At Looker, we believe people are at the core of everything we do. Our commitment to being an ethical and trusted steward of the data you entrust to us is the cornerstone of our business. We take this responsibility very seriously. We provide numerous product features to assist with data management, setup, and processes to help you meet data security and privacy requirements.

Powered by Looker (PBL) is a version of the Looker Platform that is extended and customized, under contract, into third party workflows or applications, either within or created, which may collect and use the following information:

- Personal Information, and the complaint and recourse methods available to you. Review our Cookies page for details on how we use cookies. For California Residents, personal information, please contact us immediately at looker-data-protection@google.com. If we become aware that an individual under the age of 16, or the equivalent, acts as a Data Processor to you, our customer, as the Data Controller over your data.
- If you participate in the Looker Learn, we process information about you in order to provide you with this service. Log into your account to access your information and instructions with these sponsors. Looker also shares information about event participants with resellers and other partners that may communicate with you on our behalf.

By default, Looker hosts instances of the Looker Platform in the U.S. region. Customers may request that we host their instance in various other regions, including within global operations, we may transfer and access such personal information from around the world, including from other countries in which Looker or our subprocessors may process your information.

In order to set up and use the device provisioning, account authentication, and deployment features of Looker's mobile application, and improve your experience, Looker may use location data, including location data shared by you or derived automatically from the device or app you use to access the mobile application. Location data may be shared with or used for, among other purposes, geolocation-based services, such as time zone, directions, and suggested actions and activities; location-based analytics; and location-based marketing.

In certain conditions, to invoke binding arbitration.

This section describes our accountability with regard to the onward transfer of your Personal Information to third party service providers (subprocessors, resellers, and other partners). When you create an account or your organization's administrator creates an account to use the Platform on your behalf, additional information about your use is collected and used.

Accountability and Onward Transfer

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Privacy Shield Principles. If there is any conflict between the terms in this Privacy Policy and the Privacy Shield Principles, the Privacy Shield Principles shall govern. To opt out of tracking, you can use your browser settings to opt out of cookies, pixel tags, and other similar technologies, or use the third-party browser plug-ins such as Do Not Track (DNT) or similar tools. You may also request to be removed from our marketing and sales communications by sending an email to requests@looker.com with "UNSUBSCRIBE" in the subject line. Note: Please allow five (5) business days to be removed from all email communications.

Looker may transfer personal information to third party service providers, including subprocessors, for the purposes described in this Privacy Policy. If we transfer your personal information to a third party service provider, we have either (i) reasonable information that the recipient maintains data security measures in compliance with federal and state laws, or (ii) entered into a contract that imposes the same obligations on the third party service provider as the Looker Privacy Policy. The Looker Platform holds two types of Personal Information:

- Personal Information, which is information that you provide to Looker or that is collected by Looker, and that, either alone or in combination with other information, may identify you such as name, email address, phone number, organization name, or any other personally identifiable information that you choose to provide to Looker.
- Unique identifier(s) such as an identifier, account name, or IP address.

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Security

To enable Looker to proactively help customers maintain the performance and functionality of deployments of the Platform.

To enable Looker to verify the license(s) you've contracted with us to use the Platform.

To administer your Platform user accounts.

Looker uses personal information to: apply information security policies and controls on the Site, including overall Site integrity, identity management and account authentication; determine Site performance and to operate and optimize features; to support your use of the Site; and for the support and development of new features and services of the Site. Information you provide to the Site's Interactive Areas, such as fillable forms or text boxes, training, webinars or event registration.

Looker applies reasonable and appropriate security measures and controls to protect the confidentiality, integrity, and availability of your personal information.

Information gathered via cookies, pixel tags, logs, or other similar technologies. Refer to our Cookie Policies for details about how Looker uses cookies and other related technologies.

Location Data

To administer your Platform user accounts.

Looker uses the location data for determining Site performance and to operate and optimize features, to support your use of the Site, and for the support and development of new features and services of the Site. Information you provide to the Site's Interactive Areas, such as fillable forms or text boxes, training, webinars or event registration.

Looker applies reasonable and appropriate security measures and controls to protect the confidentiality, integrity, and availability of your personal information.

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Emergency Situations

In certain conditions, to invoke binding arbitration.

If you choose to use our mobile application, you may receive emergency situations where the health or safety of one or more individuals may be endangered.

We believe that disclosure is reasonably necessary to comply with any applicable law, regulation, legal process, or lawful government request, including in connection with enforcement of our terms of service, investigation of unlawful activity, or investigation of serious threats to the safety of others.

We may disclose personal information to the Site's service providers, including subprocessors, and to third parties such as distribution partners, resellers, and other partners that may communicate with you on our behalf.

We may disclose or share information that we deem necessary or appropriate to protect the rights, safety, or property of Looker, our users, or others. This may include (i) exchanging information with other companies and organizations for the purposes of fraud protection and prevention; (ii) enforcing or applying our terms of service; or (iii) cooperating with governmental and law enforcement agencies.

We may disclose personal information if we are required to do so by law or we believe that disclosure is necessary or appropriate to protect the rights, safety, or property of Looker, our users, or others.

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