Privacy Policy

Effective Date: September 23, 2020

"At Looker, we believe people are at the core of everything we do. We believe in being an ethical and trusted steward of the data entrusted to us to core to who we are."

Frank Bien, CEO @ Looker

This Privacy Policy applies to your use of the Looker website and related services ("Services"), our Platform, and or otherwise your communication with Looker and its Affiliate Companies. Please read it. See the Glossary for definitions and explanations of capitalized terms used in this Privacy Policy.

Looker Privacy Program

Looker maintains a privacy program aligned with privacy laws and privacy principles including the California Consumer Privacy Act (CCPA) (see Looker's California Privacy Notice for details), Brazil's data privacy law ("LGPD"), the General Data Protection Regulation (GDPR) and the EU-U.S. General U.S. Privacy Shield Principles and Swiss-U.S. Privacy Shield Principles (collectively, "Privacy Shield"), and other global data privacy laws. Looker's Privacy Shield certifications covering its Services, Customer Data, contact information, contract information, and Personal Data, and transactions processed within United States, Canada, as part of Google, has certified to the Department of Commerce that it adheres to the 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 learn more about the Privacy Shield program, and to view our certification, please visit https://www.privacyshield.gov/participant?id=a2zt000000TO6AAAW&tabs=active.

Privacy Shield Principles

- Notice
- Data Integrity and Purpose Limitation
- Choice
- Access
- Accountability and Onward Transfer
- Security
- Recourse, Enforcement, Liability

Notice

Looker provides this Privacy Policy to describe the ways we collect, use, transfer, store, secure and protect Personal Information on our Looker.com website and services (the "Services") and our Looker platform product and integrated services ("Looker Platform"). It describes the ways you can exercise your rights to access and control your Personal Information, and the complaint and recourse methods available to you. Review our Cookies page for details on how we use cookies and similar technologies. Review also our California Privacy Notice.

Data Integrity and Purpose Limitation

These are the ways we collect, use, and store Personal Information:

The Looker Platform

Collection and Use

The Looker Platform analyzes data in your databases on the basis of legitimate interest to fulfill our contractual commitments to you our customer. The Looker Platform acts as a Data Processor to you our customer as the Data Controller over your data.

The Looker Platform holds two types of Personal Information:

1. Information about Looker users.

Information about Looker users includes:

- End-user login/registration information (business email and password) for Looker users or External Business Users (PB, Users) as well as metadata about Looker usage
- Logs information as controlled by customers directly as it is entered on their Looker instance and they can delete their data (for example, a User changes their name, or Looker employees) or PB, users' information at any time.
- Job role information which may also be shared and used with Looker Certification and Learning Program.
- Metadata on usage to facilitate product improvements, customer support and license auditing.
- We retain basic user contact information to send product updates, relevant marketing, training and events based on the users' communication preferences.

2. Customer data necessary to answer queries.

Once the Looker Platform is connected to a customer database, the Looker cache retains data from the customer's database that is fetched in response to the Users' queries.

Customer data is encrypted and stored by Looker for a maximum of 30 days in 2GB of data—whichever occurs first. You can also take additional steps to reduce the amount of time that query results are held in cache.

When you create an account or your organization creates an account to use the Platform on your behalf, additional information about your use is needed, which we collect and use the following information:

- Unique identifiers allow us to monitor user experience.
- Device information, includes the hardware model, operating system and version, unique device identifiers, network information, IP address, and/or Platform version.
- Information about all of your interactions with the Platform and training content ("Usage Data") and how the Platform is performing ("Analytics Data") both of which are "Service Data" Customers may access Service Data information, which is retained for 90 days, with a longer retention available in the Customer.
- License credentials to ensure that usage is in compliance with the customer's licensing terms. This information includes metadata about users, roles, database connections, and Looker objects such as dashboards, Looks, and scheduled jobs. Administrators can configure how long Looker stores this information. Looker retains this information for 90 days, which is a default setting which can be customized to look it up and analyze if we need to.
- Logs that use external directory or single sign-on services share with us certain information to authenticate your identity and pre-populate certain fields (e.g. user registration) on the Platform. Note that some of these logs may contain Personal Information, and we treat the information you have shared with us, in accordance with this Privacy Policy.
- Customer Data uses the Platform to analyze personal information in their databases. Looker will process the categories of personal information analyzed (e.g. ip, locale, query strings, pathnames, referrer, etc) and may include special categories of data as determined by the customer, including without limitation factors specific to the individual's physical, physiological, genetic, mental, economic, cultural or social identity. Looker uses stored and cached Customer Data only to provide the Platform and offer other potential consumer information or user query analysis, tools, enhanced messages or similar.

