

*Last Modified: November 21, 2022*

## **BLACKLINE CCPA FINANCIAL INCENTIVE NOTICE**

BlackLine Systems, Inc. and its affiliates (collectively, hereafter “BlackLine” “we,” “us,” or “our”) offers programs, benefits, and other offerings to consumers related to the collection, retention, or sale of Personal Information that may be deemed a “financial incentive” or “price or service difference” under the California Consumer Privacy Act (“CCPA”). These offerings may involve collecting the following categories of Personal Information from prospective customers who participate: identifiers; customer records; protected class and demographic information; commercial information and preferences; internet or other electronic network activity information and device information; audio, electronic, visual, or other sensory information; and inferences. We are providing you with this information so that you may make an informed decision on whether to participate in our programs. Examples of the programs we offer include:

- **Champion Rewards Program:** BlackLine’s Champion Rewards Program is a reward program we offer where customers and prospective customers can earn points by completing activities and use those points to get rewards (e.g., gift cards or BlackLine swag). Participating in Champion Rewards increases our customers’ and prospective customers’ knowledge of BlackLine and allows them to network with other BlackLine community members. As part of the Champion Rewards program, we may collect Personal Information, such as your name, title, employer name, email address, phone number, country and mailing address. No purchase is required to become a Champion Rewards member. You may cancel your membership at any time by contacting BlackLine using the “Message Administrator” feature within Champion Rewards or via <https://www.blackline.com/contact/>. Our good-faith estimate of the value of your Personal Information is the value of the rewards and benefit we offer to you. We have calculated such value by using the expense related to the benefit.
- **Surveys:** We may also offer prospective customers opportunities to participate in surveys. In exchange for participation you may be offered a financial incentive, such as a free gift card. As part of these surveys we may collect Personal Information, such as your name, title, employer, email address, phone number, country and your preferences, experiences, beliefs, opinions, and other responses about BlackLine to the survey questions. Participation in surveys is governed by the applicable terms and conditions for the survey, which will also describe any financial incentives associated with that survey and how to participate. You can terminate participation at any time as will be explained in the survey terms. Our good-faith estimate of the value of your Personal Information is the value of the benefit we offer to you. We have calculated such value by using the expense related to the benefit.
- **Limited-Time Promotions or Sweepstakes:** From time to time, we may offer incentives limited to a specific time period, such as limited-time sweepstakes, contests and other promotions. In exchange for your participation in these promotions, you may be offered a financial incentive, such as a prize. As part of these limited-time promotions or sweepstakes, we may collect your Personal Information, such as your name, title,

employer, email address, phone number and country. Participation in a limited-time offer or promotion is governed by the applicable terms and conditions for the program (e.g., Official Sweepstakes Rules), which will also describe any financial incentives associated with the promotion and how to participate. You can terminate participation at any time as will be explained in the program terms. The value of your Personal Information will be disclosed in the promotions terms.

- **One-Time Promotions:** In addition to the programs identified above, we may also offer you one-time promotions from time to time, such as when you provide us your name, title, employer, email address, country and phone number and agree to receive marketing emails in exchange for a complimentary ticket to BlackLine's user conference. Such offers may not be available at all times. The amount and terms of such offers will be presented to you at the time of the offer. Our good-faith estimate of the value of your Personal Information is the value of the benefit we offer to you. We have calculated such value by using the expense related to the benefit.

By participating in any of the above promotional programs, you agree that the benefits are reasonably related to the value of the Personal Information collected and retained.

Participation in our promotional programs is always optional, and you can terminate program participation at any time as explained in the applicable program terms. You can also contact us via <https://www.blackline.com/contact/> to unsubscribe or cancel your participation in any program.

BlackLine reserves the right to change this Notice as necessary or advisable to accommodate changes to the law, technology, our operations or other circumstances. We encourage you to periodically review this notice for the latest information.

If you have a disability which prevents you from accessing this Notice, please contact [PrivacyRequest@blackline.com](mailto:PrivacyRequest@blackline.com) to access this Notice in an alternative format.