



# ESG

ENVIRONMENTAL, SOCIAL, AND GOVERNANCE  
IMPACT REPORT



# TABLE OF CONTENTS

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# A Letter from our President & CEO

We are aligned around a core set of shared values that make us uniquely Sprinklr: customer obsession, accountability, teamwork and trust. Through these core values, Sprinklrites are deeply committed to building innovative solutions that exceed customer expectations in ethical and environmentally conscious ways.

We invite you to view our **Environmental, Social, and Governance (ESG) Impact Report**, which showcases our recent accomplishments, progress, and ESG initiatives.

## What ESG means for Sprinklr

Sprinklr's newly defined vision—to redefine the world's ability to make every customer experience extraordinary—sets our north star. Our AI-native platform for unified customer experience management empowers customer-facing teams to deliver seamless and consistent experiences across every touchpoint of the customer journey. Like our platform, our ESG commitment is also a unified effort to create value across every part of our business, from product design to implementation. We believe in the power of a unified approach for the shared success of our customers, partners, stockholders, employees, and society at large.

Environmental responsibility is an important call to action, and, as a Sprinklr community, our intention is to find ways to positively contribute to the planet. From taking steps to reduce our carbon footprint to moving towards more sustainable practices, we play an active role in environmental stewardship. We are proud that in 2024, Sprinklr achieved Gold Certification with EcoVadis and continued submitting emissions data to the Carbon Disclosure Project. We will continue efforts in 2025 to further our sustainability practices while partnering with our customers and vendors to reduce our collective carbon footprint.

Social impact is intricately linked to the well-being of the communities we serve. From fostering a culture of belonging and inclusion to giving to personally meaningful causes, Sprinklrites are a force for positive change in the communities where they live. Our Sprinklr WeCare Teams host monthly panels, including “WeCare LGBTQ+ Presents: Building Inclusive Communities Panel Discussion” and “Stress and Burnout: A Beginner’s Guide (Listen & Learn)” in recognition of Asian American and Pacific Islander (AAPI) Heritage Month and Mental Health Awareness Month. Our Sprinklr London team recently spent time volunteering with Childhood Trust, taking part in its Transforming Spaces initiative. These are just a few of the countless stories from our teams around the world dedicated to making a difference.

Governance is the foundation of our trust and accountability. Sprinklr is committed to transparency, ethical conduct, and the highest standards of corporate governance. Sprinklr’s governance and trainings, from our internal policies on Health, Safety & Sustainability Practices or Harassment and Discrimination to our Supplier Code of Conduct, are designed to set expectations on ethical conduct for both our employees and the partners we do business with.

We are proud of our efforts outlined in our ESG report, which demonstrate the values that make Sprinklr a force for good and our commitment to this ongoing work. Thank you to everyone who contributed to these efforts.

At Sprinklr, we know that meaningful progress requires action, accountability, and collaboration. Together with our customers, partners, and employees, we are committed to making progress towards a more sustainable future—today and for generations to come.



**Rory Read**  
President & CEO

*Rory P. Read*





# ABOUT THIS REPORT

This report is intended to share existing initiatives at Sprinklr, Inc., including its global subsidiaries and branches (together “Sprinklr” or the “Company”), as they relate to our environmental, social, and governance (“ESG”) program. This report details our progress over the last several years and, unless stated otherwise, all data contained in this report is reflective of the Company’s operations from January 1, 2024, through December 31, 2024. Though we strive to provide the most accurate data possible, some of the data or numbers in this report may contain figures that are rounded or approximated based on the data, measurements, and calculations available to us. Our ESG efforts will remain ongoing, and we look forward to continuing to increase transparency as we work to scale our ESG initiatives over the coming years.

The contents of this report are in accordance with the Global Reporting Index (GRI) Standards 2021 (Core Option), and Sprinklr has aligned this report to the UN Global Compact (UNGC) principles, CDP reporting, and EcoVadis. The GRI context table is included in Appendix A at the end of this report. Sprinklr’s carbon footprint calculations follow the Greenhouse Gas (GHG) protocol, and the calculations have a limited assurance provided by a third-party sustainability consulting firm. The metrics and quantitative data are not based on generally accepted accounting principles, and, while this report has been reviewed by Sprinklr’s senior leadership and key stakeholders, it has not been audited.



# DISCLAIMER

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This report contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, about Sprinklr and its industry that involve substantial risks and uncertainties. All statements in this report other than statements of historical fact are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements generally relate to future events and may be identified by the use of words such as “aim,” “anticipate,” “aspire,” “believe,” “commit,” “contemplate,” “continue,” “could,” “estimate,” “expect,” “goal,” “intend,” “may,” “might,” “plan,” “potential,” “predict,” “project,” “seek,” “should,” “strive,” “target,” “undertake,” “will,” or “would,” or the negative of these words, or other similar terms or expressions that concern Sprinklr’s expectations, strategy, plans, or intentions.

Sprinklr has based the forward-looking statements contained in this report primarily on its current expectations and projections about future events and trends that Sprinklr believes may affect its business, financial condition, and operating results. The outcome of the events described in these forward-looking

statements is subject to risks, uncertainties, and other factors that could cause results to differ materially from Sprinklr’s current expectations, including as set forth in Sprinklr’s filings with the U.S. Securities and Exchange Commission. You should not place undue reliance on Sprinklr’s forward-looking statements. Sprinklr assumes no obligation to update any forward-looking statements to reflect events or circumstances that exist or change after the date on which they were made, except as required by law.

Numbers and percentages in this report include estimates or approximations and may be based on assumptions or incomplete data. We believe that the estimates employed are appropriate and reasonable; however, due to inherent uncertainties in making estimates and assumptions, actual results could differ from the original estimates. The inclusion of information contained in this report should not be construed as a characterization regarding the “materiality” of that information in the context of the U.S. federal securities laws, Delaware General Corporation Law, or any other regulatory framework, even where we use words such as “material” or “materiality.” Our approach to ESG disclosures is informed by impacts on communities,

the environment, and stakeholders such as employees, customers, and suppliers, and, therefore, the inclusion of topics in this document does not indicate that such topics are material to the Company’s business, operations, or financial condition.

Website references and hyperlinks throughout this document are provided for convenience only, and the content on the referenced websites is not incorporated into this report. This report also includes certain information regarding ESG practices that has been obtained from published sources or third parties. The accuracy and completeness of such information are not guaranteed. Although Sprinklr believes that such information is reliable, such information is subject to assumptions, estimates and other uncertainties, and Sprinklr has not independently verified this information. Any references to sources outside of this report are provided for convenience only and the content of such sources are not incorporated by reference into this report. The standards of measurement and performance for ESG issues are developing or are based on assumptions, and norms may vary.



# At a Glance

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Of employees completed compliance refresher training, which covered Sprinklr's Code of Conduct, corporate governance, privacy, and security.

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**Over 30k+**

Meals donated by Sprinklr and Sprinklrites in our NYC and Austin offices to date.

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**450+**

Sprinklrites belong to at least one of our 7 Employee Resource Groups, known collectively as Sprinklr's We Care teams.

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**5**

Consecutive years of Sprinklr receiving awards for being a great workplace.

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**100%**

Of Sprinklr's products and platform run on the public cloud, enabling the potential for more efficient energy use.

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**\$21k+**

For Giving Tuesday 2024, Sprinklr matched donations to raise over \$21k in support of causes that mean the most to Sprinklr employees and their communities.

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**7.2**

The average employee engagement score for all Sprinklrites in 2024 (out of 10).

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**29%**

Total percentage of women hired globally in 2024.



# SPRINKLR IS HERE TO DO THREE THINGS:



**UNIFY** teams, tools, data, and channels on a single platform to create a comprehensive view of your customer.



**ELEVATE** every interaction into extraordinary experiences by unlocking the power of human-AI collaboration at enterprise scale.



**TRANSFORM** customer experience with next-generated solutions that inspire lasting loyalty, and drive radical productivity while protecting your brand.

Sprinklr is the definitive AI-native platform for unified customer experience management that empowers customer-facing teams to deliver seamless and consistent experiences across every touchpoint of the customer journey.

## UNIFIED CXM



### SPRINKLR SERVICE

Deliver consistently delightful customer service experiences across every touchpoint with our AI-native customer service platform.



### SPRINKLR MARKETING

Orchestrate on-brand global marketing campaigns across social, digital and traditional channels and drive higher marketing ROI with a unified marketing and advertising suite.



### SPRINKLR SOCIAL

Reach, engage, and listen to customers across 30+ digital and social channels. Maximize engagement and drive revenue with our all-in-one social media management platform.



