

INTELLIGENCE USAGE POLICY

This document provides guidance concerning our use and our customers' use of Khoros Intelligence. Failure to follow this guidance may result in us being in breach of our agreements with Social Network Providers, which could be dire for our business.

Customers and employees (who are using Intelligence on Khoros's behalf and/or behalf of a customer through the Strategic Services group) must comply with all Social Network policies including but not limited to: [Twitter Developer Policies](#), [Twitter Restricted Use Cases](#), and [Facebook Platform Terms](#).

- Customers and employees may never use Intelligence to derive any sensitive information about individuals, including their: health (including pregnancy), financial status, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, potential or actual criminal activity, or psychographic segment.
- Customers and employees may never use Intelligence to conduct surveillance on individuals, including but not limited to profiling, investigating, or tracking users or their content. For clarity, surveillance does not include viewing influencers or following individuals for marketing to newsworthy purposes. Rather surveillance is the close monitoring of a non-public figure for purposes unrelated to your business, brand, customers, or news.
- Customers and employees may never use Intelligence to conduct research on individuals for the purposes of background checks, credit risk analyses or other similar activities.
- Customers may not use Intelligence to track, alert or monitor sensitive events (such as protests, rallies, activist groups, or community organizing meetings) for the purposes of surveillance or tracking of individuals. For clarity, tracking and surveillance does not include viewing influencers or following individuals for marketing to newsworthy purposes. Rather surveillance is the close monitoring of a non-public figure for purposes unrelated to your business, brand, customers, or news.

Failure to follow this policy may result in serious consequences up to and including contract termination for our Customers and/or up to and including termination of employment for Khoros employees.

If you have questions about this policy, please contact: legal@khoros.com.