



TABLEAU ONLINE SUBSCRIPTION AGREEMENT

BY CHECKING THE ACCEPTANCE BOX OR ACCESSING OR USING ALL OR ANY PORTION OF TABLEAU ONLINE, YOU ARE ACCEPTING ALL OF THE TERMS AND CONDITIONS OF THIS AGREEMENT AS PUBLISHED ON TABLEAU'S WEBSITE AT WWW.TABLEAU.COM (AS MAY BE RELOCATED BY TABLEAU FROM TIME TO TIME). YOU AGREE THAT THIS AGREEMENT IS ENFORCEABLE LIKE ANY WRITTEN AGREEMENT SIGNED BY YOU AND LEGALLY BINDING BETWEEN YOU AND TABLEAU SOFTWARE, INC. OR THE APPLICABLE TABLEAU AFFILIATE ("TABLEAU"). IF YOU DO NOT AGREE TO ALL OF THESE TERMS AND CONDITIONS, DO NOT ACCESS OR USE TABLEAU ONLINE. IF YOU WISH TO USE THE TABLEAU ONLINE AS AN EMPLOYEE, CONTRACTOR, OR AGENT OF A CORPORATION, PARTNERSHIP OR SIMILAR ENTITY, THEN YOU MUST BE AUTHORIZED TO SIGN FOR AND BIND THE ENTITY IN ORDER TO ACCEPT THE TERMS OF THIS AGREEMENT AND YOU REPRESENT AND WARRANT THAT YOU HAVE THE RIGHT AND AUTHORITY TO DO SO. IN THE EVENT YOU ARE REDIRECTED TO TABLEAU'S WEBSITE, YOU AGREE THAT YOUR USE IS SUBJECT TO ANY [TERMS OF SERVICE](#) OR [PRIVACY POLICIES](#) POSTED THEREON.

This Tableau Online Subscription Agreement ("**Agreement**") is between Tableau and the customer (individual or entity) that has purchased a subscription to Tableau Online ("**you**" or "**your**"). "**Tableau**" means the Tableau entity designated on the applicable Ordering Document. "**Ordering Document**" means any order on a Tableau order form which references this Agreement. Each Ordering Document which references this Agreement shall be deemed a part of this Agreement. The "**Effective Date**" of this Agreement is the date which is the earlier of (a) your initial access to Tableau Online through any online provisioning, registration or order process, or (b) the effective date of the first Ordering Document referencing this Agreement.

1. TABLEAU ONLINE

1.1. Provision of Tableau Online. Tableau Online is a hosted service permitting you to access Tableau's data visualization product, as such product may be modified, enhanced, and/or updated from time to time ("**Tableau Online**"). Tableau Online is described more fully in the then-current version of any supporting product help and technical specifications documentation provided by Tableau with Tableau Online to you ("**Documentation**"). Tableau Online is provided on a subscription basis for a set term designated herein or in the applicable Ordering Document (each, a "**Subscription Term**"). This Agreement applies only to Tableau Online and does not grant you rights to any other Tableau services or software (such as Tableau Desktop or Tableau Server), which are made available under separate agreements.

1.2. Evaluation Access. If Tableau has made available to you free, trial or evaluation access to Tableau Online ("**Evaluation Access**"), you may use such access solely for the purpose of evaluating Tableau Online to determine whether to purchase a subscription from Tableau. You may not use Evaluation Access for any other purposes, including but not limited to competitive analysis, commercial, professional or for-profit purposes. Evaluation Access is limited to fourteen (14) days from the date you activate your Evaluation Access, unless otherwise specified by Tableau in the applicable Ordering Document or a separate writing from Tableau ("**Evaluation Period**"). Unless you purchase a subscription for Tableau Online, your Evaluation Access may be terminated and, in any event your right to access and use Tableau Online automatically expires at the end of the Evaluation Period. Upon any termination or expiration of the Evaluation Period, your Evaluation Access will cease and you will no longer have access to any Customer Data used in connection with such Evaluation Access. Notwithstanding any other provision of this Agreement, Evaluation Access is provided "AS IS" without warranty or support of any kind, express or implied. Tableau may terminate your Evaluation Access at any time for any reason and without liability of any kind. IF YOU SUBSEQUENTLY PURCHASE A SUBSCRIPTION TO TABLEAU ONLINE, YOUR EVALUATION ACCESS SHALL IMMEDIATELY TERMINATE AND YOU EXPRESSLY AGREE THAT, UNLESS YOU HAVE A SEPARATE SIGNED AGREEMENT GOVERNING YOUR ACCESS TO AND USE OF TABLEAU ONLINE, THIS AGREEMENT, AND THE TERMS AND CONDITIONS HEREIN, SHALL GOVERN YOUR USE OF SUCH NON-EVALUATION VERSION.