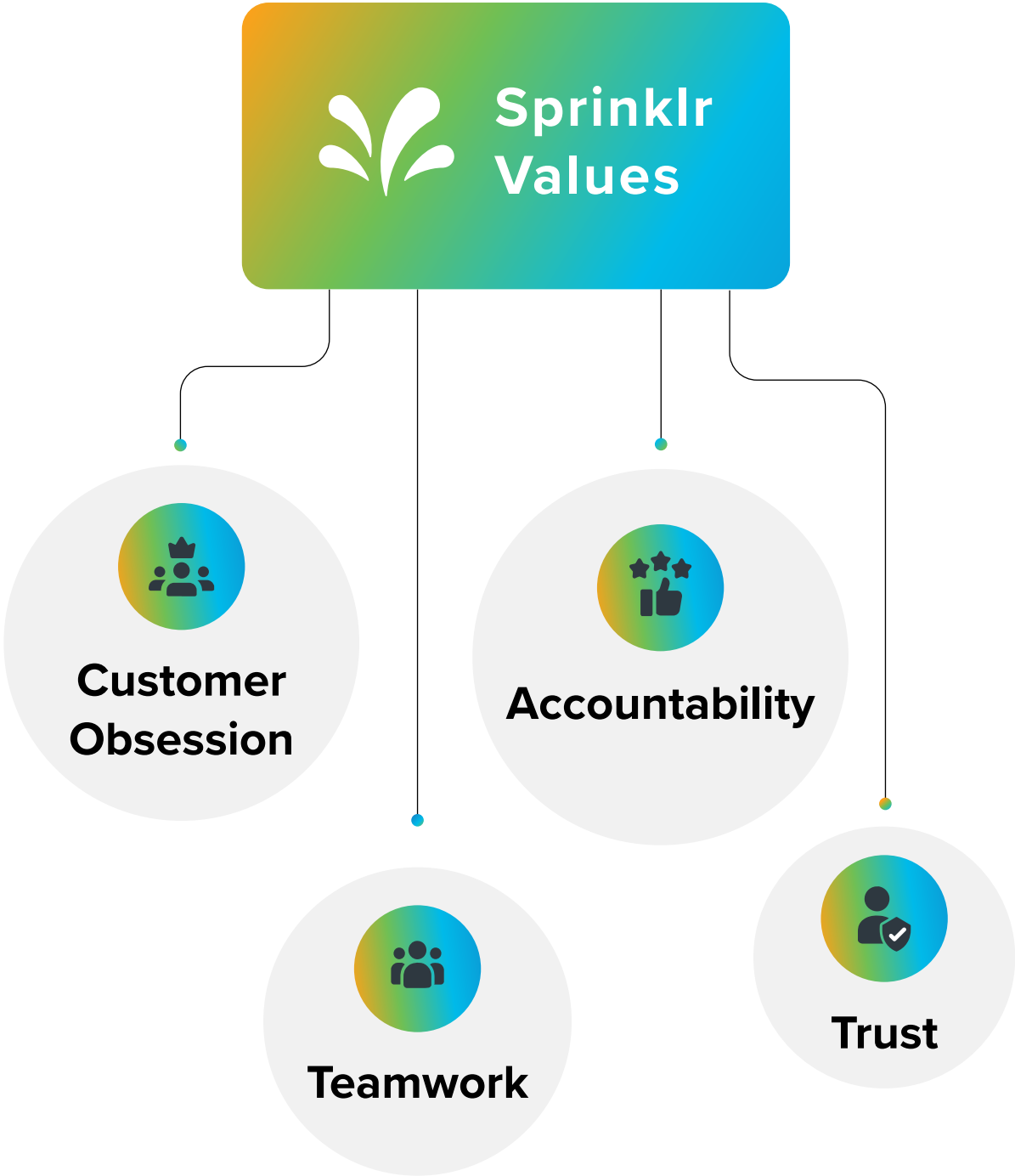
### SPRINKLR INSIGHTS

Uncover real-time consumer, product, and market insights to build great products and drive brand loyalty with an AI-first consumer intelligence suite.





# OUR VISION & MISSION: LIVING BY OUR VALUES



Everything we do at Sprinklr is rooted in our core values of **Customer Obsession, Accountability, Teamwork and Trust.**

We are committed to building a high-performing **culture**, where every employee (referred to herein as “Sprinklrites”) feels connected, supported, and empowered to grow. That means creating space for community, career development, continuous learning, and engagement.

Everything we do ladders up to our vision and **mission**: helping Sprinklr deliver for our customers.



## VISION

Redefine the world’s ability to make **every customer experience extraordinary**



## MISSION

Empower companies to deliver next generation, unified engagement journeys that **reimagine the customer experience**

We also recognize that, as a global company and sector leader, Sprinklr has a role to play in making equitable choices when it comes to our people and planet, and that an emphasis on corporate governance, which requires and values integrity in decision-making, is a key part of our future and sustainable growth.



# AWARDS, CERTIFICATIONS & STANDARDS

We are proud of the awards, certifications, and standards that we have earned for Sprinklr’s culture and ESG efforts and commitments, which include:

2020

2021

2022

2023

2024



# SPRINKLR'S APPROACH TO ESG

We approach our products, people, and customers with care, and we are committed to making more sustainable choices for a brighter future.

Sprinklr's ESG program coordinates and optimizes Sprinklr's focus in areas core to our business and where Sprinklr can make the biggest impact. The program is based on a Sustainability Model with three pillars: Environment, Social, and Governance. Under this model, relevant business areas work together as an integrated management system towards our objectives and results, with the shared goal of identifying opportunities for growth and demonstrating the positive impact we are making through measurable progress and tangible results.

## ESG GOVERNANCE COMMITTEE

Development and execution of this strategy is facilitated by Sprinklr's Executive Sponsors, the ESG Steering Committee, and advisors throughout the organization. This group is also tasked with driving awareness and education on Sprinklr's ESG efforts.

### EXECUTIVE SPONSORS



**JACOB SCOTT**  
General Counsel



**JOY CORSO**  
Chief Administrative Officer

To help align Sprinklr's ESG efforts to overall Company strategy, Sprinklr's Executive Sponsors support the ESG strategy. Executive Sponsors are also tasked with communicating and creating lines of visibility of progress to the Nominating and Corporate Governance Committee of Sprinklr's Board.

### ESG STEERING COMMITTEE

The ESG Steering Committee is a cross-functional group of leaders that defines the overall ESG strategy, facilitates decision-making for ESG projects, and seeks to integrate and apply the ESG strategy across Sprinklr. Sprinklr's ESG Steering Committee manages and oversees Sprinklr's ESG certifications and is responsible for promoting the program internally and externally. The ESG Steering Committee also reviews all ESG programs and regularly provides updates to the Board under the direction of our Executive Sponsors.

The ESG Steering Committee closely collaborates with additional business units at Sprinklr whose work is aligned with ESG focus areas, as further described below. These advisors support ESG goals and outcomes within their respective subject matter areas and departments.





# GLOBAL ESG ASSESSMENT

Sprinklr’s global ESG materiality assessment, which was conducted through an independent third-party consultant, focused on non-financial risks and opportunities to assess relative degrees of prioritization for ESG topics. Input for the assessment came from a diverse set of stakeholders, and this feedback continues to inform Sprinklr’s ESG strategy, roadmap, goals, and key performance indicators.

This process included three steps:

1

IDENTIFICATION

Sprinklr identified 18 ESG topics for evaluation based on industry research and leading disclosure frameworks, as well as discussions with relevant internal stakeholders.

2

PRIORITIZATION

The needs of internal and external stakeholders were addressed against these topics, and research was conducted on the most pressing ESG opportunities and challenges. This produced ratings of the relative level of impact on each ESG topic against Sprinklr’s business success.

3

VALIDATION

Review of these ratings resulted in seven topics, which are the focus of Sprinklr’s ESG program:

## ENVIRONMENT

Sprinklr seeks to improve the efficiency and resilience of our operations by working to reduce emissions, aligning around sustainable practices and operations, driving product innovation and efficient use of resources, and partnering with vendors on mutual goals.

Focus Areas:

- Reducing energy consumption & Greenhouse Gas Emissions
- Responsible Procurement

## SOCIAL

Sprinklr is committed to fostering a culture of belonging by supporting an inclusive and equitable workforce, and providing all Sprinklrites with opportunities to be successful through career growth and development.

Focus Areas:

- A Culture of Belonging
- Recruitment & Retention

## GOVERNANCE

Sprinklr seeks to design and deliver end-to-end solutions that meet the challenges of today’s digital economy, including security, data privacy, and responsible AI by emphasizing corporate governance, ethics, compliance, and risk management

Focus Areas:

- Enterprise Risk Management
- Economic Performance
- Transparency

More information on each of these topics is included in this report. Sprinklr is committed to continued transparency on ESG matters and seeks to continue aligning our ESG priorities with stakeholder expectations, market trends, and business risks and opportunities.





# ENVIRONMENTAL

As a cloud-based SaaS provider with a primarily remote workforce, the key drivers for Sprinklr's environmental impact are data hosting, customer use of our platform, business travel, and our vendors. Sprinklr's environmental strategy accounts for our business needs and customer requirements and seeks to balance those alongside minimizing Sprinklr's impact on the environment. Sprinklr aims to, where feasible, reduce our greenhouse gas emissions, conserve energy, minimize waste, and leverage recycled materials.



## **Sustainability Consultant**

Sprinklr works with an external sustainability consultant who supports the design and implementation of Sprinklr's environmental goal and facilitates Sprinklr's reporting.



## **Governance**

Sprinklr has a Global Health, Safety & Sustainability Policy that applies to all Sprinklr employees and office locations.



## **Data Collection**

Sprinklr performed an initial Greenhouse Gas (GHG) inventory on data from calendar year 2023 to set our baseline.



# CARBON FOOTPRINT

Sprinklr calculates its Carbon Footprint annually using the organizational approach, which includes locations over which Sprinklr has operational control. This organizational carbon footprint assessment included Scope 1, 2, and 3 emissions, calculated in metric tons of carbon dioxide equivalent (mtCO2e).

The accounting and reporting procedures used to quantify and report on Sprinklr’s GHG emissions are based on the GHG Protocol Corporate Accounting and Reporting Standard — Revised Edition (GHG Protocol), as developed by the World Resource Institute and the World Business Council for Sustainable Development.

Data used to calculate emissions is based on either activity data or, where such data is not readily available, financial data. Examples of activity data used to calculate our emissions include utility bills for electricity use at office locations, responses to Sprinklr’s employee commuter survey, emissions reports from Sprinklr’s cloud hosting providers, and data on business travel. Where such activity data is not available, Sprinklr relies on financial data and uses spend-based methods to assess emissions, such as, for example, Scope 3 data for purchased goods and services. Sprinklr may also at times have to make assumptions to finalize its calculations, and such assumptions are made using all available data points and robust estimates.