Retention and Deletion

Looker customers create and retain in control of your data and data about your users and use artifacts and reports. When you retrieve users from Looker-connected databases and Looker processes these data and we temporarily hold Customers database information for 30 days (they will no longer remain in Looker's cache).

If you are a Looker user and wish to delete a Looker user's account data, please contact your Looker Administrator or contact enterprise decision-maker for assistance. At the request of our customers, we have a process to permanently anonymize the data by deleting organizing. Looker Administrators may either self-serve or Contact Us. to request assistance.

Access

The Looker Platform uses a read-only connection for its users to access the minimum amount of data needed to answer questions and only returns the relevant result set. Alternatively, customers can choose to give Looker write-access to their database to take advantage of PDTs (persistent derived tables). This feature lets you define complex business logic Looker and write-cache that result into your database. Learn more about using PDTs.

Additional Use and Retention

Looker has a legitimate interest to further process your Personal Information collected by the Platform as follows, depending upon the nature of your Looker deployment:

- To administer your Platform user accounts.
- To enable your access and use of the Platform, and to enable you to communicate, collaborate, and share information with those you designate.
- To enable Looker to verify the license(s) you are contracted with, or to fulfill the Platform.
- To provide product enablement and licensing, customer service and support.
- To enable your access and use of Platform integrated services.
- To monitor your user experience on the Platform.
- To enable Looker to identify future customers and improve the performance and functionality of deployments of the Platform.
- To retain certification and training information. This information is aggregated and anonymized and not used to create a profile about users.

Embedded "Remastered by Looker"

Powered by Looker (PBL) is a version of the Looker Platform that is extended and customized, under contract, into third party workforces or applications, either within or external to the customer's organization. This allows customers to embedded the Looker BI application, embed analytics into SaaS applications, and build custom applications, integrations or data visualizations.

Marketplace Developers

The Looker Marketplace is a central location within the Looker Platform for finding, deploying, and managing Looker Blocks, applications, visualizations, and plug-ins. We inform you when a tool is developed by Looker or by third-party developer. Before you download or purchase content from the Marketplace, be sure that you have evaluated the third party developer and tool. Learn more about the Marketplace, including recommendations and suggestions, statistical information regarding the performance of their tool in the marketplace, such as upload and deletion counts. These third party developers are not subprocessors to Looker.

Mobile Application

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 collects usage information as described above for the Looker Platform and also certain unique identifiers from the User's device and account information. These unique identifiers include the hardware identifier for the device, operating system information, and country location based on your IP address. Additionally, we may request that you provide access to your camera to scan a QR Code.

The Looker Site

Collection

When you use the Site, use our Platform, or communicate with us (e.g. via email) you will provide, and Looker will collect certain information, some of which can be used to personally identify and/or locate you ("Personal Information").

When you use the Site, create an account to use the Site (e.g. to access training content, register for an event, or participate in the Looker Community), engage with our services, or otherwise communicate with us (e.g. via email or chat), Personal Information will be collected and may include:

- Name
- Business name and address
- Business telephone number
- Email address
- IP address and other online identifiers
- Location Data
- Any customer-customized you have given on consent to share
- Information you provide to the Sales Team (including, such as Mobile forms or text boxes, training, webinars or event registration.
- Information about your hardware and software, including IP address, device model, operating system and version, unique device identifiers, network information, IP address, and/or Platform information when interacting with the Site.
- If you interact with the Looker Community or training, or registered for an event or event, we may collect biographical information and the content that you share. Event information is shared with participants in Looker's Community for event management.
- Information about all of your interactions with the Site ("Usage Data") and how the Site is performing ("Analytics Data").
- Information contained 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.

Looker also may collect information that does not identify or locate you personally, meaning company information such as DS code, industry, number of employees, or sales territory. Looker reserves the right to maintain, disclose, or otherwise use such information without limitation including aggregated with other information to improve the Looker Site, Platform and services.