1.3. Access to Tableau Online. Subject to the terms and conditions of the Agreement, and except as set forth in Section 5 (Term and Termination) Tableau hereby grants to you a non-exclusive, non-transferable, non-sublicensable (except as permitted under Section 1.5), worldwide right during the applicable Subscription Term to access and use Tableau Online solely for your business purposes but only in accordance with: (i) the Documentation; (ii) the restrictions in Section 1.1 (Provision of Tableau Online), Section 1.7 (General Restrictions), and Section 2 (Customer Data and Customer Obligations) and (iii) any restrictions designated on the applicable Ordering Document, including, but not limited to the number of Authorized Users. You will use reasonable efforts to

prevent any unauthorized access to or use of Tableau Online and the Documentation, and will promptly notify Tableau in writing of any unauthorized access or use of which you become aware and provide all reasonable cooperation to prevent and terminate such access or use.

1.4. Authorized Users. "**Authorized Users**" means those uniquely identified individuals for whom the applicable subscription fees have been paid, as stated on the applicable Ordering Document, who are authorized by you to use and access Tableau Online for any purpose regardless of whether those individuals are actively using Tableau Online at any given time. The Authorized Users will receive user IDs and passwords to access Tableau Online. These credentials are granted to individual, named persons and may not be shared. You will ensure that all Authorized Users keep these credentials strictly confidential. Subscriptions to Tableau Online may be reassigned between uniquely identified individuals over time, but may not be reassigned so frequently as to enable the sharing of a single Tableau Online subscription between multiple users. You may allow your Contractors and Affiliates to access Tableau Online as Authorized Users in accordance with this Agreement, provided you shall remain liable for all acts and omissions of your Affiliates and Contractors as if their breach were your own. "**Affiliate**" means each legal entity that is directly or indirectly controlled by you on or after the Effective Date, for so long as such entity remains directly or indirectly controlled by you (where "**controlled**" means the ownership of, or the power to vote, directly or indirectly, a majority of any class of voting securities of a corporation or limited liability company, or the ownership of any general partnership interest in any general or limited partnership). "**Contractor**" means those independent third parties who perform services related to this Agreement for you.

1.5. External Viewers. Subject to the terms and conditions of this Agreement, during the Subscription Term, you may permit third-parties ("**External Viewers**") to be Authorized Users of your account to Tableau Online, but only so the External Viewers may (1) interact with visualizations generated by you through your use of Tableau Online and based on Customer Data (as defined in Section 2.1) or (2) themselves create visualizations using Customer Data, provided that in each case the Customer Data excludes External Viewer data unless such External Viewer data is combined with Customer Data or is relevant to your provision of services to that particular External Viewer. In providing such access to External Viewers, you may not act as "Marketing Service Provider", "Service Bureau" or other entity with a similar business model. External Viewers may not use or access Tableau Online for any other purposes except as expressly permitted in this Section 1.5. You shall ensure that all External Viewers' use of Tableau Online is limited as described in this Section 1.5 by designating the appropriate access levels for External Viewers within Tableau Online. You shall be solely responsible for your relationships with External Viewers and notify External Viewers that Tableau shall have no warranty, support or other obligation or liability. You shall be liable for all acts and omissions of External Viewers as if their acts or omissions were your own.

1.6. Third-Party Code. Tableau Online may contain or be provided with components which are licensed from third parties ("**Third Party Code**"),

including components subject to the terms and conditions of “open source” software licenses (“**Open Source Software**”). Open Source Software may be identified in the Documentation, or in a list of the Open Source Software provided to you upon written request. To the extent required by the license that accompanies the Open Source Software, the terms of such license will apply in lieu of the terms of this Agreement with respect to such Open Source Software, including, without limitation, any provisions governing access to source code, modification or reverse engineering.