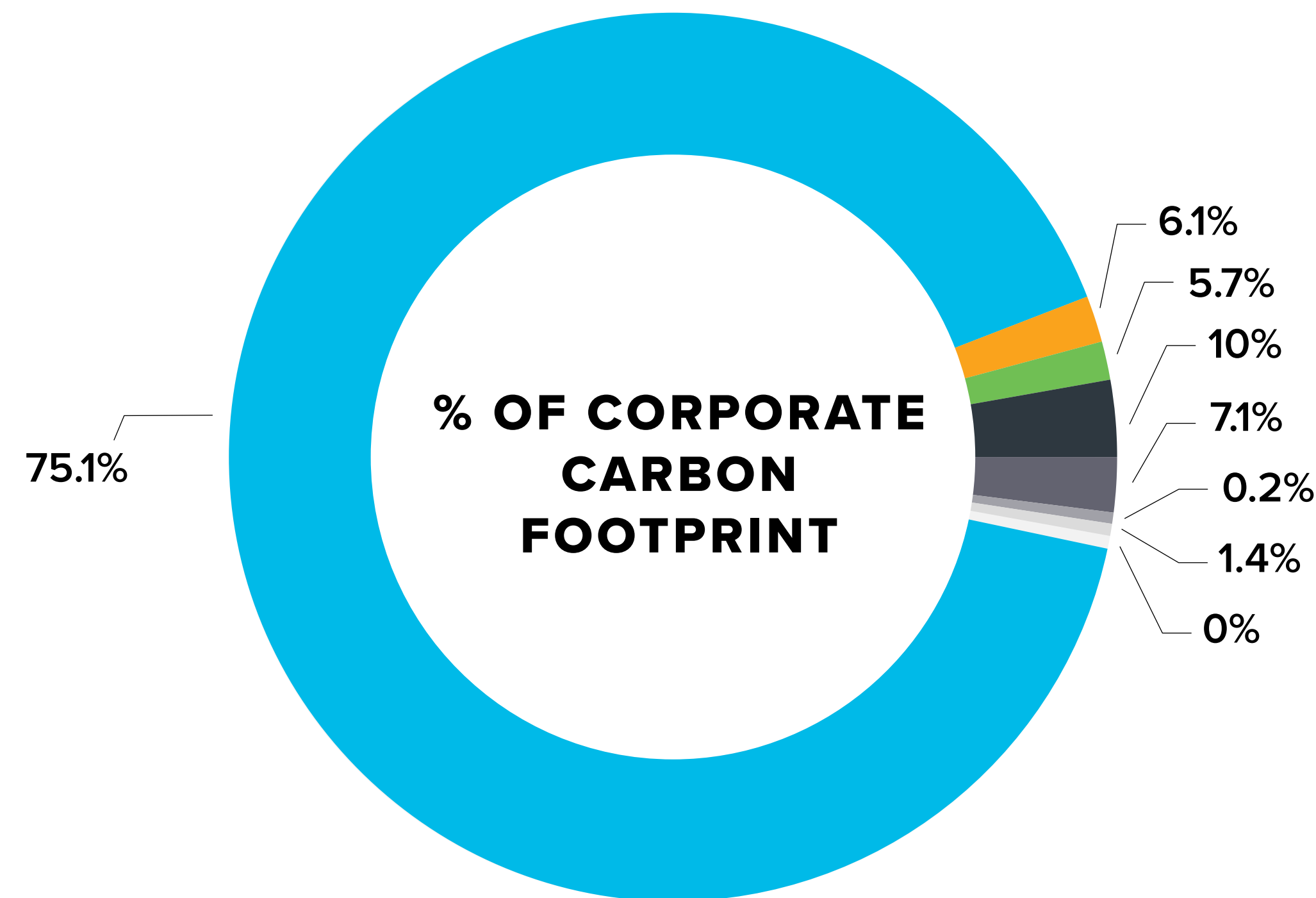
	2019	2022	2023	2023 Reworked*	2024
Total Sprinklr Employees	1,500	3,468	3,825	3,825	3,610
Total Sprinklr Emissions (mtCO2e)	9,761.2	9,167.0	24,757.25	10,783.99	19,990
Emissions per Sprinklr Employee (mtCO2e)	6.51	2.64	6.47	3.48	5.54

\*2023 Data was recalculated in 2024 in light of improved data quality and availability, as well as enhancements in operations, such as Sprinklr’s procurement process. These changes for more refined assessment of purchased goods & services. Based on this updated information, we have provided updated data for 2023 and used this new methodology to inform 2024 calculations.

Sprinklr’s total carbon emissions in 2024 were, which is broken out as follows between Scope 1, Scope 2, and Scope 3 emissions:

Scope	mtCO2e	% of Total Emissions
Scope 1 mtCO2e	0.0	0%
Scope 2 mtCO2e (location)	1,219.0	6%
Scope 2 mtCO2e (market)	1,133.8	6%
Scope 3 mtCO2e	18,771.3	94%





#### Emission source

- Scope 1, Fleet
- Scope 1, Stationary Combustion
- Scope 1, Refrigerant leakages
- Scope 2, Purchased electricity and heat (Location)
- Scope 2, Purchased electricity and heat (Market)
- Scope 3 Cat. 1 Purchased goods and services,
- Scope 3 Cat. 2, Capital goods
- Scope 3 Cat. 3, Fuel- and Energy-Related Activities Not Included in Scope 1 or Scope 2
- Scope 3 Cat. 4, Upstream Transportation and Distribution
- Scope 3 Cat. 5, Waste Generated in Operations
- Scope 3 Cat. 6, Business travel, air travel, train
- Scope 3 Cat. 7, Employee commuting
- Scope 3 Cat. 8, Upstream Leased Assets

Sprinklr continues to refine its methodology around carbon emissions calculations and seeks to improve the accuracy of reported data over time. Where the data available to Sprinklr related to calculation of carbon emissions expands or becomes more precise, or where guidance and best practices for calculating emissions is refined, Sprinklr will update previously reported carbon emission data in future publications. In light of improved data and enhancements in methodology, Sprinklr is providing recalculated emissions data for calendar year 2023 in this 2024 ESG report.



SPRINKLR'S ONGOING  
COMMITMENT TO MANAGING  
ENVIRONMENTAL IMPACT

In 2024, Sprinklr accomplished the following:



Submitted to CDP

Sprinklr scored within the average for U.S. companies within its industry and sector.



Committed to Near Term Goals with SBTi

Sprinklr's reduction plans are underway and will be submitted to SBTi for review & approval.



Received Gold Recognition from EcoVadis

The gold recognition places Sprinklr in the top 5% of all EcoVadis participants.

In 2025, Sprinklr plans to increase focused efforts on:



- Measuring and reporting on significant contributors of water consumption.
- Working to implement efficiency measures to reduce water consumption.



- Measuring and reporting on significant CO2 emissions using methods defined in internationally agreed standards.
- Identifying primary sources of CO2 emissions and working to reduce emissions.



- Measuring and reporting on significant energy consumption using methods defined in internationally agreed standards.
- Working to achieve energy savings where possible and feasible, including through the purchase of energy efficient goods.



- Measuring and reporting on significant contributors of waste.
- Working to implement resource efficiency measures to reduce production of waste using best practice indicators.
- Promoting the use of recycled materials and sustainable consumption.

Sprinklr will continue working towards our environmental sustainability goals with a goal of continued year-over-year.





# SPRINKLR OFFICES



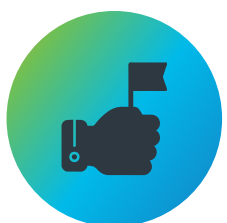
New York City  
Americas HQ



London  
EMEA HQ



Singapore  
APAC HQ



Offices in  
18 countries



Living in  
24 time zones



Speaking  
27 languages

Sprinklr’s Global Health, Safety & Sustainability Policy outlines our commitment to maintaining a safe workplace, reducing the environmental impact of our physical operations, minimizing waste and emissions, and conserving water and energy use where possible. Sprinklr’s dedicated Global Workplace team prioritizes these principles throughout Sprinklr’s offices, facilities, and physical locations by:

- ✓ Taking steps to identify, assess, and remediate hazards and unhealthy working conditions;
- ✓ Striving to manage Sprinklr workplaces in accordance with Sprinklr’s stated sustainability goals;

- ✓ Responding to matters that pose a risk to the health or safety of Sprinklrites; and
- ✓ Investigating accidents, incidents, and dangerous occurrences or “near misses” and following up with suitable corrective action to reduce the likelihood of recurrence.

Sprinklr’s global real estate strategy looks to establish Sprinklr offices in central areas where we have a significant number of employees in the region and that are easily accessible by public transit systems. While Sprinklr’s work-life flexibility enables in-office, remote, and hybrid work, Sprinklr offers shuttle services in our Bangalore and Gurugram offices and encourages shared transportation options elsewhere to reduce emissions. Sprinklr’s Global Workplace Team continuously assesses company growth, regional footprint, and office occupancy to accommodate flexible and hybrid work arrangements and manage Sprinklr’s global footprint.

According to Sprinklr’s 2024 employee commuter survey, 42%\* of survey respondents who regularly commute to a Sprinklr office choose energy efficient means of transportation, such as public transit, biking, and walking.

\*Sprinklr’s annual global commuter survey is a voluntary survey deployed to all employees. Data is based on responses from 656 employees, representing 21% of Sprinklrites.

Sprinklr is also focused on incorporating reusable, recycled, and environmentally-friendly materials in the design and build of offices, including energy efficient

electrical and light fixtures for offices in NYC, UAE and India. Sprinklr is committed to following the same strategy in future office buildouts.

In addition, Sprinklr offices are designed and built in compliance with local and international regulations, including building and National Fire Protection Association (NFPA)-equivalent codes. In 2024, Leadership in Energy and Environmental Design (LEED) certifications were received for our offices in Dubai, New York, and Gurugram, India.



Dubai has **LEED Silver**  
(Interior Design and Construction: Commercial Interiors)



India (Gurugram) has **LEED Platinum**  
(Operations and Maintenance: Existing Buildings).



New York has **LEED Platinum**  
(Core and Shell Development) and **LEED Gold** (Operations and Maintenance: Existing Buildings)



## SPRINKLR & THE CLOUD

As a SaaS company with a global customer base, we are committed to delivering our products and platform via cloud-based solutions. Sprinklr's Unified CXM solution runs on the public cloud using virtual servers. As a full-service CXM tool, we believe that our services can help our customers reduce their own carbon footprints as they migrate towards cloud-based solutions.

