ARIA HUB & ARIA GRAPH
Privacy Datasheet

How Aria Hub & Aria Graph bring value to you!

VMware Aria Hub™ is a multi-cloud management platform with integrations across the VMware Aria™ portfolio. VMware Aria Hub enables IT organizations to address and solve end-to-end problems that cut across management disciplines and clouds without the need for heavy custom integrations and workflows. VMware Aria Hub is powered by VMware Aria Graph™, a graph based datastore that captures the resources and relationships of a multi-cloud environment. Designed for the operational challenges of cloud native applications and environments, VMware Aria Graph provides a single source of truth that is updated in near real time.

For more information, see the *Aria Hub Service Description in the Cloud Services Guide*.

VMware and Privacy

In a complex world of data and the digital era our goal is simple: At VMware, you, our customers, and your data are our primary concern. VMware takes privacy and data protection very seriously and is committed to providing clear information about how we collect, use and process your personal data. We have established policies and practices designed to protect the personal data we process on behalf of our customers (as a processor), and as a controller. We are also committed to privacy-by-design when developing products and services. VMware's Privacy Team actively works with the development teams to identify and embed privacy controls for customers.

The personal data collected and processed by VMware are largely dependent on the type of offering you purchase. This Privacy Datasheet provides you with information about how VMware processes and protects your personal data in connection with Aria Hub.

Types of Data Collected by Aria Hub

In connection with the customer's use and VMware's provision of the Cloud Service, VMware collects and processes data as classified in the table below. In some instances, personal data may be included in such data. Generally, Aria Hub only processes the personal data of Customer's IT administrators who use and operate the Cloud Service.

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- All compliance certifications are available in the *VMware Trust Center's Compliance Page.*

VMware Data Classification	Description and Purpose of processing	Categories of Personal Data
Account Data	Data collected and used by VMware to manage the customer account and maintain the relationship with customer, such as to bill the customer or deliver notifications and alerts.	Contact Information, such as customer name, email address, address and phone number. Online Identifiers such as customer's IP address or login credentials.
Service Operations Data	Data used by VMware to facilitate the delivery of the Cloud Service. This may include (i) tracking entitlements, (ii) providing support, (iii) monitoring the performance, integrity, and stability of the Service's infrastructure, and (iv) preventing or addressing Service or technical issues. For example: • Configuration, usage and performance data • Authentication Data • Service logs, security logs, and diagnostic data	Contact Information, such as administrators' name and email address. Online Identifiers such as administrators', developers' or users' IP address, login credentials or login time stamps.
Service Usage Data	Information used by VMware for analytics, product improvement purposes, and proactive support. See *VMware Trust & Assurance Center* for additional details regarding VMware's Service Usage Data Program (SUDP). For example: • Configuration, usage and performance data • Survey and feedback data	Contact Information, such as administrators' email address (e.g. to provide proactive support). Online Identifiers such as administrators' or users' IP address.

How We Process and Protect Data as a Controller

To the extent VMware processes personal data as part of Account Data, Service Operations Data and Service Usage Data, VMware acts as the Controller in respect to such personal data. The following privacy notices explain how VMware collects, uses and protects any personal data in its capacity as a Controller:

VMware Privacy Notice: This notice addresses the personal data we collect when you purchase VMware products and services and provide account-related personal data.

VMware Products and Services Privacy Notice: This notice applies only to the limited personal data we collect and use for our own purposes in connection with our provision of VMware products and services, including (i) any cookies

If you wish to exercise any of your rights under applicable data privacy laws for personal data processed by your organization while using the Cloud Service, please contact your organization. See *VMware's Privacy Notice* for information about how to exercise your rights where VMware is processing personal data in connection with its business operations.

FOR MORE INFORMATION OR TO PURCHASE VMWARE PRODUCTS

Contact your VMware account representative or call 877-4-VMWARE (outside North America, +1-650-427-5000), visit *vmware.com/products*, or search online for an authorized reseller.

UPDATES

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and similar tracking technologies we may use when providing the products or services; (ii) any information we use to facilitate the delivery of VMware services; and (iii) any data we collect to improve our products and services and our customer's experience.

How We Process and Protect Data as a Processor

Where VMware processes personal data contained in Customer Content in connection with the provisioning of the Cloud Service, VMware will process such personal data on behalf of the customer as a "processor" (acts on the instruction of the controller). The customer is the "controller" of any personal data contained in Customer Content and determines the purposes of the processing.

Data Protection Addendum

VMware's obligations and commitments as a data processor are set forth in VMware's *Data Processing Addendum* ("DPA"). VMware will process personal data contained within Customer Content in accordance with the DPA and the VMware General Terms available *here*.

Data Storage and Cross-Border Data Transfers

Aria Hub currently stores Customer Content in data centers located in the United States. Hosting location options may be added from time to time so please visit the *Sub-Processors list* for up-to-date primary and disaster recovery location details.

For cross-border personal data transfers from the EEA, Switzerland and the UK, VMware relies on Binding Corporate Rules ("BCR") as a processor. You can view VMware's BCR's in the *VMware Trust Center*.

Sharing with Sub-Processors

For the Cloud Service, VMware utilizes third-party companies to provide certain services on its behalf. As set forth in the *Data Processing Addendum*, VMware has agreements and data transfer mechanisms in place with each sub-processor. A list of these sub-processors is available in the *VMware ONE Contract Center*.

Additional sub-processors providing technical support functionality for the Service Offering is available in the *Support Services Sub-Processor List.*

VMware also provides customers with an easy mechanism to monitor changes to our list of sub-processors. If you would like to receive notifications, you can subscribe through the *Sub-processor page on VMware ONE Contract Center*.

Data Retention and Deletion Practices

VMware retains personal data collected in connection with the customer's use of the Cloud Service for as long as it is needed to fulfill the obligations of the VMware General Terms.

The *VMware Data Processing Addendum* and Service Guide (visit *VMware ONE Contract Center* for the service specific guide) set forth how personal data contained in Customer Content is deleted after contract expiration or termination.

During the subscription term, data transmitted to Aria Hub and Aria Graph by you will be retained and available for querying and alerting. This data is retained by default for 13 months from the date and time the data was originally ingested into the Service Offering. This can be extended by the customer's direct action to enable archiving.

Upon termination of your account, Customer Content will be retained by backup systems for up to 90 days. VMware advises you to retrieve any data you wish to retain before the account termination takes place. VMware has no obligation to retain data beyond 30 days of the effective termination date.