1.7. General Restrictions. As a condition to the rights granted to you hereunder, you shall not (and shall not allow any third party to): (a) decompile, disassemble, or otherwise reverse engineer Tableau Online or any Third Party Code or attempt to reconstruct or discover any source code, APIs, underlying ideas, algorithms, file formats or programming interfaces of Tableau Online or the Third Party Code by any means whatsoever (except and only to the extent that applicable law prohibits or restricts reverse engineering restrictions, or as permitted by an applicable Open Source Software license); (b) distribute, sell, sublicense, rent, lease or use Tableau Online or any Third Party Code (or any portion thereof) for time sharing, hosting, service provider or like purposes, except as expressly permitted under Section 1.5 of this Agreement; (c) remove any product identification, proprietary, copyright trademark, service mark, or other notices contained in Tableau Online or any Third Party Code (including any reports or data printed via the use of Tableau Online); (d) modify any part of Tableau Online or any Third Party Code, create a derivative work of any part of Tableau Online or any Third Party Code, or incorporate Tableau Online or any Third Party Code into or with other software, except to the extent expressly authorized in writing by Tableau or as permitted by an applicable Open Source Software license; (e) publicly disseminate performance information or analysis (including, without limitation, benchmarks) from any source relating to Tableau Online; (f) utilize any equipment, device, software, or other means designed to circumvent or remove any form of copy or other protection used by Tableau in connection with Tableau Online, or use Tableau Online together with any authorization code, serial number, or other copy protection device not supplied by Tableau or through an Authorized Partner; (g) use Tableau Online to develop a product which is competitive with any Tableau product offerings; (h) use unauthorized Product Keys or keycode(s) or distribute or publish keycode(s) except as may be expressly permitted by Tableau in writing; (i) enable access to Tableau Online for a greater number of Authorized Users than the sum quantity of subscriptions purchased on the applicable Ordering Document(s); (j) reassign subscription access rights between Authorized Users so frequently as to enable a single subscription to be shared between multiple users; or (k) assert, nor will you authorize, assist or encourage any third-party to assert, against Tableau or any of its affiliates, customers, vendors, business partners, or licensors, any patent infringement or other intellectual property infringement claim regarding Tableau Online or any support you have purchased or used hereunder.

2. CUSTOMER DATA AND YOUR OBLIGATIONS

2.1 Customer Data. “**Customer Data**” means any business information or other data which you input, or provide to Tableau for inputting, into Tableau Online.

2.2 Your Obligations

(a) **General.** You are solely responsible for the accuracy and content of all Customer Data. You represent and warrant to Tableau that (i) you have sufficient rights in the Customer Data to authorize Tableau to process, distribute and display the Customer Data as contemplated by this Agreement and the Documentation, (ii) the Customer Data and its use hereunder will not violate or infringe the rights of any third party, and (iii) your use of Tableau Online and all Customer Data is at all times compliant with your privacy policies and all applicable local, state, federal and international laws, regulations and conventions, including without limitation those related to data privacy, international communications and the exportation of technical or personal data.

(b) **Health Information.** You will not upload to Tableau Online or publish thereon any patient, medical or other protected health information regulated by HIPAA or any similar federal or state laws, rules or regulations (“**Health Information**”) and acknowledges that Tableau is not a Business Associate and that Tableau Online is not HIPAA compliant. “**HIPAA**” means

the Health Insurance Portability Act, as amended and supplemented. Tableau shall have no liability under this Agreement for Health Information, notwithstanding anything to the contrary herein.

(c) **Payment Card Data.** You will not upload to Tableau Online or publish thereon any payment card information. You acknowledge that Tableau Online is not compliant with the Payment Card Industry Data Security Standards.

2.3 Rights in Customer Data. As between the parties, you shall retain all right, title and interest (including any and all intellectual property rights) in and to your Customer Data as published on Tableau Online. Subject to the terms of this Agreement, you hereby grant to Tableau a non-exclusive, worldwide, royalty-free right to use, copy, store, transmit, and distribute, perform and display (including publicly), modify and create derivative works of the Customer Data solely to the extent necessary to provide Tableau Online in accordance with this Agreement and the Documentation.

2.4 Storage of Customer Data. Tableau does not provide an archiving service. Tableau agrees it shall not intentionally delete any Customer Data from Tableau Online prior to termination or expiration of Customer’s applicable subscription. Except as otherwise set forth herein, Tableau expressly disclaims all other obligations with respect to storage of Customer Data.

2.5 Aggregated Anonymous Data. In addition to the limited license rights granted by you in Section 2.3, Tableau may aggregate your metadata and Tableau Online usage data so that the results are non-personally identifiable with respect to you (“**Aggregated Anonymous Data**”). The Aggregated Anonymous Data will be deemed Tableau Technology, and you acknowledge that Tableau may use the Aggregated Anonymous Data (a) for its own internal, statistical analysis, (b) to develop and improve Tableau Online and (c) to create and distribute reports and other materials regarding the use of Tableau Online. For clarity, nothing in this Section 2.5 gives Tableau the right to publicly identify you as the source of any Aggregated Anonymous Data without your prior written consent.