Sprinklr's cloud providers are actively moving towards renewable energy, which will enable Sprinklr to request and receive power usage metrics and understand the total energy attributed to our use. Sprinklr will continue partnering with our cloud vendors to increase our ability to measure the carbon footprint associated with running the Sprinklr platform, including identifying opportunities to optimize our usage.

More information about each cloud provider Sprinklr uses for hosting our platform can be found on our [Subprocessor page](#), as well as on each of the cloud provider's website ([AWS](#), [Azure](#), [GCP](#)).

## SUSTAINABLE PROCUREMENT

Sprinklr recognizes the importance of integrating ESG criteria into our purchasing policies and encourages organizations in our sphere of influence to place a similar focus on ESG initiatives. While Sprinklr acknowledges that our vendors are at different stages of their ESG journey, we intend to continue focusing our commercial relationships with vendors that align with Sprinklr's values, ethical and fair business practices, and sustainability goals.

In 2024, Sprinklr furthered these efforts by launching an ESG assessment for new vendors. This assessment gives Sprinklr greater visibility into vendor ESG programs, including participation in ESG frameworks and certifications, plans for measuring or reducing greenhouse gas emissions, and programming related to global human rights practices (e.g., modern slavery, fair working hours, etc.).

Sprinklr expects all third parties with whom it contracts to comply with applicable laws, regulations, and professional standards, including those related to employment and labor rights, anti-corruption and sanctions controls, and health, safety, and environmental protections. Suppliers also must undergo

privacy and security due diligence (as applicable for their scope) to assess the security and reliability of their processing activities, and, where necessary, must agree to a data protection agreement that obligates them to certain privacy and security protections.

All of Sprinklr's suppliers must adhere to our Supplier Code of Conduct, which outlines the expectations and obligations of our suppliers with respect to environmental practices, anti-harassment, union membership, fair wages and fair working hours, anti-corruption safeguards, workplace safety, training, and use of responsibly sourced materials. Sprinklr's Supplier Code of Conduct can be reviewed [here](#).

**Looking ahead, Sprinklr will continue to develop its approach to sustainable procurement by:**

- Updating our Supplier Code of Conduct with clearer expectations regarding environmental programs; and
- Working to incorporate sustainability criteria as a weighted component for vendor selection





# SOCIAL

## **SPRINKLR'S CULTURE OF BELONGING**

At Sprinklr, we are committed to building a culture of belonging in everything we do—one that celebrates individual differences as a source of strength, innovation, and viewpoints. We value unique voices because they help us live our values and create a more inclusive, innovative, and successful organization. Our culture of belonging goes beyond visible differences, recognizing the richness of diverse perspectives and lived experiences that shape a deeper, more comprehensive understanding of individuals and teams.

As we move forward, we recognize that uniting talent from many diverse backgrounds fuels stronger innovation across the company, drives healthier business performance, and results in more thoughtful, informed decisions.



**We Belong has 3 focus areas:**



**RECRUIT**

Sprinklr is committed to building strong talent pipelines by sourcing high-performing candidates from a wide range of backgrounds and experiences. Sprinklr recognizes the importance of inclusion at every level—particularly in supporting early-career professionals through our global internship programs.



**EDUCATE & INVEST**

Sprinklr maintains a consistent focus on educating and training Sprinklrites on We Belong principles, providing equitable investment in the development of leaders and all members of the Sprinklr community. This commitment is evident through new hire training and annual compliance refresher courses, which cover topics such as harassment, discrimination, and behavioral-based interviewing.



**CAPTIVATE**

Sprinklr recognizes the value in shared stories and experiences and seeks to engage and bring together talent from all backgrounds. In addition to Sprinklr’s We Care teams, described further below, Sprinklr launched our **What’s Your Story** program to strengthen our culture of belonging by better understanding our


colleagues. This program encourages Sprinklrites to develop a deeper connection with their colleagues by learning about each other’s life journeys and what made them who they are today.



# HIRING AT SPRINKLR

Sprinklr’s goal is to attract high performers who align with our core values – customer obsession, accountability, teamwork and trust.

Recruiters and hiring managers are trained in alignment with our values, leveraging behavioral and competency-based interview practices to support objective decision-making. In addition, we regularly review compensation to help ensure fairness and consistency, including recurring pay equity analyses as part of our ongoing commitment to equity.

 **901**  
**New Sprinklrites who joined us in 2024**

 **3,609**  
**Total global employees as of December 2024**



# A WORKPLACE FREE FROM DISCRIMINATION AND HARASSMENT

Sprinklr is committed to providing an inclusive work environment focused on respect, trust, and collaboration where Sprinklrites are safe to be themselves. We treat individual differences as assets and work to maintain a workplace free from harassment, discrimination, and retaliation.

As outlined in Sprinklr's Global Harassment & Discrimination Policy, we strictly prohibit discrimination and harassment based on any legally protected category such as race, gender, national origin, religion, age, sexual orientation, gender, pregnancy, disability, marital status, or veteran status. Sprinklrites are trained on recognizing, preventing, and reporting harassment, discrimination, and retaliation in the workplace in both new hire and annual refresher training, and our governance includes a framework for investigating and responding to employee concerns. Sprinklr also maintains an [anonymous Ethics Hotline](#), which is managed by an independent third party and is available to anyone who wishes to report concerns, including those related to discrimination, harassment, and retaliation.

# EMPLOYEE WORKING CONDITIONS

Sprinklr's Global Health, Safety, and Sustainability Policy outlines our commitment to maintaining a safe workplace, including ethical employment and treating all Sprinklrites with dignity and respect.

## ETHICAL EMPLOYMENT

At Sprinklr, employment is freely chosen, and we do not tolerate any form of forced, bonded, involuntary, or child labor. Freedom of association and collective bargaining, where permitted by law, is respected, and Sprinklr does not hinder such activities. Further, working hours comply with local legislation, including minimum wage requirements. For more information, refer to the [Governance](#) section below.

## PURPOSEFUL GATHERING

We encourage purposeful in-office gatherings and create opportunities for connection across our remote workforce. Through live and virtual events held around the world, we bring Sprinklrites together to build relationships and stay aligned with our corporate values.

## THE WAY WE WORK



### VISION

Redefine the world's ability to make every customer experience extraordinary



### MISSION

Empower companies to deliver next generation, unified engagement journeys that reimagine the customer experience



### STRATEGY

Leveraging our AI-based Unified Platform, execute an ambidextrous approach of re-energizing and growing core and hardening and expanding service to achieve rule of 40 performance



# EMPLOYEE BENEFITS & REWARDS

Sprinklr provides comprehensive health plans, leading well-being programs, and financial protection for Sprinklrites and their families through a variety of salary continuance, time off and holiday programs, and income protection plans.

We know that when Sprinklrites are at their best, their positivity and happiness extend beyond work into their home life and beyond — amplifying the greater good. Depending on where Sprinklrites live around the world, benefits include:

- Insurance (medical, dental, disability, critical illness, life, and accidental death)
- Retirement or pension plans
- Employee Assistance Program
- Well-Being Program
- Global Leaves of Absence, as well as collective company-wide recharge days per year

Sprinklrites also have access to global mental health programs and lifestyle support through employee assistance and evidence-based coaching and counseling programs. Additionally, Sprinklr provides

global family planning and fertility benefits, enabling access to quality family planning care, regardless of gender identity or sexual orientation.

# TOTAL REWARDS PHILOSOPHY

Compensation and employee rewards are key components in attracting and retaining key talent to strengthen Sprinklr’s success. Our total rewards philosophy is built on providing holistic rewards for high performers who live our core values – customer obsession, accountability, teamwork and trust – through fair and consistent methodologies.



Focus on  
holistic rewards



Fair &  
consistent

Pay equity at Sprinklr is based on compensable factors such as local market, role, performance, and contributions. Compensation is regularly reviewed to monitor controls and adjust, as needed. Sprinklr also conducts a global statistical analysis to evaluate pay equity as part of Sprinklr’s annual salary merit process. Sprinklr’s compensation packages include a base salary component and, depending on the job, a variable pay

component, as well as equity. Restricted stock units may be awarded to Sprinklrites for their significant and unique contributions, performance, and potential under Sprinklr’s equity plan. Sprinklr also has an Employee Stock Purchase Program (ESPP) that full and part-time employees can participate in to purchase Sprinklr stock at a discounted price in eligible countries.

Sprinklr values transparency and provides education, training, and support to Sprinklrites about compensation, including disclosures on our intranet to enable Sprinklrites to understand the compensation programs and easily locate relevant contact information.





# SPRINKLRITE DEVELOPMENT, GROWTH, & RECOGNITION

Sprinklrites are encouraged to take charge of their careers, identify opportunities to develop their skill sets, and take steps to achieve their individual aspirations through training programs, workshops, mentoring, educational resources, and career plans, including:

## Career Development Workshops

Offered to help Sprinklrites in their career growth and development, including access to LinkedIn Learning (for additional online training). We also offer 360 feedback, Aspire (top talent program), and individual development programs.

## Internal Mobility Access Program

Sprinklrites own their careers and can apply for roles internally through an internal job board and develop their skills through broad experiences on their career journey.

## Engagement and Performance Measurement

We are transitioning away from our twice-yearly Employee Delight Assurance Program (EDAP) to a confidential pulse survey to measure engagement and a comprehensive year-end review to evaluate performance against goals and the key behaviors that drove the results.



Sprinklr recognizes the importance of strong leaders. We place an emphasis on helping leaders succeed in their own career journey and by empowering their teams through:

## TRAINING

All newly promoted people leaders attend live training that covers:

- Maintaining Sprinklr’s culture of high performers
- Setting objectives and driving results
- Enhanced governance and compliance obligation
- Feedback and performance management

## RESOURCES

New managers get access to Sprinklr’s People Leader Playbook, which outlines the operational responsibilities of people leaders throughout the employee lifecycle, as well as how to deliver on those operational responsibilities.

## TRANSPARENCY

Sprinklr holds forums to communicate and educate senior leaders on real-time expectations based on current business needs, enabling leaders to cascade critical points to their teams.