Use and Retention

Looker may use the Personal Information collected by the Site to provide you with services, to accomplish our business purposes and to fulfill other legal obligations, including:

- To provide you services that you request, such as when we:
- Respond to your requests for information about our products, services, training and events.
- To enable your access and use of the Site, and to enable you to communicate, collaborate, and share information with those you designate.
- To send you technical notices, updates, security alerts, and support and administrative messages.
- For our business purposes we have a legitimate interest, when we:
- Operate the Site.
- Administer your account if you have registered on the Site, including billing and payment.
- send marketing, advertising, training, certification or event materials to which you've agreed, requested or subscribed or to otherwise inform you about our products and services.
- Apply information security policies and controls on the Site, including overall Site integrity, identity management and account authentication.
- For research and development to improve the Looker product, Site and services.
- Platform other general business management and operations purposes, such as to provide, operate, maintain, make modifications to protect and improve the Site.
- To fulfill legal obligations, including:
- legal compliance, such as to enforce our legal rights to comply in good faith with applicable laws, and to protect users of the Site or Platform.
- For other purposes about which we notify you and, where relevant or required, give you choice about the new purpose.

This information is retained in accordance with Looker's retention policy.

Looker Community

If you participate in the Looker's Community we process information about you in order to provide you with this service. Log into your account to access your information and manage your account: https://community.looker.com/

Contact community-discuss@looker.com for program related questions.

Looker's Training Program

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 manage your account: https://learn.looker.com/login

Contact training@looker.com for program related questions.

Looker's Certification Program

Looker's customers and partners may be interested in validating the skills of their employees with this industry-recognized program. Visit the Looker's Certified Program Privacy Policy and Terms.

If you participate in the Looker's Certification Program, we process information about you in order to support Looker's customers and partners and to provide you with this service. Log into your account to access your information and manage your account: https://www.addasource.com/looker

Contact certification@looker.com for program related questions.

Looker Hosted Events

Looker's Events are in a Looker Event, and direct us to share your information, we may share information about you with event sponsors and partners so that they may contact you about their products. Please review the event page where you registered for a listing of sponsors. Contact Us if you would like to change your sharing instructions with these sponsors. Looker also shares information about event participants with resellers and other partners that may communicate with you on our behalf.

Job Candidate Applications

Collection, Use, and Retention

If you apply for a job at Looker, we collect and use your personal information for legitimate human resources and business management reasons including:

- identifying and evaluating candidates for potential employment, as well as for future roles that may become available.
- recordkeeping in relation to recruiting and hiring.
- ensuring compliance with legal requirements, including diversity and inclusion requirements and practices.
- conducting criminal history checks as permitted by applicable law.
- protecting our legal rights to the extent authorized or permitted by law; or
- emergency situations where the health or safety of one or more individuals may be endangered.

We retain this information in accordance with our retention policy.

Access

Your personal information may be accessed by recruiters and interviewers working in the country where the position for which you are applying is based, as well as by recruiters and interviewers working in different countries.

We use third party service providers to provide a recruiting software system. We also share your personal data with other third party service providers that may assist us in recruiting talent, administrating and evaluating pre-employment screening and testing, and improving our recruiting practices.

Choice, Control and Access

How to exercise your rights to access and control your Personal Information:

Email Communications Preferences:

Looker requests your email communications and marketing preferences. If you prefer not to receive product release notes communications or promotional email messages (such as product updates, security alerts, marketing, events, training, certification, or other Looker communications) you can unsubscribe from Looker's email marketing by following the unsubscribe link located at the bottom of such communications, or by sending us our Preference Center for all email communication categories, or contacting us at marketing-requests@looker.com with "UNSUBSCRIBE" in the Subject line. Please allow 10 business days to be removed from all email communications.

Accessing, Correcting And Deleting Your Personal Information

Ensuring that Personal Information about you is accurate and complete is important to us. If you would like to request access to, correct or delete your Personal Information, please submit your request online at (https://looker.com/trust-center/privacy-request) or Contact Us with your request. We will verify these requests and respond to you in accordance with our legal obligations, which typically means forwarding your request to the licensed administrator (in your organization) of your Looker account for review.

Accountability and Onward Transfer

This section describes our accountability with regard to the onward transfer of your Personal Information to third party service providers (subprocessors, suppliers/vendors), partners and across country borders.

Information Sharing

Except as listed below, Looker will not share Personal Information with third party service providers unless you have consented to the disclosure.

