

# Data Collection and Processing

Application Analytics and Business iQ

## Product Overview

At AppDynamics, we offer enterprise-grade software that enables our customers to monitor and analyze the performance of their business applications and supporting infrastructure. In addition to our suite of more traditional application and infrastructure performance monitoring products, we offer Application Analytics and Business iQ for customers who want deeper insight into the data collected by the AppDynamics products they've deployed.

Application Analytics and Business iQ are add-on services designed to help our customers understand how application performance impacts their desired business outcomes. In order to apply the enhanced analytics capability enabled by Application Analytics and Business iQ to the data sets collected and processed by our Core Products, our customer must purchase license units of Transaction Analytics and/or Browser and Mobile Analytics.

With Application Analytics and Business iQ purchased and enabled, our customers can stream contextual insights for every transaction, customer segment, code release, or complete business service. Application Analytics and Business iQ are designed to give immediate, clear, actionable correlations between application performance, user experience, and business outcomes.

For more information and a representative sample of Application Analytics and Business iQ use cases, please visit

<https://www.appdynamics.com/app-iq-platform/business-iq/>.

## What data does Application Analytics and Business iQ collect?

Application Analytics and Business iQ are analytics licensing offerings that do not collect data on their own. Rather, these offerings enable our customers to perform deeper analysis on data collected by their instances of Core Products.

For information on data collection and processing by our Core Products, please see the Data Collection and Processing information sheet(s) available in our Privacy Center at <https://www.appdynamics.com/trust-center/privacy>

## Personal data collection and processing

For more information about our privacy practices and how we process our customers' personal data, please visit our Privacy Center at <https://www.appdynamics.com/trust-center/privacy>.

## How is access to data controlled?

We use industry-standard techniques designed to restrict access to and to prevent unauthorized use of our information systems. We require the use of individual user accounts to maintain the integrity of audit trails. User and group management is centralized using single-sign-on systems and access to systems is subject to management approval. Access to all systems that process or store customer data are reviewed and re-approval is required periodically.

## How long is data retained?

Information about data retention is set out in the relevant License Entitlement located at: <https://docs.appdynamics.com/latest/en/appdynamics-licensing/license-entitlements-and-restrictions>.

## Can I delete or rectify data?

Our customers may request information regarding the deletion of data, or make specific requests to have certain data deleted from our systems and records, by opening a ticket with our support teams.

AppDynamics Software collects data from various sources as described above. If the source data are incorrect then the collected data will be incorrect. It is not possible to correct the data within the product. Customers can submit deletion requests for inaccurate data.

## Is the data encrypted?

Yes; our SaaS software products support encryption of customer data in transit and at rest, including backups.

## How secure is the data?

We are committed at all levels to the security of customer data. We have developed a comprehensive security program and organization that is supported by leadership who are committed to proactively managing cybersecurity risk. By focusing on a secure-by-design approach, we seek to weave security into our development practices early and layer security across our architecture to protect its corporate services, supply chain, software distribution, and customer-facing services.

We implement process, and technical controls designed to manage cybersecurity risks. Controls may be physical, technical or administrative in their operation, and they may be preventative, detective, corrective, deterrent or recovery focused in their intent. Controls may include hardware and software functions, processes, and procedures, as well as organizational and managerial structures. Controls are reviewed periodically to ensure they are still appropriate.

We maintain a SOC 2 Type II certification. For more information please visit <https://www.appdynamics.com/trust-center/security>.

## Third parties

We engage third-party service providers to help us provide our products and related services. More information about our third parties and a description of their activities is available at <https://www.appdynamics.com/trust-center/privacy#subprocessors>.