MENTORING

Sprinklr’s award-winning mentorship program—powered by MentorcliQ—saw its greatest participation in 2024, with 1,171 employees enrolled and 822+ mentoring matches made, nearly doubling the previous year’s total. The program supported over 530 unique participants, with many engaging in multiple matches, and logged 540 hours of mentoring activity throughout the year.

PEER-TO-PEER RECOGNITION

Sprinklr’s peer-to-peer recognition platform, Recognize, lets Sprinklrites celebrate and show gratitude to their colleagues. Sprinklrites can recognize peers who are actively living and leading our values, contributing significantly to ongoing work or projects, or who are making a substantial impact on their region or departments. We believe that peer-to-peer recognition can make an incredible impact by increasing engagement levels, productivity, and retention.



WE CARE TEAMS

WE CARE



The We Care teams embody Sprinklr’s We Belong vision of creating a culture where we embrace one another for who we are. These teams operationalize the mission of encouraging every employee to bring their whole selves to work every day.



In 2024, Sprinklr had:





# SPRINKLR CARES: SOCIAL IMPACT & PHILANTHROPY

Our Social impact is intricately linked to the well-being of the communities we serve. From building a culture of belonging and inclusion to giving to personally meaningful causes, Sprinklrites are a force for positive change in the communities where they live.

In 2024, Sprinklrites had two additional days off per year — 24-4-Others and 24-4-U — for volunteering and development, allowing Sprinklrites to spend time on causes and opportunities important to them. Sprinklr also supports philanthropic efforts through Sprinklr Cares, a purpose-driven volunteering and donation platform that allows Sprinklrites to give back to organizations that are near and dear to them. Through Sprinklr Cares, Sprinklrites can manage and track charitable giving, volunteering, and other philanthropic activities, allowing them to contribute and amplify their impact to charitable causes.

**\$21k+** For Giving Tuesday 2024, Sprinklr matched donations to raise a total of **\$21,128** in support of causes that mean the most to Sprinklrites and their communities.







# GOVERNANCE

Sprinklr’s continued growth and success requires a commitment to corporate governance and a compliance program that promotes ethical behavior and integrity. The core of Sprinklr’s compliance program and governance is our [Code of Conduct and Ethics](#) (the “Code”), which requires Sprinklrites to operate in a lawful, ethical, and transparent manner. In addition, Sprinklr’s governance program supports compliance with global laws and regulations, including those related to security and data privacy. Sprinklr’s Legal, Security, and Compliance functions continuously assess governance priorities and manage risk alongside internal stakeholders, as further described below, and high-risk findings are reported to Sprinklr’s Disclosure and Audit Committees, which allows for transparency and oversight.



# SPRINKLR'S BOARD OF DIRECTORS AND COMMITTEES

Sprinklr's Board of Directors ("Sprinklr's Board") oversees our operations and corporate governance. As of the publication date of this report, Sprinklr's [nine-person Board](#) consists of seven independent directors, one executive director, and one non-executive, non-independent director. Sprinklr Board members are subject to Sprinklr's [Corporate Governance Guidelines](#), which, among other things, require that the Board have a majority of independent directors and sets out some of the other factors the Board considers when nominating directors, including possessing sufficient relevant expertise upon which to offer advice and guidance to management, having sufficient time to devote to the Sprinklr Board, demonstrating excellence in their field, having the ability to exercise sound business judgment, and having a diverse personal background, perspective, and experience.

Sprinklr's Board meets at least quarterly with senior management to review business, governance, and regulatory updates and to provide oversight on enterprise risk, including cybersecurity risk.

Sprinklr's Board includes the following committees:

## Audit Committee

Responsible for oversight of Sprinklr processes related to corporate accounting, financial reporting, and internal controls, as well as Sprinklr's financial systems and regulatory compliance.

The Audit Committee also reviews and assesses the quality and effectiveness of Sprinklr's cybersecurity and data privacy program, including the review and assessment of cybersecurity risks.

## Compensation Committee

Responsible for approving the compensation of executive officers and providing oversight over Sprinklr's risks and policies related to compensation, recruiting, and retention of executive officers, as well as Sprinklr's overall compensation philosophy and strategy.

## Nominating & Corporate Governance Committee

Responsible for identifying candidates for director nominees and evaluating them against Sprinklr's minimum qualifications, and oversight over the annual performance of Sprinklr's Board and committees.

The Nominating & Corporate Governance Committee also oversees Sprinklr's ESG efforts and strategy and holds a dedicated session on ESG progress at least once per year.

Sprinklr's Board also annually reviews and approves governance, including Sprinklr's Code of Conduct, Insider Trading Policy, Whistleblower Policy, Anti-Corruption Policy, and Modern Slavery Statement.

For more information on Sprinklr's Board, the skills and experience of each member, and stockholder engagement, please refer to Sprinklr's SEC filings, available on our [Investor Relations site](#).





# SPRINKLR'S CODE OF CONDUCT AND GOVERNANCE

Sprinklr's [Code of Conduct](#) reflects our commitment to protecting our culture and reputation, operating ethically and with integrity, and helping our customers build beloved brands. Our Code covers:

- Compliance with applicable laws in all jurisdictions where Sprinklr operates
- Engaging ethically and fairly with our customers, partners, and vendors
- Conflicts of Interest and Confidentiality
- Maintenance of accurate corporate records and the importance of financial integrity
- Respecting, protecting, and promoting human rights
- Creating a safe and inclusive workspace
- Available channels for reporting suspected violations

Every employee, officer, director, and third party acting for or on behalf of Sprinklr must read, understand, and follow Sprinklr's Code, which is available internally on Sprinklr's intranet and externally on the governance

portion of Sprinklr's [Investor Relations site](#). Sprinklr's Board is charged with reviewing and approving the Code annually.

Sprinklr also maintains a governance framework of Policies, Standards, Procedures, and Guidelines (collectively, "Sprinklr Governance") that outline the laws Sprinklr must follow, internal controls and processes that enable compliant business operations, and channels for reporting non-compliance. Sprinklr Governance is managed by Sprinklr's compliance team and reviewed at least annually by the relevant business stakeholders, Chief Compliance Officer, and/or Sprinklr's Board. Sprinklr Governance is internal and published on a centralized intranet site for Sprinklr access.

## SPRINKLR'S GOVERNANCE INCLUDES, BUT IS NOT LIMITED TO, COMPLIANCE FRAMEWORKS ON:

### ANTI-CORRUPTION & BRIBERY

Sprinklr does not tolerate corruption, bribes, or kickbacks in our business dealings. Sprinklr's Anti-Corruption Policy requires compliance with the U.S. Foreign Corrupt Practices Act and the UK Bribery Act, as well as all other applicable laws prohibiting bribery or corruption in countries where Sprinklr otherwise operates or conducts business. The Policy provides safeguards around meals, entertainment, engagement with foreign officials, and any other conduct that may create an appearance of impropriety.

### INSIDER TRADING

Under Sprinklr's Insider Trading Policy, employees, officers, and directors who have access to Sprinklr's material non-public information are not permitted to use or share that information for stock trading purposes. Further, Sprinklr is not permitted to recommend that others buy, hold, or sell securities based on confidential information. Sprinklr has internal processes and controls in place to manage black-out windows and pre-clearance for trading, which are administered by Sprinklr's Legal and Finance teams.

### ANTI-TRUST LAWS, FAIR COMPETITION, AND FAIR DEALINGS

All Sprinklr employees are required to follow applicable anti-trust and fair competition laws and engage in fair dealings with customers, partners, and vendors.

### ANTI-DISCRIMINATION AND HARASSMENT

Sprinklr's Global Harassment & Discrimination Policy strictly prohibits discrimination or harassment based on any legally protected category such as race, gender, national origin, religion, age, sexual orientation, gender, pregnancy, disability, marital status, or veteran status, and includes a framework for investigating and responding to employee concerns.



**A COMMITMENT TO HUMAN RIGHTS**

Sprinklr is also committed to respecting internationally recognized human rights in our operations, as reflected in our adherence to the United Nations Global Compact (UNGC) and compliance with the Modern Slavery Act, amongst other related regulations. Sprinklr’s Global Health, Safety & Sustainability Policy requires Sprinklrites to comply with applicable fair labor practices related to child labor, working hours, minimum wage, and collective bargaining rights. We are committed to practices that combat modern slavery and human trafficking, and to working with and encouraging suppliers to uphold the same principles. Sprinklr also seeks to hold our contractors, suppliers, and other business partners to the same standards, and we expect our vendors to conduct employment practices in compliance with all applicable laws.

Sprinklr’s full Modern Slavery Statement is available [here](#), and our Supplier Code of Conduct can be found [here](#).

**COMPLIANCE TRAINING**

Beginning with each Sprinklrite’s first day with the company, we communicate expectations regarding ethical behavior, adherence to governance, and responsible decision making through onboarding training. All Sprinklr employees, regardless of cohort

or experience, are required to attend Sprinklr’s live training, Splash, and complete onboarding training through online self-paced courses.

Sprinklr reaffirms the importance of ethical behavior through annual compliance refresher training, which is deployed company-wide and includes courses on Sprinklr’s Code and Governance, applicable laws and regulations, industry security best practices, and prevention of harassment and discrimination.

Both new hire and refresher training is deployed through Sprinklr’s LMS to enable tracking of completion, and both require Sprinklrites to certify to their compliance with Sprinklr’s Code and Governance.


100%


In 2024, 100% of Sprinklrites completed all required compliance training.


4.5 hours

In 2024, Sprinklrites took an average of 4.5 hours of required compliance training.

In 2024, Sprinklr redesigned its training program to include updated content on Sprinklr’s Code of Conduct and quiz questions that are reflective of ethical scenarios that could arise for various Sprinklrites to help employees apply the course materials. Training topics included:

- 

**Security & Privacy**
  - Security Best Practices
  - Privacy
  - Acceptable Use
  - Crisis Management
- 

**Harassment & Discrimination**
  - Anti-Harassment
  - Belonging
- 

**Policy & Compliance**
  - Sprinklr’s Code of Conduct & Governance
  - Anti-bribery
  - ESG
  - Safe Workplace



Sprinklr also required additional attestations from Sprinklrites regarding adherence to company governance around conflicts of interest.

