

Sprinklr Financial Sector Addendum (“FSA”)

In accordance with the terms of the Master Services Agreement (including any applicable Order Form and/or SOW (the “MSA”) executed between the Customer identified herein and Sprinklr, Sprinklr will provide the Sprinklr Services purchased under the applicable Order Form and/or SOW. In the event and to the extent that, due to the fact that Customer is using the Sprinklr Services in its capacity as financial entity, any of the Sprinklr Services fall within the scope of a regulation on operational resilience such as the Regulation 2022/2554 of the European Parliament and of the Council on digital operational resilience for the financial sector, the terms of this Financial Sector Addendum (“FSA”) shall apply. This FSA will enter into force on January 17, 2025 (“FSA Effective Date”).

1. DEFINITIONS

To the extent not defined in the applicable MSA, the following definitions shall apply. In the event of any inconsistencies or conflict between the MSA and the definitions set out below, the definitions in the MSA shall prevail.

“**Critical or Important Function**” shall have the meaning as ascribed thereto in the Operational Resilience Legislation.

“**ICT Third-Party Service Provider**” shall have the meaning as ascribed thereto in the Operational Resilience Legislation.

“**Operational Resilience Legislation**” means all applicable operational resilience laws and regulations of any jurisdiction applicable to Sprinklr’s provision of Sprinklr Services to Customer as Customer is a regulated entity under such legislation, including, as applicable and without limitation, the Regulation 2022/2554 of the European Parliament and of the Council on digital operational resilience for the financial sector (“DORA”) and any binding regulations promulgated thereunder.

2. TERMS

2.1 The parties acknowledge and agree that with regard to the portion of the Sprinklr Services that fall in the scope of the applicable Operational Resilience Legislation,

- **Sprinklr** is acting as non-critical ICT Third-party Service Provider; and
- **Customer** and/or the **Customer Affiliate** is acting as the financial entity as defined in the Operational Resilience Legislation.

2.2 The parties shall each comply with their respective obligations under the Operational Resilience Legislation.

3. KEY CONTRACTUAL PROVISIONS PURSUANT TO APPLICABLE OPERATIONAL RESILIENCE LEGISLATION

The parties agree to supplement the MSA with the following elements:

1. The functions and ICT services to be provided by Sprinklr are as set out in Exhibit A, to the extent purchased on an Order Form and/or SOW. The Sprinklr Services do not support any Critical or Important Functions and therefore do not give rise to any subcontracting of Critical or Important Functions.
2. The locations where the contracted or subcontracted functions and ICT services are to be provided and where data is to be processed are as set out in the Data Processing Addendum or alternatively at sprinklr.com/subprocessors. The process outlined on Sprinklr’s Sub-processor pages shall apply accordingly to any change of location.
3. The terms as set out in the Data Processing Addendum, Enterprise Security Addendum and section Confidentiality of the MSA shall apply accordingly except that the provisions on availability, authenticity and integrity shall not be limited to Personal Data.
4. The MSA provisions on data extraction applicable in the event of termination or expiration of this Agreement shall apply accordingly in the event of the insolvency, resolution or discontinuation of the business operations of the ICT Third-Party Service Provider.
5. The terms of the Service Level Agreement shall apply to the Sprinklr Platform, including any Update thereof.

6. Each party shall fully cooperate with any competent authority as required by applicable law and provide any related assistance (i) at no additional cost or (ii) at the cost as permissible under applicable law.
7. The Sprinklr Services covered by the present Addendum may be terminated in any of the following circumstances if and to the extent required by applicable Operational Resilience Legislation for a non-critical ICT Third-Party Service Provider:

- (a) significant breach by the ICT Third-party Service provider of applicable laws, regulations or contractual terms;
- (b) circumstances identified throughout the monitoring of ICT third-party risk that are deemed capable of altering the performance of the functions provided through the contractual arrangement, including material changes that affect the arrangement or the situation of the ICT Third-Party Service Provider;
- (c) ICT Third-Party Service Provider's evidenced weaknesses pertaining to its overall ICT risk management and in particular in the way it ensures the availability, authenticity, integrity and, confidentiality, of data, whether personal or otherwise sensitive data, or non-personal data;
- (d) where the competent authority can no longer effectively supervise the financial entity as a result of the conditions of, or circumstances related to, the respective contractual arrangement.

