



**Qlik Product Privacy Notice EU/UK Purpose Table**

Purpose of Processing	Data Categories	Legal Basis
Deliver and operate offerings (user authentication, client-managed license deployments)	Contact Information IP Address License Information Usage Information	Art. 6(1)(b) GDPR (contract performance) Art. 6(1)(f) GDPR (legitimate interest)
Monitor license consumption and data consumption	Contact Information IP Address License Information Usage Information	Art. 6(1)(b) GDPR (contract performance) Art. 6(1)(f) GDPR (legitimate interest)
Provide technical support	Contact Information IP Address License Information Usage Information	Art. 6(1)(b) GDPR (contract performance)
Analyze usage to improve use and adoption of offerings	Contact Information IP Address License Information Usage Information App Data	Art. 6 (1)(a) GDPR (consent) Art. 6(1)(f) GDPR (legitimate interest)
Contact users who complete feedback forms	Contact Information IP Address	Art. 6(1)(a) GDPR (consent) Art. 6(1)(f) GDPR (legitimate interest)
Improve offerings by analyzing usage trend	Contact Information IP Address License Information Usage Information App Data	Art. 6(1)(a) GDPR (consent) Art. 6(1)(f) GDPR (legitimate interest)
Ensure security of offerings	Contact Information IP Address License Information Usage Information App Data	Art. 6(1)(f) GDPR (legitimate interest)
Ensure compliance with legal obligations	Contact Information IP Address License Information Usage Information App Data	Art. 6(1)(f) GDPR (legitimate interest) Art. 6(1)(c) GDPR (legal obligation)

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