In addition to Sprinklr’s compliance training, Sprinklr’s LMS allows Sprinklrites to access an extensive library of content via self-paced courses that cover everything from department-specific best practices to the development of responsible AI. Sprinklrites also have access to LinkedIn learning, which has over 16,000 courses covering topics like digital transformation, leadership, and management.



# SPEAKING UP AND REPORTING NON-COMPLIANCE

All Sprinklrites are encouraged to promptly report good-faith complaints, policy violations, or concerns through Sprinklr’s reporting channels:



Sprinklr’s Culture & Talent Team



Sprinklr’s Security Team



Sprinklr’s Legal & Compliance Team



Sprinklr’s Chief Compliance Officer



Sprinklr’s Anonymous Ethics Hotline

Concerns can be reported anonymously through Sprinklr’s Ethics Hotline, which allows for anonymous reports via either phone or online form (where permitted by applicable law). More information on Sprinklr’s Ethics Hotline is available [here](#).

Sprinklr also maintains a Whistleblower Policy, which provides Sprinklrites and external parties with information about how to report concerns about accounting, auditing, fraud, or violations of the law. Sprinklr’s Chief Compliance Officer is charged with overseeing and administering the Whistleblower Policy and escalating reports affecting Sprinklr’s financial statements to the chairperson of the Audit Committee of the Board.

All reported matters are investigated promptly by Sprinklr through an impartial and robust investigative process, and the Audit Committee of the Board receives quarterly updates regarding any major active investigations. Sprinklr does not tolerate retaliation against employees for reporting a concern in good faith or participating in an investigation.

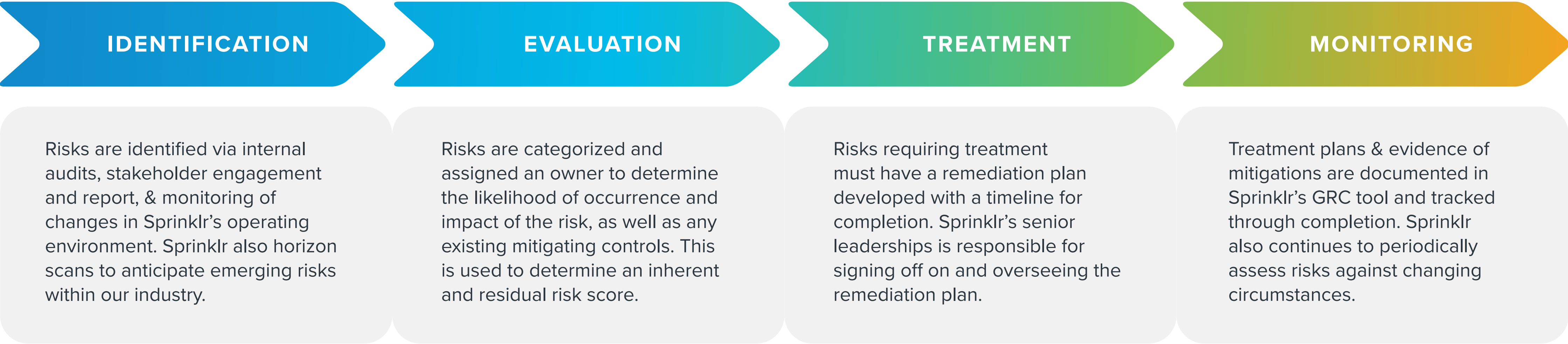




# RISK MANAGEMENT AND MITIGATION

Effective risk management is a cornerstone of Sprinklr’s commitment to sustainable and responsible business practices. We operate in a dynamic environment where technological, regulatory, and operational risks must be continuously assessed, and Sprinklr’s risk management program supports long-term resilience by fostering a proactive culture of risk awareness and adaptability.

Sprinklr’s risk management program is overseen by Sprinklr’s Legal and Governance, Risk, and Compliance (GRC) functions, who identify, evaluate, and work to mitigate risks that could impact Sprinklr’s business operations through the following process:



Sprinklr’s senior leaders are responsible for implementing, overseeing, and managing risk treatment plans, which are monitored for execution. Material risks are assessed through Sprinklr’s Disclosure Committee and presented to the Audit Committee of Sprinklr’s Board for oversight on at least a quarterly basis and re-evaluated at regular intervals.

Given the nature of our business, cybersecurity is a top priority for Sprinklr’s risk management program. In addition to internal audits and controls, Sprinklr undergoes regular third-party audits (e.g., SOC 2, ISO 27001) and our incident response plan is tested regularly to help ensure rapid and effective action in the event of a breach.



# CYBERSECURITY AND DATA PRIVACY

Sprinklr is committed to safeguarding our information assets and the security and privacy of our customers' data. Detailed information on Sprinklr's privacy and security program can be found on our [Trust Center](#).

## DATA PRIVACY

Sprinklr recognizes the importance of safeguarding personal information — including information provided to us by customers and information incorporated from social media channels within our products. We're committed to protecting this information and, in accordance with our Data Processing Agreements, only using such data to provide the Sprinklr platform to our customers.

Sprinklr's dedicated Privacy team partners with our external Data Protection Officer to assess privacy requirements across our products and business practices in line with the evolving regulatory landscape. Our Privacy team partners with various business units to embed privacy into processes and products, and data privacy training is part of onboarding and annual refresher training for all employees.

Sprinklr's privacy program is rooted in the following guiding principles:

- ✔ **Transparency:** We process personal data lawfully, fairly, and transparently.
- ✔ **Accountability:** We take full responsibility for how we handle personal data—internally and across our partners.
- ✔ **Limited in Purpose:** We collect & use data for specific, legitimate purposes—nothing more.
- ✔ **Accuracy:** We keep personal data accurate and up to date and correct errors quickly.
- ✔ **Security:** We safeguard data with strong technical and organizational controls.
- ✔ **Respect:** We respect the rights and requests of individuals whose data is processed.



## A FOCUS ON TRANSPARENCY



### Privacy Notices

Where Sprinklr collects data as a controller from web visitors or job applicants, our Privacy Policies apply. Sprinklr's Privacy Notice is available [here](#), and our Applicant Privacy Policy is available on our recruiting portal [here](#).



### Data Protection Officer

Sprinklr partners with an external Data Protection Officer to validate and monitor Sprinklr's compliance with data privacy obligations. Our DPO can be contacted at [privacy@sprinklr.com](mailto:privacy@sprinklr.com).



### Data Processing Agreement

Where Sprinklr processes data as processor or service provider for our customers, we require a Data Processing Agreement (DPA) to govern the processing of customer data. Sprinklr's DPA, includes details on the kinds of data Sprinklr processes and our purpose for processing, and is available [here](#).



### Trust Center

Our customers can find information relevant to our data privacy program — including white papers elaborating on Sprinklr's processing activities — on our [Trust Center](#).



## INTERNATIONAL DATA TRANSFERS

As a service provider for global enterprise customers, Sprinklr's DPA anticipates the need for cross-border data transfer safeguards. Our DPA leverages EU Standard Contractual Clauses and the UK Data Transfer Addendum to safeguard data transfers from the European Economic Area (EEA) or UK to third countries. Other Standard Contractual Clauses may be incorporated based on regional legal requirements. A detailed Data Transfer Impact Assessment can be found in Sprinklr's White Paper on International Transfers, available on our [Trust Center](#).



Sprinklr is an active participant in the EU-US Data Privacy Framework to enable personal data transfers between the EU and the US.

## USE OF THIRD-PARTY SUBPROCESSORS

Sprinklr engages trusted third parties to support certain features and services, which may give them access to limited customer data. Subprocessors are contractually prohibited from using customer data for purpose other than providing these features or services. All subprocessors must undergo robust due diligence to evaluate their security, privacy, and confidentiality practices prior to deployment and periodically

thereafter to help monitor ongoing compliance. Customers can subscribe to receive notifications of changes to Sprinklr's subprocessor list, learn how subprocessors support our products, and where they are located on our [subprocessor page](#).