The MSA provision on material breach and the applicable cure period shall apply accordingly except that in the event of (b), (c) and (d) the cure period shall be ninety (90) days.

8. Sprinklr employees undergo security awareness training at least annually. Additionally, the Sprinklr Business Continuity Team undergoes digital operational resilience trainings at least annually. For these reasons and due to the non-critical nature of the Sprinklr Services, Sprinklr shall be dispensed from participating in Customer's security and digital operational resilience trainings.

Exhibit A

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As of the Effective Date of the Agreement, the Sprinklr Platform has the following specifications. For the avoidance of doubt, inclusion of items in this list is for information purposes only and does not imply that Customer will have access to these modules and features. The specifications are subject to change and Customer's licenses are limited to the modules, features and quantities indicated in each Order Form.

The purpose of this document is to provide an inventory and brief description of the main features of Sprinklr's Unified Front Office Platform for Modern Channels. It includes capabilities across all 5 of Sprinklr's products: Modern Engagement, Modern Marketing, Modern Advertising, Modern Research, and Modern Care. It also includes common capabilities available through Sprinklr's Core Platform. Some features are available across multiple products.

This document is not meant to be an exhaustive list of detailed features. For that, the Sprinklr Knowledge Portal (<https://help.sprinklr.com>) should be consulted. Some features may be Limited Availability or not yet generally available. This document also does not provide pricing information or denote premium features. Rather, it is intended to provide a general overview to inform you of our current offering and capabilities.

Sprinklr is the unified platform for customer-facing functions. With 33 products across 4 robust product suites and the only unified customer experience management (Unified-CXM) platform, we help the world's biggest companies make customers happier — by leveraging the most advanced proprietary AI engine built for enterprises to become human at scale on 30+ digital and social channels.



Sprinklr Service

The world's leading digital-first, proactive customer service experience solution.

Voice:

Unify your approach to customer service by pairing complete digital coverage with a Sprinklr Contact Center as a Service (CCaaS) solution that integrates everything you need to deliver personalized experiences, including embedded AI, workflow automation, voice bots, and speech analytics.

Live Chat:

Connect with your customers quickly, provide personalized 1:1 support to resolve incoming requests, and collect valuable data to inform better agent-led resolutions.

Conversational AI and Bots:

Shift customers from IVR to cost-effective digital channels like web chat, SMS, email, and WhatsApp — where conversational AI bots create faster and more reliable experiences.

Contact Center Intelligence:

Unlock AI-powered, real-time contact center analytics — and uncover the actionable insights to trigger improvements in proactive customer care and reduce inbound contact volume.

Contact Center Automation:

Access powerful tools that let you automate contact center workflows and processes, making it easier to solve customer conversations during the first contact

Agent Assist:

Analyze every conversation instantly to surface the best suggestions, predictions, and warnings agents need to improve productivity — and solve customer issues faster.

Knowledge Base:

Help agents find the right knowledge articles and reduce handle time with AI intents that surface the most relevant directly within the Agent Console — or use it on your website, mobile app, or community to offer customers quick, direct access to the right information.

Self-Service Community:

Improve cross-platform customer experiences and reduce agent caseloads by letting customers share knowledge in digital communities — which you can customize and quickly moderate, all in a single application.

Service Lite:

A simple to use and deploy, yet premium customer service solution for channel unification across 13+ of the most widely used channels - social, messaging, chat, email, and voice.

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Sprinklr Social

Deliver a positive experience that's true to your brand — no matter where your customers go digitally.

Social:

Plan, publish, and manage brand content across multiple channels from a single platform — then measure and respond to customer engagement efficiently with automated workflows, intuition moderation, and engagement dashboards that can be shared across teams.

Distributed:

Empower Distributed teams (Sales, Location Managers, Field Agents) with a lightweight yet powerful branded experience to engage customers on the digital and social channels they prefer.

Ratings & Reviews:

Capture reviews for content and monitor ratings for additional consumer insights — then integrate Ratings and Reviews at the point of purchase on your website or mobile app to drive even more conversions.

