail message.

Independent dispute resolution body

Yext has committed to respond to complaints and to provide appropriate recourse at no cost to you. If we fail to provide a timely response, or if our response does not address your concern, you may contact JAMS (www.jamsadr.com), which provides an independent third-party dispute resolution mechanism based in the United States.

Yext is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC).

Arbitration

If you are located in the EEA or Switzerland and have exhausted all other means to resolve your concern regarding a potential violation of Yext's obligations under the Privacy Shield Principles, you may seek resolution via binding arbitration. For additional information about the arbitration process please visit the Privacy Shield website: www.privacyshield.gov.

Requirement to disclose

Yext may be required to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

Liability

If a third party service provider providing services on Yext's behalf processes personal data from the EEA or Switzerland in a manner inconsistent with the applicable Privacy Shield Principles, Yext will be liable unless we can prove that we are not responsible for the event giving rise to the damages.