## PRIVACY AND PRODUCT DEVELOPMENT

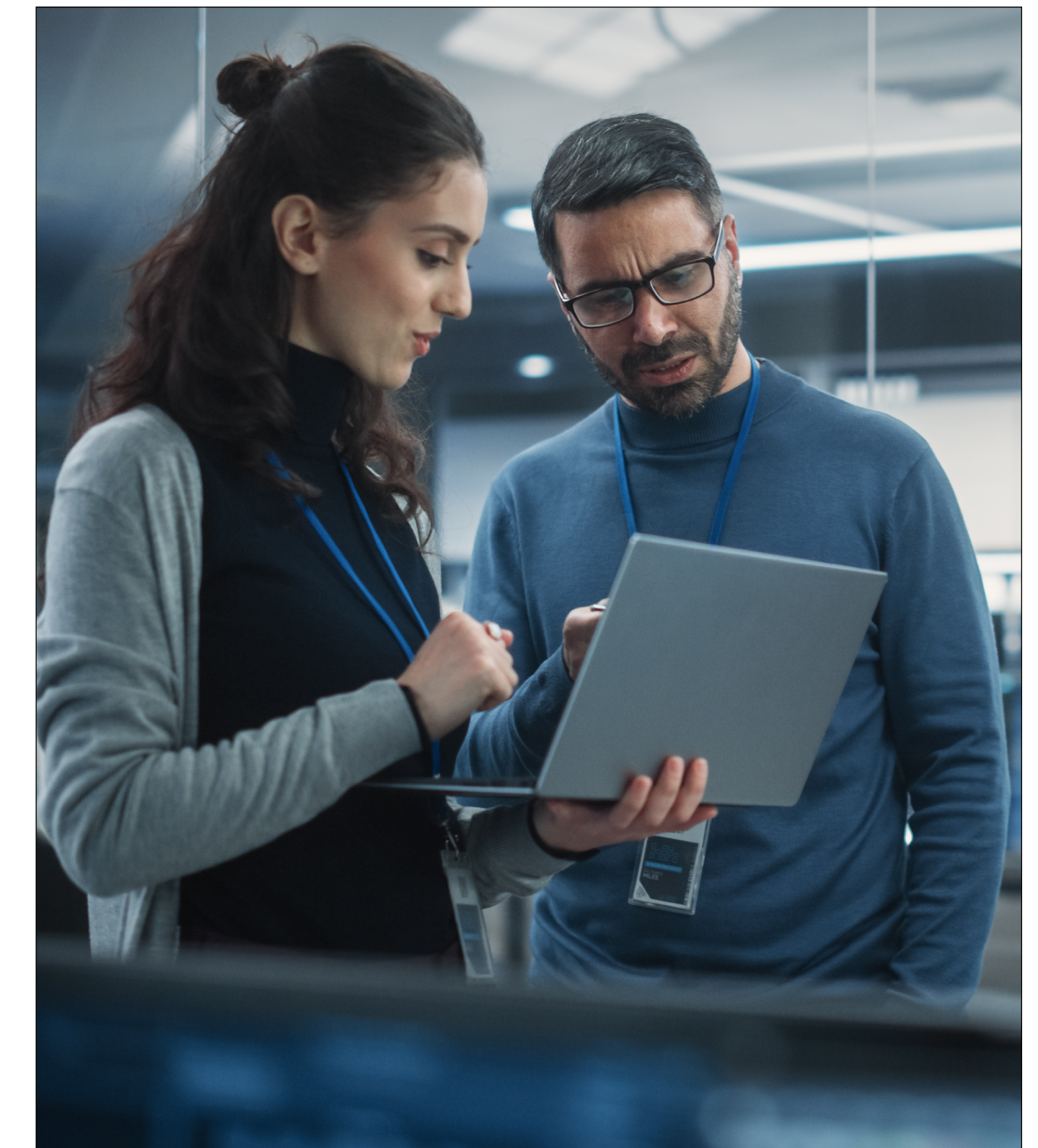
In 2024, Sprinklr updated its product release and development process to foster deeper cross-functional collaboration, furthering Sprinklr's objectives of embedding privacy controls from the very beginning of product ideation.

As a key stakeholder in this process, Sprinklr's privacy team plays an integral role in shaping how new Sprinklr products are built and brought to market. From concept development through to launch, the privacy team provides strategic guidance on data protection, regulatory compliance, and ethical data use by:

- **Conducting privacy assessments** to evaluate how personal data will be collected, used, and stored.
- **Advising on Privacy-by-Design and Privacy-by-Default principles**, so that privacy-enhancing features—such as data minimization and user controls—are built into the architecture of new products.
- **Collaborating with other business partners** to align data strategy with global privacy regulations, including GDPR, CCPA, and other emerging frameworks.

- **Managing updates to transparency materials** such as Sprinklr's Data Privacy Addendum, Privacy Policy, and in-product disclosures, to help inform and empower our customers.

This proactive approach reflects Sprinklr's belief that privacy is not just a compliance requirement—it's a product quality standard and competitive differentiator.





## CYBERSECURITY

At Sprinklr, security is foundational to customer and investor trust. We are fiercely dedicated to safeguarding information assets and continuously enhancing the security and privacy of our customers' data. Sprinklr has a dedicated Security team chartered to define, supervise, implement, and monitor security policies, standards, and controls. They are responsible for protecting Sprinklr's proprietary information and assets, including customer and consumer data. Our dedicated Detection and Response team is tasked with 24/7 monitoring of Sprinklr's platform, and periodic tests by independent third parties (e.g., third-party auditors, assessors, penetration testers, etc.) are conducted under the guidance of Sprinklr's Security team.

### SECURE DEVELOPMENT LIFECYCLE PROCESS

Our platform is developed internally by Sprinklr employees who receive annual training on secure coding practices. Sprinklr follows a Secure Development Lifecycle ("SDL") process based on industry standard guidelines and practices. When we create a product, our security team works closely with engineering to inject security throughout the development process. Sprinklr follows a risk-based approach to identify security issues in SDL for major code releases utilizing a combination of periodic static testing, dynamic testing, and other techniques as appropriate.

### DETECTION & RESPONSE

Sprinklr's dedicated Detection & Response team is focused on threat detection engineering, vulnerability management, incident response, and crisis communication management to support customers in security incidents and beyond. Within scope are product operations, business system, and all corporate assets.

### INFRASTRUCTURE SECURITY

Sprinklr's production environment is run in Infrastructure-as-a-Service (IaaS) from AWS, Microsoft, and Google. We utilize security tools, such as CNAPP (Cloud Native Application Protection Platform), to manage the security posture of our cloud environments. We harden our environments using Cloud CIS (Center for Internet Security) benchmarks.

### NETWORK SECURITY

Sprinklr has implemented both reactive and proactive network security controls. We monitor network activity for anomalies 24/7 and respond to security events. Proactive controls such as firewalls, cloud security posture management, and network penetration tests ensure a very high degree of protection. Sensitive data is encrypted during transit.

### SECURITY AWARENESS & TRAINING

At Sprinklr, we believe that our employees are our first line of and strongest defense against cyber

threats. All employees, interns and eligible contractors undergo mandatory security training at time of hire and annually thereafter. They are regularly presented with security education and best practices in order to drive awareness, reduce risk, and remain vigilant against potential threats. Annual tabletop exercises are also conducted to test our incident response plans.

### VULNERABILITY DISCLOSURE PROGRAM

Sprinklr utilizes a third-party Vulnerability Disclosure Program (VDP) for managing security vulnerabilities reported by the security community. For more information, please visit [Sprinklr's Vulnerability Disclosure Program](#).





## Cybersecurity Certifications

Sprinklr is regularly audited by third-party assessors to evaluate internal controls that protect the security, confidentiality, integrity, availability, and privacy of the information entrusted to us by our customers. Sprinklr is certified to:



SOC 1



SOC 2



SOC 3

Sprinklr has also been audited by a third party for compliance with the [HIPAA privacy and security rule](#) for certain product features.

For more information about Sprinklr's security certifications, please visit Sprinklr's [Trust Center](#) to view and download all relevant information.

## SECURITY AWARENESS & TRAINING

We believe that our employees are our first and strongest defense against cyber threats. As a result, Sprinklrites are trained on security measures upon hire and annually thereafter through mandatory refresher training. In addition, Sprinklr's Security team conducts monthly phishing simulation training and regularly shares educational security content to drive awareness, reduce risk, and enable vigilance against potential threats.

## CRISIS MANAGEMENT

Sprinklr's Security Incident Response Plan and Crisis Management Plan enable Sprinklr's rapid and cross-functional response to detected issues or threats, including timely notification. Crisis response at Sprinklr is managed by Sprinklr's Legal, Security, and Communications teams who jointly root cause assessments, develop and execute upon remediation plans, conduct ongoing monitoring of issues, and manage communications to customers, Sprinklr's Data Protection Officer, and other relevant third parties. All Sprinklrites are trained on their obligations under Sprinklr's Crisis Management Plan upon hire, annually as part of our compliance refresher training, and periodically through the year through ad-hoc communications. Sprinklr also conducts an annual security incident tabletop exercise to test incident response plans.

# PRODUCT DEVELOPMENT & RESPONSIBLE AI

## ACCESSIBILITY IN PRODUCT DEVELOPMENT

Sprinklr's dedicated Accessibility team evaluates and tests our products against the Web Content Accessibility Guidelines (WCAG) 2.2 AA success criteria. WCAG Conformance Level AA is currently on our roadmap. Our Voluntary Product Accessibility Template (VPAT) reports and Accessibility Conformance Statement can be found on our [Trust Center](#).

## RESPONSIBLE AI

Artificial Intelligence ("AI") is the foundation of Sprinklr's Unified Platform and continues to transform how we and our customers work, and the AI capabilities we make available to our customers enhance the digital experience for our customers while streamlining and improving their customer engagement and interaction. But as AI capabilities grow, so does our responsibility, and we believe that trust, transparency, and ethical design are essential to unlocking the full potential of AI. **For an overview of Sprinklr's AI offering, review the Sprinklr Artificial Intelligence – Back to Basics**



**resource, available on the [Trust Center](#).**

Sprinklr's Responsible AI Governance Committee, a global, cross functional team spanning Product, Engineering, Legal, Security, Marketing, and Customer Support teams, leads Sprinklr's efforts on Responsible AI. In 2024, this committee published [Sprinklr's Approach to Responsible AI](#), which is focused on:

### **Trust: Fairness, Transparency, and Explainability**

Sprinklr is committed to minimizing bias and promoting fairness in AI outputs. Our models are developed with human oversight at all stages – from data tagging and training to testing and quality assurance – with the goal of reducing the risk of unintended consequences.