3. OWNERSHIP

3.1 Tableau Technology. Notwithstanding anything to the contrary contained herein, except for the limited access and use rights expressly provided herein, Tableau and its licensors retain all right, title and interest (including, without limitation, all patent, copyright, trade secret and other intellectual property rights) in and to Tableau Online, the Documentation, the Third Party Code, any other Tableau deliverables and any and all related and underlying software (including interfaces), databases (including data models, structures, Aggregated Anonymous Data and any other non-customer specific data and statistical data), technology, reports, documentation, as well as any related process or methodology provided or used by Tableau, and with respect to each of the foregoing, any copies, modifications, improvements, derivative works, or enhancements thereto however developed or provided (including any which incorporate any of your ideas Feedback or suggestions)(collectively, “**Tableau Technology**”). You acknowledge that you are obtaining only a limited right to access and use Tableau Online on a hosted basis and that irrespective of any use of the words “purchase”, “sale”, “sublicense” or like terms hereunder no ownership rights are being conveyed to you under this Agreement or otherwise, and further acknowledge that nothing contained in this Agreement shall be construed to convey to you ownership of any intellectual property rights in or to any Tableau Technology or any related methodologies or processes. Nothing in this Section 3.1 shall be deemed as granting Tableau ownership of Customer Data or in any way impacting your ownership of Customer Data.

3.2 Feedback. From time to time, you may submit comments, information, questions, data, ideas, descriptions of processes, or other information to Tableau (“**Feedback**”). You agree that all Feedback is and shall be given entirely voluntarily. Feedback, even if designated as confidential by you, shall not, absent a separate written agreement, create any confidentiality obligation for or upon Tableau. You will not give Feedback that is subject to license terms that seek to require any Tableau product, technology, service or documentation incorporating or derived from such Feedback, or any Tableau intellectual property, to be licensed or

otherwise shared with any third party. Tableau may in connection with any of its products or services freely use, copy, disclose, license, distribute and exploit any Feedback in any manner it sees fit without any obligation, royalty or restriction based on intellectual property rights or otherwise.

4. SUBSCRIPTION TERM, FEES & PAYMENT

4.1. Subscription Term. Unless otherwise specified on the applicable Ordering Document, each Subscription Term shall begin on the effective date of the applicable Ordering Document and expire twelve (12) months thereafter. Approximately thirty (30) days prior to the expiration of the Subscription Term, Tableau may notify you of its opportunity to renew the Subscription Term. Any renewals require mutual agreement and all applicable fees for such renewals will be at Tableau's then-current rates. If your subscription is not renewed, your access to Tableau Online will terminate at the end of the then-current Subscription Term.

4.2. Fees and Payment. You shall pay all fees set forth in the applicable Ordering Document. All payments shall be made in the currency noted on the applicable Ordering Document within thirty (30) days of the date of the applicable electronic invoice. Except as expressly set forth herein, all fees are non-refundable once paid. Unless timely provided with a valid certificate of exemption or other evidence that items are not taxable, Tableau will invoice you for all applicable taxes including, but not limited to, VAT, GST, sales tax, consumption tax and service tax. If any withholding tax is required by applicable law to be paid by you in relation to payments due to Tableau hereunder, you will provide Tableau with official receipts and/or certificates from the appropriate taxing authorities to establish that any applicable taxes have been paid.

4.3. Suspension of Services. If your account is thirty (30) days or more overdue, in addition to any of its other rights or remedies (including but not limited to any termination rights set forth herein), Tableau reserves the right to suspend your access to Tableau Online without liability to you until such amounts are paid in full.

5. TERM AND TERMINATION

5.1. Term. This Agreement is effective as of the Effective Date and expires on the date of expiration or termination of the Subscription Term(s).

5.2. Termination for Cause. Either party may terminate this Agreement (including all related Ordering Documents) if the other party (a) fails to cure any material breach of this Agreement within thirty (30) days after written notice of such breach including without limitation your failure to pay, provided that Tableau may terminate this Agreement immediately upon any breach of Section 1.7 (General Restrictions) or if you violate any other restrictions contained in Section 2 (Customer Data and You Obligations); (b) ceases operation without a successor; or (c) seeks protection under any bankruptcy, receivership, trust deed, creditors arrangement, composition, or comparable proceeding, or if any such proceeding is instituted against that party (and not dismissed within sixty (60) days thereafter). Termination is not an exclusive remedy and the exercise by either party of any remedy under this Agreement will be without prejudice to any other remedies it may have under this Agreement, by law, or otherwise.

5.3. Effect of Termination. Upon any termination or expiration of this Agreement, you shall immediately cease any and all use of and access to Tableau Online and destroy (or, at Tableau's request, return), any Tableau Confidential Information in its possession. You acknowledge that, except as exported or printed prior to termination or expiration by you as may be permitted through the functionality of Tableau Online, following termination or expiration it shall have no further access to any Customer Data input into Tableau Online, and that Tableau may delete any such data at any time. Except where an exclusive remedy is specified in this Agreement, the exercise by either party of any remedy under this Agreement, including termination, will be without prejudice to any other remedies it may have under this Agreement, by law, or otherwise.