Advocacy:

Empower employees to leverage a multi-purpose library of shareable content, tailored for advocates, that can easily be amplified across social channels to generate leads and help build pipeline for your brand.

Conversational Commerce:

Help agents or bots lead customers from intent to purchase — and transform social into a revenue driver — with a 1:1 chat-based commerce experience that drives product selection and evaluation with AI, integrated product catalogs, and a unified commerce connector.

Gallery:

Sprinklr Gallery enables brands to activate the very best user generated content on websites and mobile apps to create engaging social shopping and brand experiences. The addition of this interactive social content not only streamlines the customer experience across social and web, but it also drives higher conversion rates and SEO.



Sprinklr Marketing

Build and protect your brand's reputation, and take action at every point in the marketing lifecycle.

Campaign Planning and Content Marketing:

Increase the ROI of your content with AI-powered integrated insights and reuse; save time by enabling agile marketing with automated workflows; and manage brand risk with enterprise governance.

Marketing Analytics:

Get a comprehensive view of your campaign performance across 30+ digital channels, including social, web, email, and more. Integrate third-party data to unlock powerful full-funnel insights in a single, consolidated view.

Influencer Marketing:

Measure influencer impact with social graph analysis that quickly analyzes pre-validated influencers — then integrate influencer, trending topics, and content data effectively into broader strategies.

Social Advertising:

Increase ROAS against business outcomes and across siloed teams using integrations, AI, and automation that fuel collaboration, unify reporting, and manage brand risk via approval processes, structured roles, and enterprise governance.



Sprinklr Platform

The first platform built for unified customer experience management (Unified-CXM) and trusted by the enterprise.

Sandbox:

Sprinklr Sandbox offers an isolated test environment that mimics your live production environment, allowing you to practice with precision, create without consequences, and change with confidence.

Integrations:

Sprinklr marketplace integrations include 70+ OOTB connectors with CRMs, CDPs, DAMs, Data Visualization, and with other enterprise platforms like Microsoft, Salesforce, Adobe, Google, Oracle, SAP, and ServiceNow.

APIs:

Sprinklr provides a robust list of RESTful web service APIs to integrate data and execute processes with any external system. Developers can also create applications to interact directly with Sprinklr by signing up on the [developer portal](#).

Active Data Retention:

Customers have the ability to store Sprinklr's platform data for a rolling 12-, 36-, or 84-months to meet operational or regulatory compliance needs for Account or Listening data.

Display:

Display transforms data and content into insightful, impactful experiences through an interactive digital signage solution for retail, DooH (digital out-of-home), stadium, broadcast TV, and command centers. Display can even be embedded on websites.

Presentations:

Our Live Slide™ technology helps you quickly create slides of live, real-time social and business data and content that are easily accessible for all stakeholders, empowering you to tell your story in a visually compelling way.

AI Studio:

Create and deploy custom artificial intelligence models, validate predictions of existing models, and retrain them accordingly. Build and refine all AI models with zero coding.

sprinklr Product Menu



Sprinklr Insights

Make decisions informed by proactive, AI-powered research, based on the most complete set of customer experience data.

Social Listening:

Hear the real-time voice of your customers and listen to topics of interest across social, digital, and traditional channels — then use AI to enrich that data and surface actionable insights.

Competitive Insights and Benchmarking:

Analyze the performance of posts, engagement of audiences, and key characteristics of content against competitors or other best-in-class brands — including which of your competitors' messages lead the pack and why.

Product Insights:

Leverage AI to gather actionable data on how customers feel about your products — surfacing insights from reviews, social channels, or any data source with SKU- or brand-level feedback.

Location Insights:

Discover what brings in-store customers back — or drives them away — at everything from individual locations to global regions with real-time feedback that spotlights how customers feel when they meet your brand face-to-face.

Visual Insights:

Reveal exactly how consumers interact with your brand and act immediately on visual intelligence (including tracking and detecting any misuse of brand logos or likeness) to power more meaningful communication across digital channels.

Media Monitoring & Analytics:

Gain a comprehensive measure of your earned media — and connect stories across social and news channels — by using Sprinklr's proprietary AI engine to monitor and analyze media coverage.

Sprinklr Insights Lite:

Discover the quick and easy way to start exploring business-critical insights, including standardized reports specific to your business.