Depending on how Looker is deployed by the customer, Looker may share Personal Information with third party service providers that need your information to provide the following operational or other support services to Looker, the Site or Platform:

- Email marketing
- Database hosting
- Integration services;
- Professional services
- Information security, integrity, and identity and authentication services;
- Email communications (e.g. operational, marketing, events, training, certification);
- Financial services (e.g. processing, billing);
- Payments and payment card processing;
- Shipping services;
- Communication services (e.g. enabling collaboration, conferencing or messaging);
- Support services (e.g. providing customer service and support);
- Cloud services (e.g. functions of the Site or Platform);

To ensure the confidentiality and security of your Personal Information, we ask service providers that handle Personal Information to sign a Data Protection Addendum and undergo a security and privacy review. These service providers are restricted by contract from using Personal Information in any way other than to provide services for us, or as required by law. We may also share your Personal Information with our partners in order to fulfill our legal obligations, including to comply with applicable laws, respond to lawful requests, and to protect our rights and those of our customers, partners, and others.

Looker does not share the information contained in your organization's Looker database and used with the Looker Platform with the above service providers.

If you integrate a 3rd party service through the Looker Action, Integration or Application Hubs in the Marketplace, or through Professional Services contracted for you, you are choosing to share the information contained in your organization's Looker database with that 3rd party service.

Looker may also provide your Personal Information to:

- We believe that disclosure is reasonably necessary to comply with any applicable law, regulation, legal process, or lawful government request, including in connection with national security or law enforcement requirements. This may include disclosures in response to subpoenas or court orders, to establish or exercise our legal rights or defend against claims, or to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our Service Agreement, or as otherwise required by law. In such cases, we will make reasonable efforts to verify the validity of the request before disclosing your personal information.
- To enforce our agreements, policies, Supplier Code of Conduct, Acceptable Use Policy and Terms of Service.
- To protect the rights, property or safety of Looker.
- To respond to an emergency which we believe in good faith requires us to disclose information to assist in preventing serious bodily injury or death of any person.

Looker may share your Personal Information with our subsidiaries, affiliates, and partners, to fulfillment our global operations and in accordance with applicable law, our Service Agreement, Terms of Service or Contracts with customers or service providers.

We may also provide your Personal Information to a third party in connection with a merger or acquisition of Looker, either in part or in whole, or the assignment or other transfer of the Site or Platform in such event, each third party will either:

- Continue to honor the privacy practices described in this Privacy Policy; or
- If the third party proposes to materially change the privacy practices described in this Privacy Policy involving your Personal Information collected before such merger, acquisition, assignment or other transfer:
  - Inform you and get your express affirmative consent to opt-in to the new practices; and/or
  - Inform you in some prominent manner enabling you to make a choice about whether to agree to the new practices.

You may choose to opt-out of allowing your Personal Information to be shared with certain third parties. To do so, please Contact Us with your request. We will do our best to respond in a timely manner and give your request to the extent permitted by law.

International Transfer And Storage Of Personal Information

Looker and our subprocessors and vendors primarily store information collected from you within the European Economic Area and the United States. To facilitate our global operations, we may transfer and access such personal information from around the world, including from other countries in which Looker or our subprocessors have operations. For more information about our subprocessors, visit the applicable page under https://looker.com/trust-center/privacy. We use applicable, approved international transfer mechanisms when required, such as EU Standard Contractual Clauses (SCCs).

Local Hosting

By default, Looker hosts instances of the Looker Platform in the US region. Customers may request that we host their instance in various other regions, including within the EU, Asia and Latin America, which varies based on each unique customer circumstances. Upon request, we host in the following EU regions:

- Dublin, Ireland or
- Frankfurt, Germany regions

Customers can also host their own Looker instance on their own servers. Contact your Account Executive for details.

To facilitate our global operations, we may transfer and access such personal information from around the world, including from other countries in which Looker has operations. We use applicable, approved international transfer mechanisms where required, such as EU Standard Contractual Clauses (SCCs).

Data Security

Looker has a dedicated information security function responsible for security and data compliance across the organization.

Looker protects the Personal Information it collects via the Site or Platform with reasonable and appropriate physical, electronic, and procedural safeguards and has a SOC 2 Type II certified report and ISO/IEC Certification. Any sections of the Site or Platform that collect sensitive Personal Information use industry-standard secure socket layer (TLS/SSL) encryption. The Looker platform uses AES 256-bit encryption to secure your database connection credentials and cached data stored at rest. Plus, TLS 1.2 is used to verify connection integrity and encryption for data in transit between the Looker Platform. To take advantage of TLS, your browser must support up-to-date encryption protocols, as found in the latest versions of most common browsers, such as Internet Explorer, Mozilla Firefox, Google Chrome, and Safari. The Looker data platform provides numerous product features to assist with data management, setup, and processes to help you meet data security and privacy requirements.