5.4. Survival. The following Sections shall survive any expiration or termination of this Agreement: Sections 1.7 (General Restrictions), 2.5 (Aggregated Anonymous Data), 3 (Ownership), 4.2 (Fees and Payment), 5 (Term and Termination), 6.3 (Warranty Disclaimer), 8 (Limitation of

Remedies and Damages), 9.2 (Indemnification by You), 10 (Confidential Information) and 12 (General Terms).

6. LIMITED WARRANTY

6.1. Limited Warranty. Tableau warrants to you that Tableau Online will operate in substantial conformity with the applicable Documentation. Tableau does not warrant that your use of Tableau Online will be uninterrupted or error-free, nor does Tableau warrant that it will review the Customer Data for accuracy or that it will preserve or maintain the Customer Data without loss. Tableau's sole liability (and your sole and exclusive remedy) for any breach of this warranty shall be, in Tableau's sole discretion and at no charge to you, to use commercially reasonable efforts to correct the reported non-conformity, or if Tableau determines such remedy to be impracticable, to allow you to terminate the applicable Subscription Term and receive as its sole remedy a refund of: (a) the monthly subscription fees specified in the applicable Ordering Document which are allocable to the thirty (30) day period prior to the date the warranty claim was made and (b) any fees you have pre-paid for use of Tableau Online or related services it has not received as of the date of the warranty claim.

6.2. Exclusions. The above warranty shall not apply: (i) unless you make a claim within thirty (30) days of the date on which the condition giving rise to the claim first appeared; (ii) if Tableau Online is used with hardware or software not authorized in the Documentation; (iii) if the error was caused by misuse, unauthorized modifications or third-party hardware, software or services; (iv) to any Evaluation Access or other use provided on a no charge or evaluation basis; or (v) to any maps created using Tableau Online ("Maps"), such functionality is provided purely for reference purposes. Tableau makes every effort to ensure the Maps are free of errors but does not warrant the Maps or Map features are accurate. The boundaries and names shown and the designations used in the Maps do not imply endorsement or acceptance by Tableau.

6.3. Warranty Disclaimer. THIS SECTION 6 IS A LIMITED WARRANTY AND, EXCEPT AS EXPRESSLY SET FORTH IN THIS SECTION 6, TABLEAU ONLINE, INCLUDING WITHOUT LIMITATION THE MAPS AND THE THIRD-PARTY CODE ARE PROVIDED "AS IS". NEITHER TABLEAU NOR ITS LICENSORS MAKES ANY OTHER WARRANTIES, CONDITIONS OR UNDERTAKINGS, EXPRESS OR IMPLIED, STATUTORY OR OTHERWISE, INCLUDING BUT NOT LIMITED TO WARRANTIES OF TITLE, MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NONINFRINGEMENT. YOU MAY HAVE OTHER STATUTORY RIGHTS. HOWEVER, TO THE FULL EXTENT PERMITTED BY LAW, THE DURATION OF STATUTORILY REQUIRED WARRANTIES SHALL BE LIMITED AS PROVIDED HEREIN. TABLEAU SHALL NOT BE LIABLE FOR DELAYS, INTERRUPTIONS, SERVICE FAILURES AND OTHER PROBLEMS INHERENT IN USE OF THE INTERNET AND ELECTRONIC COMMUNICATIONS OR OTHER SYSTEMS OUTSIDE THE REASONABLE CONTROL OF TABLEAU.

7. SUPPORT AND SECURITY. During the Subscription Term, Tableau Online is subject to the support terms and security procedures set forth in the then-current [Tableau Online Support Policy](#).

8. LIMITATION OF REMEDIES AND DAMAGES

8.1. BUT FOR: (1) BREACH OF SECTION 1.5 (EXTERNAL VIEWERS), SECTION 1.7 (GENERAL RESTRICTIONS), OR SECTION 11 (EXPORT CONTROL), OR (2) DAMAGES ARISING OUT OF EXTERNAL VIEWER'S USE OF TABLEAU ONLINE, INCLUDING YOUR OBLIGATIONS UNDER SECTION 9.2, NEITHER PARTY SHALL BE LIABLE FOR ANY LOSS OF USE, LOST OR INACCURATE DATA, FAILURE OF SECURITY MECHANISMS, INTERRUPTION OF BUSINESS, COSTS OF DELAY OR ANY INDIRECT, SPECIAL, INCIDENTAL, RELIANCE OR CONSEQUENTIAL DAMAGES OF ANY KIND (INCLUDING LOST PROFITS), REGARDLESS OF THE FORM OF ACTION, WHETHER IN CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, EVEN IF INFORMED OF THE POSSIBILITY OF SUCH DAMAGES IN ADVANCE.

