

Juice Box Direct, LLC Data Usage Policy for Google API

Updated March, 2020

In order to extend the functionality of Juice Box Direct's data-driven **dash** product, clients may elect to import certain types of Google data belonging to the client into the **dash** application. This **optional** data usage may be used to enhance metrics in a number of ways beneficial to strategic decision making. This document captures the scope, intended use, security, and management around the Google data that the client may elect to use as part of their **dash** implementation.

"Data" means all data or information submitted by Customer in connection with the provision of the Services.

1.1 **Customer Data.** Customer is responsible for selecting the Customer Data that it submits to the Services. Customer represents, warrants, and covenants to JBD that Customer owns or otherwise has (and, prior to Customer's use of the Services in connection with Customer Data, will have) the necessary rights and consents in and relating to Customer Data, so that JBD's receipt and processing of Customer Data in accordance with this Agreement does not and will not infringe, misappropriate, or otherwise violate intellectual property rights, privacy rights, or other rights of any other person or entity or any applicable law. Customer further agrees that it will not submit any protected health data, any PCI data, or any other sensitive data to the Services.

Scope & Intended Use

The client may elect to import data from Google Analytics into their **dash** implementation. Google Analytics data may be useful in a number of cases, for example, online visitor information and how that visitor interacts with a website. Google Sheet information may be imported as a number of clients may track sales and other business-related data into the **dash** application. The types of data that may be used in this context include, but are not limited to general metrics collected on the client's website via Google Analytics. The client is free to choose as much or as little Google Analytics data to import, or none at all.

The client explicitly grants Juice Box Direct, LLC permission to access their Google Analytics data as part of the service contract.

Security

No client data will be visible to any other client at any time. Employees of Juice Box Direct, LLC will have no access to the data except for client-facing application development and client support. In the event that maintenance and/or development should be performed on the client's data, every attempt to anonymize the data (and its derivations) will be made by Juice Box Direct, LLC. **No client data will be used for any other purpose other than solely for the consumption of the client within the dash application.**

Management

The client's Google data will be migrated into the **dash** application to enable the client to view the data in relation to other types of authorized client data from third-party systems. Without this data migration, the **dash** product will not be able to deliver information to the client. Data migration is handled solely by employees of Juice Box Direct, LLC or its designees. Any use/movement of this data outside of the above defined process will be preceded by a notice to the clients.

Policy Updates

Juice Box Direct, LLC may update this policy as needed, so this policy should be reviewed periodically. When the policy is updated, the date of the changes will be cited at the top of this document, and clients will be notified via email. Changes to the policy are effective when they are posted online. Your continued use of the **dash** product after the revised policy has become effective indicates that you have read, understood, and agreed to the current version of this policy.