

# Yext, Inc.

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

Effective Date: February 1, 2021

Yext, Inc. (our US entity) has certified that it complies with the EU-US and Swiss-US Privacy Shield Principles as set forth by the US Department of Commerce. To learn more about the Privacy Shield program or to view the certification for Yext, Inc., please see <https://www.privacyshield.gov/>.

In accordance with the requirements of the EU-US and Swiss-US Privacy Shield respectively, Yext, Inc. shall continue to apply the applicable Principles to personal data transferred from the EU to the US, and to personal data transferred from Switzerland to the US.

For business customers who reside within the EEA, UK or Switzerland, your relationship is usually with Yext Limited which, under European privacy laws, is the primary data controller with regard to your personal data collected by Yext (although other Yext European entities manage and act as data controllers in respect of the Yext websites). Your personal data will be transferred to Yext, Inc. using EU Commission Standard Contractual Clauses or such other data transfer mechanisms as available under applicable data protection laws.

With respect to personal data processed on behalf of our EEA, UK and Swiss business customers (e.g. relating to reviews or their employees), Yext Limited is generally considered a “data processor.” As part of Yext providing services to the business customer, personal data may be transferred by Yext Limited to Yext, Inc. using EU Commission Standard Contractual Clauses or such other data transfer mechanisms as available under applicable data protection laws.

Additional descriptions about how we handle personal data are available in the following sections of the Yext Privacy Policy:

- INFORMATION THAT WE COLLECT ABOUT YOU
- USES MADE OF YOUR PERSONAL INFORMATION AND OUR LEGAL BASIS FOR PROCESSING
- DISCLOSURES OF YOUR PERSONAL INFORMATION
- WITHDRAWING CONSENT OR OTHERWISE OBJECTING TO YEXT’S DIRECT MARKETING
- EUROPEAN DATA PROTECTION RIGHTS

### Commitment to subject to the Principles

We remain subject to the applicable Privacy Shield Principles of Notice, Choice, Accountability for Onward Transfer, Security, Data Integrity and Purpose Limitation, Access and Recourse, Enforcement and Liability, for all personal data that we receive from companies or individuals in Switzerland, the EEA and the UK. However, we currently rely on other compliance mechanisms, including data processing agreements based on the EU Standard Contractual Clauses, to transfer personal data received from companies or individuals in Switzerland, the EEA, and the UK to the US.

### How to contact us

In compliance with the Privacy Shield Principles, Yext, Inc. commits to resolve complaints about your privacy and our collection or use of your personal data. European individuals with inquiries or complaints regarding this privacy policy should contact [privacy@yext.com](mailto:privacy@yext.com) or by regular mail addressed to:

Yext, Inc.  
Attn: Privacy  
61 Ninth Avenue  
New York, NY 10011  
United States of America

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

Yext SAS  
Attn: Privacy  
83 Avenue de la Grande Armée  
75016 Paris  
France

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

## 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 (<https://www.jamsadr.com/eu-us-privacy-shield>), 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 your complaint is not resolved through the above channels and you 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](http://www.privacyshield.gov).

## Requirement to disclose

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

## Liability

Please note that Yext, Inc. remains accountable for personal data that is subject to the Privacy Shield and that Yext subsequently transfers to a third party. Yext transfers personal data to service providers for processing on its behalf, and Yext remains responsible under the Privacy Shield Principles if these service providers process personal data in a manner inconsistent with the Privacy Shield Principles.