8.2. BUT FOR: (1) BREACH OF SECTION 1.5 (EXTERNAL VIEWERS), SECTION 1.7 (GENERAL RESTRICTIONS), OR SECTION 11 (EXPORT CONTROL), OR (2) DAMAGES ARISING OUT OF EXTERNAL VIEWER'S USE OF TABLEAU ONLINE, INCLUDING YOUR OBLIGATIONS UNDER SECTION 9.2, EACH PARTY'S ENTIRE LIABILITY AND OBLIGATION TO THE OTHER PARTY SHALL NOT EXCEED THE FEES PAID OR OWED BY YOU TO TABLEAU UNDER THIS AGREEMENT DURING THE TWELVE MONTHS PRECEDING THE CLAIM.

8.3. Failure of Essential Purpose. The parties agree that the limitations specified in this Section 8 will survive and apply even if any limited remedy specified in this Agreement is found to have failed of its essential purpose.

9. INDEMNIFICATION

9.1. Tableau Indemnification. Tableau shall defend you from and against any claim by a third party alleging that Tableau Online, when used as authorized under this Agreement, infringes a U.S. patent, U.S. copyright, or U.S. trademark and shall indemnify and hold you harmless from and against any damages and costs awarded against you or agreed to in settlement by Tableau (including reasonable attorneys' fees). Provided that Tableau shall have received from you: (i) prompt written notice of such claim (but in any event notice in sufficient time for Tableau to respond without prejudice); (ii) the exclusive right to control and direct the investigation, defense, and settlement (if applicable) of such claim; and (iii) all reasonably necessary cooperation from you. If your use of Tableau Online is (or in Tableau's opinion is likely to be) enjoined, if required by settlement or if Tableau determines such actions are reasonably necessary to avoid material liability, Tableau may, in its sole discretion: (a) substitute for Tableau Online substantially functionally similar programs and documentation; (b) procure for you the right to continue using Tableau Online; or if (a) and (b) are not commercially reasonable, (c) terminate the Agreement and refund to you the subscription fees paid by you for the portion of the Subscription Term which was paid by you but not rendered by Tableau. The foregoing obligations of Tableau shall not apply: (1) if Tableau Online is modified by any party other than Tableau, but solely to the extent the alleged infringement is caused by such modification; (2) if Tableau Online is combined with other non-Tableau Online services or processes not provided or authorized by Tableau, but solely to the extent the alleged infringement is caused by such combination; (3) to any unauthorized use of Tableau Online; (4) to any action arising as a result of Customer Data or any third-party components contained within or uploaded to Tableau Online; or (5) if you settle or make any admissions with respect to a claim without Tableau's prior written consent. THIS SECTION 9.1 SETS FORTH TABLEAU AND ITS LICENSOR'S SOLE LIABILITY AND YOUR SOLE AND EXCLUSIVE REMEDY WITH RESPECT TO ANY CLAIM OF INTELLECTUAL PROPERTY INFRINGEMENT.

9.2. Indemnification by You. Subject to this Section 9, you shall defend Tableau from and against any and all claims arising out of from any claim by third parties (including any External Viewers and Contractors) resulting from or relating to: (i) the Customer Data, including without limitation any claim based on your breach or alleged breach of Section 2.2 (Customer Data and Your Obligations) or alleging that the Customer Data infringes upon any valid patent, copyright, trademark, trade secret, or other proprietary right of, or otherwise harms, such third party; (ii) any breach by you of Section 1.5 (External Viewers), (iii) your use of Tableau Online in violation of this Agreement; or (iv) a n External Viewer's use of Tableau Online, and shall indemnify and hold Tableau harmless from and against any damages and costs awarded against Tableau or agreed in settlement by you (including reasonable attorney's fees) resulting from such claims, provided that you shall have received from Tableau: (i) prompt written notice of such claim (but in any event notice in sufficient time for you to respond without prejudice); (ii) the exclusive right to control and direct the investigation, defense, and settlement (if applicable) of such claim; and (iii) all reasonably necessary cooperation from Tableau. You may not settle any such claim relating to Tableau Online without Tableau's prior written consent, which shall not be unreasonably withheld, conditioned or delayed.

