bloomreach

Quality & Information Security & Business Continuity Policy

Owned by
Natália Bosnyaková

Title
Information Security
Manager

Date
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! **Statement of Confidentiality:** This proposal and supporting materials contained confidential and proprietary business information of Bloomreach.

This document has to be classified based on Sensitivity classification types and treated accordingly:

– Confidential (Restricted to specific employees)
– Internal (All employees have access)
– Public (Everyone has access)

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Introduction

The objective of Information Security Policy ("Security Policy") is to ensure the business continuity of Bloomreach Inc., with its registered office at 82 Pioneer Way, Mountain View, CA 94041, and its affiliates ("Bloomreach"), to protect Bloomreach's employees, physical assets and customers' reputation from harm by minimizing the risk of damage by preventing security incidents and reducing their potential impact.

The Security Policy's goal is to protect the organization's information assets against all internal, external, deliberate or accidental threats. This policy outlines Bloomreach's approach, implementation of the Compliance Management System consisting of:
Information Security Management System (ISMS)
Privacy Management System
Business Continuity Management System (BCM)
Cybersecurity Management System

We are proving our commitment by independent external audits issuing [certificates](#) and SOC 2 report.

The objective of the Quality Policy ("Quality Policy") is to ensure Bloomreach provides customers with the most innovative and reliable Experience Platform in the world. To ensure international standards of quality as defined in the Quality Management System (QMS) are met, Bloomreach uses key metrics: Customer satisfaction score, ARR, Retention and Rule of 40.

To whom is this policy/procedure relevant

This Security Policy will be made available to all employees, contractors, customers, suppliers and to the general public.
All employees and subcontractors need to be aware of quality and information security and its impact on customer service.

Information security and Business Continuity policy

This Information Security and Business Continuity Policy outlines that Bloomreach will ensure the following:

1. Identification and assessment of threats and impact of these threats to operation of Bloomreach's business and manage of all associated risks;
2. Definition and implementation of specific controls to ensure confidentiality, availability, continuity and integrity of all business information treated as business sensitive and any personal data;
3. Development of effective security management processes to mitigate and minimize identified risks;
4. Usage of proactive measures, including customisation of the provided services to help to address security requirements to Bloomreach's customers;
5. Detailed analysis of all identified security incidents and irregularities to improvements of security concepts;
6. Provision of regular testing of vulnerabilities, development, maintaining and testing of contingency and business interruption plans to cover any foreseeable events;
7. Ensure and maintain trainings of all personnel on security awareness and on obligations in cases of emergency or incidents;
8. Compliance with all local laws and international standards;
9. Introducing the process of education, training, reviews and audits to ensure compliance with these principles, including introduction of specific policies addressing measurable targets, and to ensure greater awareness of security concepts;
10. Compliance with Business Continuity and Cybersecurity best practices.

Quality policy

Our Quality Policy is defined and strongly driven by the following management principles and behaviors:

1. Build a mutually profitable relationship with our customers, ensuring their long-term success, through the understanding of their needs and the needs of their customers as well;
2. Drive continual improvement and innovation based upon efficient business processes, well-defined measurements, best practices, and customer surveys;
3. Enhance the use of best preventive practices at all levels and ensure reliable risk management;

4. Develop staff competencies, creativity, empowerment and accountability through appropriate options for development and show strong management involvement and commitment;
5. Forge partnerships with our suppliers and ensure that supplied products and services meet quality standards set by Bloomreach;
6. Continuous appraisal of our business to ensure that the quality of service we provide fully and consistently meets our customers' expectations and all current and impending legislative requirements.

Bloomreach strives to be the best Experience platform in the world. Through the use of these guiding principles, everyone in Bloomreach is accountable for fully satisfying our customers by meeting or exceeding their needs and expectations with the best-in-class solutions and services.

Version History

VERSION	DATE	DESCRIPTION OF CHANGE	AUTHOR
1.0	2017	Initial version	Natália Bosnyaková
1.0	15.1.2020	Review	Natália Bosnyaková
1.1	21.8.2020	Draft for Core Leadership	Natália Bosnyaková
1.1	27.8.2020	Core Leadership Approval	Peter Irikovský
1.2	14.9.2021	Review	Natália Bosnyaková
1.2	30th September 2021	CAB Approval	Christy Augustine
1.2	25th September 2022	Annual Review	Natália Bosnykaová