Recourse and Enforcement

You may contact us about our practices or to make a complaint and seek recourse according to these methods available to you, and subject to applicable enforcement powers.

As part of our adherence to the EU-U.S. Privacy Shield Principles, Looker commits to resolve complaints about our collection or use of your personal information. European Union (UK and Swiss individuals with questions or complaints regarding our Privacy Shield policy should first contact Looker at the information provided below in the "Contact Us" section.

If you have an unresolved complaint, Looker commits to cooperate with your local EU data protection authority and/or the Swiss Federal Data Protection and Information Commissioner (collectively "DPAs") as alternative dispute resolution providers. If you do not receive timely acknowledgement of your complaint from us, or if we have not resolved your complaint, contact your local DPA.

Looker is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC). European Union and Swiss individuals have the possibility, under certain conditions, to invoke binding arbitration.

Do Not Track Signals

We do not track visitors to the Site across third party websites and therefore we do not respond to Do Not Track signals in these circumstances.

Links To Third-Party Sites

The Site or Platform may contain links to a number of sites owned and operated by third parties that may offer useful information. The policies and procedures described in this Privacy Policy do not apply to those third-party sites. Please contact those third-party sites for information on their data collection, security, and distribution policies.

Minimum Age

Looker is a business service, not a consumer product. The Site or Platform is not directed to, nor intended to be used by, individuals under the age of 13, or the equivalent minimum age in the relevant jurisdiction. Looker does not knowingly collect personal information from individuals under the age of 13, or the equivalent minimum age in the relevant jurisdiction. If you become aware that an individual under the age of 13, or the equivalent minimum age in the relevant jurisdiction, has provided us with personal information, you can contact us and request that we delete such information. If we become aware that an individual under the age of 13, or the equivalent minimum age in the relevant jurisdiction, has provided us with personal information, we will take steps to delete such information.

Updates to this Privacy Policy

Looker may update this Privacy Policy from time to time. When we do update it, for your convenience, we will make the updated Privacy Policy available on this page. Please check this Privacy Policy periodically for changes. If we make any material changes, we will notify you by email (sent to the e-mail address specified in your account) or registered with the Site or Platform or by means of a notice on the Site or Platform.

Contact Us

Call: +1-831-244-6040

Call free in US: +1-888-515-5121

Email: looker-data-protection@google.com or

Write: 101 Church Street, 4th Floor, Santa Cruz, CA 95060

Data Protection Officer:

https://support.google.com/cloud-contact/dpo

Glossary

- "Affiliates" means Looker's parent Google LLC and related entities, including: Looker Data Sciences, Inc., Looker Data Sciences Canada Inc., Looker Data Sciences Limited (U.K.), Looker Data Sciences Ireland Limited, and Looker K.K. (Kabushiki Kaisha Looker).
- "Analytics Data" means information about how the Site and/or the Platform are performing, which is also referred to as Service Data. Analytics Data includes information gathered via our licensing management service, which sends data to Looker concerning the performance of the Site.
- "Customer" means Looker's contracted counterparty and customer for purchase of the Site or Platform.
- "Platform" means Looker's software products, including the Looker Data Platform, Looker Enzo Apps, Powered by Looker and embedded deployments.
- "Site" means the Looker website at https://looker.com and subdomains.
- "Usage Data" means information about how Looker Customers use the Site and/or the Platform, which is also referred to as Service Data. Pseudonymized usage data is gathered by a Looker service and a third-party service (Google Analytics 360) about how users are using the Looker product and how well it is performing. This data includes information such as the number of Looker Platform sessions, number of unique Looker Platform users, number of Looker Platform queries, number of Looker Platform dashboards, and number of Looker Platform scheduled jobs. Looker Functionalities are used and the frequency of use (e.g., pages visited, actions taken, queries run, links added, user accounts, account roles, and connected dialect).
- **EU-U.S. and Swiss-U.S. Privacy Shield Frameworks** are a set of rules, which were designed by the U.S. Department of Commerce and the European Commission and Swiss Administration to provide companies on both sides of the Atlantic with a mechanism to comply with data protection requirements when transferring personal data from the European Union and Switzerland to the United States in support of transatlantic commerce.
- **Standard Contractual Clauses (SCCs)** also known as Model Clauses (MCCs) are documents developed by the European Commission to provide organizations with a mechanism to comply with data protection requirements when transferring personal data from the EU to third countries in third parties.