10. CONFIDENTIAL INFORMATION. Each party (as "Receiving Party") agrees that all code, inventions, know-how, business, technical and financial information it obtains from the disclosing party ("Disclosing Party") constitute the confidential property of the Disclosing Party ("Confidential Information"), provided that it is identified as confidential at the time of disclosure or should be reasonably known by the Receiving Party to be Confidential Information due to the nature of the information disclosed and the circumstances surrounding the disclosure. Any software, pricing, documentation or technical information provided by Tableau (or its agents), performance information relating to Tableau Online, and the terms and conditions of this Agreement shall be deemed Confidential Information of Tableau without any marking or further designation. Customer Data shall

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be deemed your Confidential Information without any marking or further designation. Except as expressly authorized herein, the Receiving Party will hold in confidence and not use or disclose any Confidential Information. The Receiving Party's nondisclosure obligation shall not apply to information which the Receiving Party can document: (a) was rightfully in its possession or known to it prior to receipt of the Confidential Information; (b) is or has become public knowledge through no fault of the Receiving Party; (c) is rightfully obtained by the Receiving Party from a third party without breach of any confidentiality obligation; (d) is independently developed by employees of the Receiving Party who had no access to such information; or (e) is required to be disclosed pursuant to a regulation, law or court order (but only to the minimum extent required to comply with such regulation or order and with advance notice to the Disclosing Party). The Receiving Party acknowledges that disclosure of Confidential Information could cause substantial harm for which damages alone would not be a sufficient remedy, and therefore upon any such disclosure by the Receiving Party the Disclosing Party shall be entitled to seek appropriate equitable relief in addition to whatever other remedies it might have at law.

11. Export Control. You acknowledge that Tableau Online is subject to United States export control and economic sanctions laws, regulations and requirements and to import laws, regulations and requirements of certain foreign governments. You shall not, and shall not allow any third party to, export from the United States or allow the re-export or re-transfer of any part of Tableau Online: (i) to any country subject to export control embargo or economic sanctions implemented by any agency of the U.S. Government; (ii) to any person or entity on any of the U.S. Government's Lists of Parties of Concern (<http://www.bis.doc.gov/index.php/policy-guidance/lists-of-parties-of-concern>); (iii) to any known end-user or for any known end-user related to the proliferation of nuclear, chemical or biological weapons or missiles, without first obtaining any export license or other approval that may be required by any U.S. Government agency having jurisdiction with respect to the transaction; or (iv) otherwise in violation of any export or import laws, regulations or requirements of any United States or foreign agency or authority.

12. GENERAL TERMS

12.1. Assignment. This Agreement will bind and inure to the benefit of each party's permitted successors and assigns. Tableau may assign this Agreement to any affiliate or in connection with a merger, reorganization, acquisition or other transfer of all or substantially all of Tableau's assets or voting securities. You may not assign or transfer this Agreement, in whole or in part, without Tableau's written consent except that you may assign this Agreement, in whole but not in part, without Tableau's written consent in connection with any merger, consolidation, sale of all or substantially all of you assets, or any similar transaction provided that: (i) the assignee must not be a direct competitor of Tableau; (ii) you provide prompt written notice of such assignment to Tableau; (iii) the assignee is capable of fully performing your obligations under this Agreement, and (iv) the assignee agrees to be bound by the terms and conditions of this Agreement. Any attempt to transfer or assign this Agreement without such written consent will be null and void.

12.2. Severability. If any provision of this Agreement shall be adjudged by any court of competent jurisdiction to be unenforceable or invalid, that provision shall be limited to the minimum extent necessary so that this Agreement shall otherwise remain in effect.

12.3. Governing Law; Jurisdiction and Venue. Excluding conflict of laws rules, this Agreement shall be governed by and construed under (a) the laws of the State of Washington, U.S. if you are located in North or South America, (b) the laws of Singapore if you are located in Asia or Australia, or (c) the laws of England and Wales if you are located outside of North or South America, Asia and Australia. All disputes arising out of or in relation to this Agreement shall be submitted to the exclusive jurisdiction of the courts of (i) Seattle, Washington when the laws of Washington apply, (ii) Singapore when the laws of Singapore apply, or (iii) London when the laws of England and Wales apply. Nothing in this section shall restrict Tableau's right to bring an action (including for example a motion for injunctive relief) against you in the jurisdiction where your place of business is located. The United Nations Convention on Contracts for the International Sale of Goods and the Uniform Computer Information Transactions Act, as currently

enacted by any jurisdiction or as may be codified or amended from time to time by any jurisdiction, do not apply to this Agreement.

12.4. Attorneys' Fees and Costs. The prevailing party in any action to enforce this Agreement will be entitled to recover its attorneys' fees and costs in connection with such action.

12.5. Tableau's Customer List. Customer agrees that Tableau may disclose Customer as a customer of Tableau and use Customer's name and logo on Tableau's web site and in Tableau's promotional materials.

12.6. Notice. Any notice or communication required or permitted under this Agreement shall be in writing. If to Tableau, such notice or report shall be sent to Tableau at 1621 N. 34th Street, Seattle, WA 98103 to the attention of "Legal Department". If to you such notice or report shall be sent to the address you provided upon placing your order. Notices and reports shall be deemed given: (a) upon receipt if by personal delivery; (b) upon receipt if sent by certified or registered mail (return receipt requested); or (c) one day after it is sent if by next day delivery by a major commercial delivery service.

