

## **Marketing Data Use Policy**

This Marketing Data Use Policy is a supplement to the Okta [Privacy Policy](#) and outlines how Okta uses your personal data in connection with its marketing and advertising activities. Terms used here shall have the meanings set forth in the [Privacy Policy](#).

### **1. Data collection and use**

In most situations, you provide data to Okta through your direct interactions with us, such as when you visit our website and sign up for communications, free trials, or to receive content; register for an event; or take other actions to interact with us (such as via chat). Based on your interactions with us, we may receive both personal and non-personal data such as your name, email address, employer name and address, title, phone number, and any other information that you choose to provide.

In addition to this, whenever you visit an Okta website or interact with Okta promotional content, Okta may passively receive both personal data and non-personal data about you, such as cookie identifiers, IP address, device and browser details, as well as other non-personal data.

We use the data we collect, either on its own or in combination with other information we have or receive from third parties, to:

- a. better personalize your experience with Okta content and display Okta advertising that may be more relevant to your interests;
- b. for internal purposes, such as to: ensure technical functionality of the Okta digital properties and services; develop new products and services (for example, if we notice that you and other users, in the aggregate, gravitate towards certain content and read it, we may use that data to influence our product roadmap, as it may signal that our customers desire particular product features or enhancements); analyze your use of our content, including your interaction with applications, advertising, products and content and use it to improve and measure the effectiveness of our marketing;
- c. communicate with you, either directly or through one of our service providers or partners for marketing and promotional purposes via emails, phone calls, chat, notifications, or other messages, consistent with any permissions you may have communicated to us;
- d. for other purposes like security, legal and compliance obligations, terms enforcement, law enforcement, and as otherwise outlined in our [Privacy Policy](#); and
- E. to analyze and develop business insights to conduct our business and for marketing.

### **2. Data sharing**

We may share the data we collect with:

- a. advertising and analytics partners and service providers to send you promotional communications about Okta or to show you more tailored content, including relevant advertising;
- b. service providers to perform functions, process user data and help provide our services;
- c. other third parties, such as promotional partners and event sponsors that co-sponsor content or events with us; and
- d. third parties for specific purposes as you consent to through a specific notice.

Based on the nature of these partners and service providers and the services they perform, they may combine the data we share with additional information in furtherance of these purposes.

### **3. Your rights**

If you wish to withdraw consent to direct marketing from Okta, then:

- a. for email communications, you may unsubscribe through our [Subscription Center](#) or by clicking the “unsubscribe” button in the emails that you receive from us.
- b. if you wish to unsubscribe from postal mailings, phone calls or otherwise exercise your rights with regards to personal data, please email: [info@okta.com](mailto:info@okta.com).

If you wish to withdraw from analytics or personalized advertising from Okta, then:

- a. Please visit our Privacy Policy for a list of third party analytics and advertising cookies and their respective privacy policies to opt-out.
- b. To opt-out of personalized advertising from most of our advertising partners, please:
  - i. Visit the Digital Advertising Alliance’s tools at <http://optout.aboutads.info>; European DAA <http://www.youronlinechoices.eu/>; Canadian DAA <https://youradchoices.ca/>; and Australian DAA <http://www.youronlinechoices.com.au/about-adaa/>; or
  - ii. Click the AdChoices opt-out icon in the ad that you see.Note that these choices only apply to cookie-based advertising for the browser on which you exercise them. You will still continue to see advertising if you opt-out of personalized advertising.

For additional details on the cookies and third-party tracking tools we use, please visit our [Privacy Policy](#).

### **4. Privacy Policy**

This Marketing Data Use Policy is a supplement to our [Privacy Policy](#) and may be amended at any time. For more detailed information on Okta's privacy and data practices, including the collection, use, and sharing of data and your rights, please visit our [Privacy Policy](#).

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