**For information on the impact of the EU AI Act on Sprinklr's AI Offering, please review Sprinklr's Whitepaper on the EU AI Act, available on the [Trust Center](#).**

### **Integrity: Privacy, Security, and Accountability for Third Party AI**

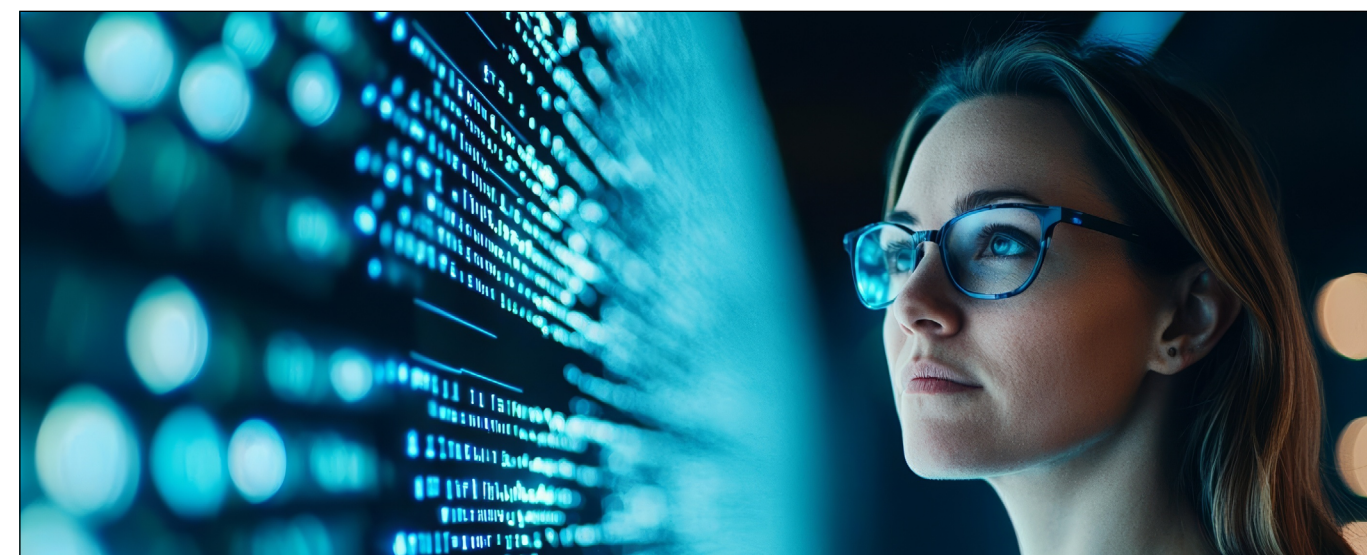
Sprinklr does not use customer data to train AI models, and, where possible, we mask data components to adhere to data minimization principles. Sprinklr has also taken steps to limit inaccuracies in output by, for example, implementing drift mitigation strategies, guardrails and other ad-hoc controls to help against performance loss, and to promote safe and trustworthy operations. To maximize the utility and value of AI

for customers, Sprinklr engages with certain third-party AI systems to provide additional generative AI-powered features. These partners are not permitted to use customer data for model training, and Sprinklr is committed to being transparent with customers about third-party LLM support.

**For more information on Sprinklr's third-party LLM partners, please review the Sprinklr AI+ Customer Data Information Sheet, available on the [Trust Center](#).**

### **Partnership: Prioritizing Feedback and Collaboration to Enable Continued Improvement**

Our AI is built for our customers—and with them. Our continued dedication to partnership means we actively seek feedback to improve features, identify new use cases, and assess potential risks with our AI. We are committed to continuing to evolve and iterate on our multi-pronged strategy that incorporates ethical guidelines, data privacy, and transparency within AI and sharing those updates with our customers and stakeholders.







# CONTACT

For more information on Sprinklr's ESG efforts or any of the information in this report, please reach out to [sustainability@sprinklr.com](mailto:sustainability@sprinklr.com).



# APPENDIX A — GLOBAL REPORTING INDEX

## (GRI) STANDARDS 2021 (CORE OPTION)

Relevant Topics	Topic Description	Page Number
GRI 3: Material Topics 2021 <sup>1</sup>	3-1 Process to Determine Material Topics	<a href="#">11</a>
	3-2 List of Material Topics	<a href="#">11</a>
ECONOMIC PERFORMANCE		
GRI 201: Economic Performance 2016	201-1 Direct Economic Value Generated and Distributed	<a href="#">6</a> See webpage on Investor Reports
ANTI-CORRUPTION		
GRI 205: Anti-Corruption 2016	205-1 Operations assessed for risk related to corruption	<a href="#">25</a> - <a href="#">35</a>
	205-2 Communication and training about anti-corruption policies and procedures	<a href="#">25</a> - <a href="#">35</a>
	205-3 Confirmed incidents of corruption and actions taken	<a href="#">25</a> - <a href="#">35</a>



## ANTI-COMPETITIVE BEHAVIOR

GRI 206: Anti-Competitive Behavior 2016

206 – Legal actions for anti-competitive behavior, anti-trust, and monopoly practices

[25](#) - [35](#)

## ENERGY

GRI 302: Energy 2016

302-1 Energy consumption within the organization

[12](#) - [17](#)

302-2 Energy consumption outside of the organization

[12](#) - [17](#)

302-3 Energy intensity

[12](#) - [17](#)

302-4 Reduction of energy consumption

[12](#) - [17](#)

302-5 Reductions in energy requirements of products and services

[12](#) - [17](#)

## EMISSIONS

GRI 305: Emissions 2016

305-1 Direct (Scope 1) GHG emissions

[12](#) - [17](#)

305-2 Energy indirect (Scope 2) GHG emissions

[12](#) - [17](#)

305-3 Other indirect (Scope 3) GHG emissions

[12](#) - [17](#)



	305-4 GHG emissions intensity	<a href="#">12</a> - <a href="#">17</a>
WASTE		
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	<a href="#">12</a> - <a href="#">17</a>
	306-2 Management of significant waste-related impacts	<a href="#">12</a> - <a href="#">17</a>
	306-3 Waste generated	<a href="#">12</a> - <a href="#">17</a>
	306-4 Waste diverted from disposal	<a href="#">12</a> - <a href="#">17</a>
	306-5 Waste directed to disposal	<a href="#">12</a> - <a href="#">17</a>
SUPPLIER ENVIRONMENTAL ASSESSMENT		
GRI 308: Supplier Environmental Assessment 2016	308-1 New suppliers that were screened using environmental criteria	<a href="#">12</a> - <a href="#">17</a>
EMPLOYMENT		
GRI 401: Employment 2016	401-1 New employee hires and employee turnover	<a href="#">18</a> - <a href="#">24</a>
	401-3 Parental leave	<a href="#">18</a> - <a href="#">24</a>



OCCUPATIONAL HEALTH AND SAFETY

GRI 403: Occupational Health and Safety 2018

403-1 Occupational health and safety management system	<a href="#">18</a> - <a href="#">24</a>
403-2 Hazard identification, risk assessment, and incident investigation	<a href="#">18</a> - <a href="#">24</a>
403-3 Occupational health services	<a href="#">18</a> - <a href="#">24</a>
403-4 Worker participation, consultation, and communication on occupational health and safety	<a href="#">18</a> - <a href="#">24</a>
403-5 Worker training on occupational health and safety	<a href="#">18</a> - <a href="#">24</a>
403-6 Promotion of worker health	<a href="#">18</a> - <a href="#">24</a>
403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	<a href="#">18</a> - <a href="#">24</a>
403-8 Workers covered by an occupational health and safety management system	<a href="#">18</a> - <a href="#">24</a>
403-9 Work-related injuries	<a href="#">18</a> - <a href="#">24</a>



## TRAINING & EDUCATION

GRI 404: Training and Education 2016

404-1 Average hours of training per year per employee

[18](#) - [24](#)

404-2 Programs for upgrading employee skills and transition assistance programs

[18](#) - [24](#)

404-3 Percentage of employees receiving regular performance and career development reviews

[18](#) - [24](#)

## DIVERSITY & EQUAL OPPORTUNITY

GRI 405: Diversity and Equal Opportunity 2016

405-1 Diversity of governance bodies and employees

[18](#) - [24](#)

GRI 406: Non-discrimination

406-1 Incidents of discrimination and corrective actions taken

[18](#) - [24](#)

## FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING

GRI 407: Freedom of Association and Collective Bargaining 2016

407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk

[18](#) - [24](#)

## CHILD LABOR

GRI 408: Child Labor 2016

408-1 Operations and suppliers at significant risk for incidents of child labor

[18](#) - [24](#)



## FORCED OR COMPULSORY LABOR

GRI 409: Forced or Compulsory Labor 2016

409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor

[18](#) - [24](#)

## SECURITY PRACTICES

GRI 410: Security Practices 2016

410-1 Security personnel trained in human rights policies or procedures

[18](#) - [24](#)

## SUPPLIER SOCIAL ASSESSMENT

GRI 414: Supplier Social Assessment 2016

414-1 New suppliers that were screened using social criteria

[18](#) - [24](#)

## CUSTOMER HEALTH & SAFETY

GRI 416: Customer Health and Safety 2016

416-1 Assessment of the health and safety impacts of product and service categories

[18](#) - [24](#)

416-2 Incidents of non-compliance concerning the health and safety impacts of products and services

[18](#) - [24](#)

## CUSTOMER PRIVACY

GRI 418: Customer Privacy 2016

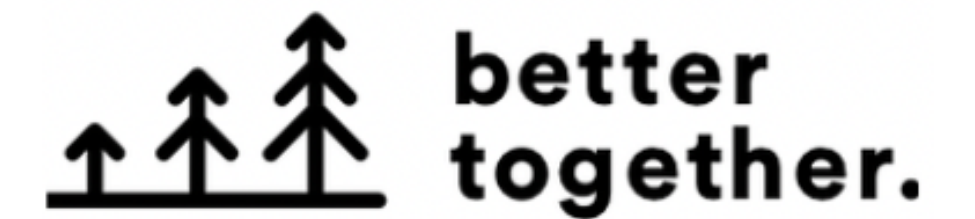
418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data

[25](#) - [35](#)



# APPENDIX B — BETTER TOGETHER

## ASSURANCE STATEMENT



### Assurance Statement:

Distancias Accesiveis LDA (Better Together Sustainability), has been engaged to provide consulting/advisory services to Sprinklr to support the calculation of Sprinklr 2019, 2022, 2023, & 2024 Greenhouse Gas Emissions. The service provided includes;

**Client:** Sprinklr

**Date:** 23.05.2024 (Start: January 2024: End: December 2024)

**Prepared by:** Elisa Gómez; Better Together

**Project:** Sprinklr Carbon Footprint (Scope 1, 2 & 3: Organisational Approach)

**Criteria:** GHG Protocol

**Phase:** Carbon footprint calculation for 2019 (Baseline) + 2022, 2023, 2024; Microsoft Service Level Emissions: 2022, 2023, 2024

**Elisa Gómez González** (Founder, CEO & Consultant) Distancias Accesiveis LDA (Better Together)

30<sup>th</sup> JUNE 2025

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