12.7. Amendments; Waivers. From time to time, Tableau may modify this Agreement. Unless otherwise specified by Tableau, changes become effective for existing subscription customers upon renewal of the then-current Subscription Term. Tableau will use reasonable efforts to notify you of the changes through communications through Tableau Online, email, or other means. You may be required to click to accept the modified Agreement before using Tableau Online in a renewal Subscription Term, and in any event continued use of Tableau Online during the renewal Subscription Term will constitute your acceptance of the version of the Agreement in effect at the time the renewal Subscription Term begins. Further, from time to time, Tableau may modify the Tableau Online Support Policy referenced in Section 7, however Tableau shall not substantially reduce the overall level of beneficial service provided to you under the Tableau Online Support Policy existing as of commencement of the then-current Subscription Term, unless such reduction results from governmental regulation or requested modifications by you or is otherwise agreed to by you. Except as set forth in this Section 12.7, no supplement, modification, or amendment of this Agreement shall be binding, unless executed in writing by a duly authorized representative of each party to this Agreement. No waiver will be implied from conduct or failure to enforce or exercise rights under this Agreement, nor will any waiver be effective unless in a writing signed by a duly authorized representative on behalf of the party claimed to have waived. No provision of any purchase order or other business form employed by you, including any electronic invoicing portals and vendor registration processes, will supersede the terms and conditions of this Agreement, and any such document relating to this Agreement shall be for administrative purposes only and shall have no legal effect.

12.8. Entire Agreement. This Agreement (including each Ordering Document, and any other mutually agreed exhibits or attachments) is the complete and exclusive statement of the mutual understanding of the parties and supersedes and cancels all previous written and oral agreements and communications relating to the subject matter of this Agreement. You acknowledge that Tableau Online is an on-line, subscription-based product, and that in order to provide improved customer experience Tableau may make changes to Tableau Online (which may include making available different or substitute code compared to those available as of the Effective Date), and Tableau will update the Documentation accordingly.

12.9. Independent Contractors. The parties to this Agreement are independent contractors. There is no relationship of partnership, joint venture, employment, franchise or agency created hereby between the parties. Neither party will have the power to bind the other or incur obligations on the other party's behalf without the other party's prior written consent.

12.10. Audit Rights. You understand that Tableau may monitor your use of Tableau Online in order to verify that you have not exceeded its permitted number of Authorized Users. If Tableau becomes aware of any excess usage of Tableau Online, then you will pay for the excess usage and for any ongoing excess usage at Tableau's then-current rates. Upon Tableau's written request, you shall furnish Tableau with a signed

certification certifying that Tableau Online is being used pursuant to the terms of this Agreement, including any access and user limitations. With prior reasonable notice, Tableau may audit your use of Tableau Online, software monitoring system and records, provided such audit is during regular business hours. If such inspections or audits disclose that you have accessed or permitted access to Tableau Online in a manner that is not permitted under this Agreement, then Tableau may terminate this Agreement pursuant to Section 5 and you are liable for the reasonable costs of the audit in addition to any other fees, damages and penalties Tableau may be entitled to under this Agreement and applicable law.

12.11. Force Majeure. Neither party shall be liable to the other for any delay or failure to perform any obligation under this Agreement (except for a failure to pay fees) if the delay or failure is due to unforeseen events which occur after the signing of this Agreement and which are beyond the reasonable control of such party, such as a strike, blockade, war, act of terrorism, riot, natural disaster, failure or diminishment of power or telecommunications or data networks or services, or refusal of a license by the government or other governmental agencies, in so far as such an event prevents or delays the affected party from fulfilling its obligations and such party is not able to prevent or remove the force majeure at reasonable cost.

12.12. Government End-Users. Tableau Online is commercial computer software. If the user of Tableau Online is an agency, department or other entity of the United States Government, the use, duplication, reproduction, release, modification, disclosure or transfer of Tableau Online, or any related documentation of any kind, including technical data and manuals, is restricted by a license agreement or by this Agreement in accordance with Federal Acquisition Regulation 12.212 for civilian purposes and Defense Federal Acquisition Regulation Supplement 227.7202 for military purposes. Tableau Online was developed fully at private expense. All other use is prohibited.

12.13. Third Party Beneficiaries. Tableau Software, Inc., its affiliates and its licensors may be third party beneficiaries of this Agreement. No other third party, including without limitation External Viewers under Section 1.5, is intended to be a beneficiary of this Agreement entitled to enforce its terms directly.

12.14. Language. Regardless of any language into which this Agreement may be translated, the official, controlling and governing version of this Agreement shall be exclusively the English language version.