

BlackBerry® Persona Desktop Product Privacy Notice

About this Notice

This Product Privacy Notice is provided to offer transparency with regards to BlackBerry data collection and processing activities. Outlined in the following pages are details about a specific BlackBerry Solution that collects personal data and provides key details on how and why customer data is processed.

BlackBerry Privacy Office

BlackBerry has a dedicated Privacy Office that, in partnership with the Cyber Security & Risk team, assesses our technical and administrative security controls to ensure compliance with international legislative requirements governing privacy matters.

BlackBerry complies with data protection and privacy laws concerning the collection, use, storage, transfer, and disclosure of personal data, including the EU General Data Protection Regulation.

Our commitment to customer privacy is detailed at www.blackberry.com/privacy.

Overview

BlackBerry Persona for Desktop uses machine learning and artificial intelligence to provide continuous authentication by analyzing a user’s behavior and processing activity on an endpoint in real-time to identify suspicious activities to prevent compromise. Machine learning models are trained on the endpoint to calculate a trust score which customers can use to configure policies to take automatic actions such as step-up authentication if the score drops below a defined threshold.

Personal Data Processed

The following personal data elements are collected and processed by BlackBerry.

Personal Data Processed	Purpose for Processing	Recipients
User Behavior Analytics Timings between keyboard strokes, mouse clicks and geometry of mouse movements.	Analyze changes in user behavior for machine learning models on endpoint to generate trust score.	<ul style="list-style-type: none">Data is processed in memory and not stored on the endpoint. Machine learning models are stored encrypted on the endpoint.

Personal Data Processed	Purpose for Processing	Recipients
User Conduct Analytics <ul style="list-style-type: none"> Process activity (process name, timestamp, parent process name) Network activity (source IP address, source port, destination IP address, destination port, time stamp, data volume, network direction) Logon events (login time, logon type, workstation name, IP address, event ID) 	Analyze changes in system activity for local machine learning models on endpoint to generate trust score.	<ul style="list-style-type: none"> Data is processed in memory and not stored on the endpoint. <p>Machine learning models are stored encrypted on the endpoint.</p>
Trust Scores Calculation of endpoint trust score	Allow customer to configure policies to take actions on endpoint based on the trust score	<ul style="list-style-type: none"> Customer's Administrators BlackBerry Product Support

Data Sharing or Forward Processing

BlackBerry uses the identified information to facilitate the performance of the End User License Agreement under which BlackBerry's services and products are offered. This data is only shared with necessary third-party services needed to fulfill the intended purpose of these services.

BlackBerry will not sell, lease, or otherwise distribute this information beyond what is disclosed below.

Cross-Border Data Transfers

The EA release of BlackBerry Persona Desktop only supports one geographic location for the customer's tenant, which is where personal data used to manage the customer's service and collected endpoint data is stored. Additional geographic locations will be provided in future releases.

Customer Tenant Geography	Location	Sub-Processor
United States	United States, Northern Virginia	Amazon Web Services

Data Retention

Personal Data Processed	Data Retention Period
Customer Contact Information	Data is retained for the duration of the contract plus 90 days, unless otherwise agreed to.
Trust Scores	Data is retained in the customer's UES cloud console for a rolling 90 days.

Legal Notice

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