

Product Specific Terms

Product	Raptor Customer Data Platform
Product description	Customer Data Platform (a marketing data personalization service, including recommendation and search engine functionalities) that is processing and analysing data concerning End User's traffic across websites, e-commerce platforms, domains, etc., belonging to the Customer.
Services provision	SaaS licence
Version	2026 Sep

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OBLIGATIONS OF THE CUSTOMER

ACCESS TO THE PRODUCT

The Customer undertakes to implement a tracking script for the Product on the necessary websites in accordance with the Provider's instructions, at the following url: <https://content.raptorservices.com/help-center>. In particular, the Customer must ensure that the tracking script is loaded in accordance with the level of consent given by the End User.

The Customer must stop using the Product, including the Provider's APIs, at the end of the Contract.

CUSTOMER DATA UPON CONTRACT TERMINATION

Upon termination of the Contract, the Provider shall inform the Customer by email regarding the available options and procedures for data retrieval or deletion, in accordance with applicable data protection laws.

At the Customer's choice, the Provider shall return all personal data processed on its behalf—typically via a secure CSV export transferred through an SFTP server provided by the Customer—or proceed with its deletion.

In any event, if no specific instructions are provided, all personal data shall be permanently deleted by the Provider no later than thirty (30) days following the end of the Contract.

SERVICE LEVEL AGREEMENT

SUPPORT

Channels

The primary Support channel is an email to support@raptorservices.com.

Hours

Standard Support is available during regular Office Hours (Monday to Friday, 09:00–18:00 UK & France local time), including public holidays.

SERVICE LEVELS

Service uptime

Uptime target for the Raptor CDP and recommendations engine: 99,5%

First Response Time

First Response Time is measured within Office Hours.

Priority	Estimated response time
P1	2h
P2	4h
P3	8h
P4	Best effort

Mitigation time

Mitigation times in this table are objectives. Depending on the volume and priority of requests submitted to Support, response and resolution times may vary.

Mitigation times are measured within Office Hours.

Priority	Mitigation time objective
P1	8h
P2	72h
P3	1080h
P4	Best effort

DATA PROCESSING AGREEMENT

DATA PROCESSING ACTIVITIES

Purpose and nature of processing	to target content and products on the Controller's web services, e-mail, commerce platforms, search engines, social media and other web-related services as well as on non-digital contact points using machine learning and algorithms. Processing of End User purchase information for reference to relevant other, similar products. Comparison of purchase history and product information to recommend products and content to the buyer, including operation and development of this function where personal data is stored and processed, processing of personal data in connection with error corrections, quality assurance and optimization.
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Categories of personal data	First and third-party CookieID Email address Customer club ID/member number Purchase history Information about the purchase of goods Identification information, including name and email Browsing/behavior pattern on the Controller's website Event type Product information
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Categories of data subjects	The visitors or registered End Users of websites, e-commerce platforms, domains, etc., belonging to the Controller
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Duration of processing	By default, the retention period is set to: • One (1) year for page views; and
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- Three (3) years for other data sources, after which the data, including personal data on the data subject, is deleted automatically.

The Controller has the possibility via a control panel to set the retention period at Controller's own choice, though limited to a maximum of five (5) years. However, should the retention period be extended, additional fees will be charged to cover the increased volume of data.

LIST OF SUB-PROCESSORS

Microsoft Azure

Item	Description
About	https://azure.microsoft.com/
Registered offices	Microsoft Ireland Operations, Ltd. One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, D18 P521, Ireland
Contact	https://aka.ms/privacyresponse
Processing purpose	• Host infrastructure, servers and databases • Back-ups
Processing location	The Provider only uses datacentres located in Europe
Security measures	https://docs.microsoft.com/en-us/azure/security/ Additional security measure taken prior to onboard this sub-processor • Sub-processors ISO27001 certification • Encryption at rest provided by Microsoft Azure
Certification	https://servicetrust.microsoft.com/viewpage/ISOIEC

Zendesk

Item	Description
About	https://www.zendesk.com/
Registered offices	Zendesk France 34 Avenue de l'Opéra, 75002 Paris, France
Contact	euprivacy@zendesk.com
Processing purpose	Online helpdesk ticketing service
Processing location	Zendesk datacenters are located in Europe (Frankfurt Germany)
Security measures	• https://www.zendesk.com/trust-center/ • Zendesk is certified ISO 27001, 27701, SOC 2

SECURITY MEASURES

For the latest version of our Technical and Organizational Measures, please visit our [Trust Center](#).