



441 9th Avenue, 12th Floor
New York, NY 10001

ACTIVE DATA RETENTION

Active Data Retention: **SILVER** according to Sprinklr Service Level Agreement (SLA), accessible at www.sprinklr.com/legal

Active Data Retention: **GOLD** according to Sprinklr Service Level Agreement (SLA), accessible at www.sprinklr.com/legal

Active Data Retention: **PLATINUM** according to Sprinklr Service Level Agreement (SLA), accessible at www.sprinklr.com/legal

Active Data Retention: **PLATINUM PLUS** according to Sprinklr Service Level Agreement (SLA), accessible at www.sprinklr.com/legal

Customer gets the ability to store Sprinklr's Platform data for a rolling 1 month period.

Reporting (Channel Dependent) and Listening customers will be provided a one-time, 24 month data backfill during the initial enablement process.

New and modified Listening Queries will auto backfill 90 days of data.

Data will not be accessible beyond the 1 month period.