



Braze Transparency Report

Braze approach

Braze is a 'privacy first' company that invests heavily in privacy and security. Protecting the confidentiality and integrity of our customers' data is essential for us to earn and maintain the trust of our customers.

Requests for disclosure

Governments can issue requests to organizations to disclose certain information for civil, administrative, criminal and national security purposes ("Requests"). Braze has a policy that it does not voluntarily disclose or provide Customer Data in response to an informal request. Braze will only provide information where there is a valid Request and Braze is legally compelled to comply. This approach reflects both the importance of our confidentiality obligations and our duty to comply with applicable laws.

In the spirit of demonstrating our commitment to robust privacy practices, we choose to make publicly available this Braze Transparency Report. This Report records the number of Requests relating to the Braze Services that Braze has received dating back to January 2016, and how we have responded to them. From 1 February 2021, we are also reporting on Requests received by Braze Sub-processors relating to Customer Data that we have been notified of. This Report is updated every six months.

If Braze receives a Request, we would review the Request before responding. Our response may include notifying the relevant Customer (where allowed by law), contesting the Request, asking for the Request to be narrowed, and/or complying partially or fully with the Request.

What follows are details of Requests received by Braze and how Braze has responded to such Requests, where we are legally permitted to publicly publish such information.

Please contact the Braze Privacy Team at privacy@braze.com should you have any questions.

Braze Transparency Report
Time period: 1 August 2022 - 31 January 2023

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Type of Data Requested			
End-User Data*	0	0	0
Dashboard User Data**	0	0	0
Requesting Authority			
Government Agency	0	0	0
Court	0	0	0
Law Enforcement	0	0	0
Other Government Body	0	0	0
Organization Receiving the Request			
Braze	0	0	0
Braze Sub-processor	0	0	0
Requests Challenged			
Challenged by Braze	0	0	0
Challenged with Customer	0	0	0
Challenge Allowed	0	0	0
Challenge Partially Allowed	0	0	0
Challenge Disallowed	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer/s Notified			
Yes	0	0	0
No	0	0	0
Not Permitted	0	0	0

*End-User Data is Customer Data in the Braze Services relating to the End-Users of our Customers' Applications. It may include such information as name, email address, IP address, geolocation (when collected), receipt and engagement with Customer communications.

** Dashboard User Data is Customer Data in the Braze Services about an individual who is authorized by Customer to use the Braze Services. "Dashboard Users" or "Users" may include, for example, employees of Customer or its Affiliates, consultants, contractors and agents of Customer, and third parties with whom Customer transacts business. It may include such information as their login credentials, IP address and session times and use of the Braze services.

Braze Transparency Report
Time period: 1 February 2022 - 31 July 2022

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Type of Data Requested			
End-User Data*	0	0	0
Dashboard User Data**	0	0	0
Requesting Authority			
Government Agency	0	0	0
Court	0	0	0
Law Enforcement	0	0	0
Other Government Body	0	0	0
Organization Receiving the Request			
Braze	0	0	0
Braze Sub-processor	0	0	0
Requests Challenged			
Challenged by Braze	0	0	0
Challenged with Customer	0	0	0
Challenge Allowed	0	0	0
Challenge Partially Allowed	0	0	0
Challenge Disallowed	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer/s Notified			
Yes	0	0	0
No	0	0	0
Not Permitted	0	0	0

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Braze Transparency Report
Time period: 1 August 2021 - 31 January 2022

	US	EU	Other
Category of Requests			
Subpoena	1	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	1	0	0
Type of Data Requested			
End-User Data*	-	0	0
Dashboard User Data**	-	0	0
Requesting Authority			
Government Agency	1	0	0
Court	0	0	0
Law Enforcement	0	0	0
Other Government Body	0	0	0
Organization Receiving the Request			
Braze	1	0	0
Braze Sub-processor	0	0	0
Requests Challenged			
Challenged by Braze	1	0	0
Challenged with Customer	0	0	0
Challenge Allowed	1	0	0
Challenge Partially Allowed	0	0	0
Challenge Disallowed	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	1	0	0
Customer Notified			
Yes	0	0	0
No	1	0	0
Not Permitted	0	0	0

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Braze Transparency Report
Time period: 1 February 2021 - 31 July 2021

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Type of Data Requested			
End-User Data*	0	0	0
Dashboard User Data**	0	0	0
Requesting Authority			
Government Agency	0	0	0
Court	0	0	0
Law Enforcement	0	0	0
Other Government Body	0	0	0
Organization Receiving the Request			
Braze	0	0	0
Braze Sub-processor	0	0	0
Requests Challenged			
Challenged by Braze	0	0	0
Challenged with Customer	0	0	0
Challenge Allowed	0	0	0
Challenge Partially Allowed	0	0	0
Challenge Disallowed	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer Notified			
Yes	0	0	0
No	0	0	0
Not Permitted	0	0	0

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** Dashboard User Data is information about an individual who is authorized by Customer to use the Braze Services. "Dashboard Users" or "Users" may include, for example, employees of Customer or its Affiliates, consultants, contractors and agents of Customer, and third parties with whom Customer transacts business. It may include such information as their login credentials, IP address and session times and use of the Braze services.

Braze Transparency Report

Time period: 1 August 2020 - 31 January 2021

	US	EU	Other
Category of Requests			
Subpoena	0	1	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	1	0

Requests challenged			
Challenged by Braze	0	1	0
Challenged with customer	0	0	0

Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	1	0

Customer notified			
Yes	0	0	0
No	0	1	0
Not permitted	0	0	0

Braze Transparency Report

Time period: 1 February 2020 - 31 July 2020

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0

Requests challenged			
Challenged by Braze	0	0	0
Challenged with customer	0	0	0

Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0

Customer notified			
Yes	0	0	0
No	0	0	0
Not permitted	0	0	0

Braze Transparency Report

Time period: 1 August 2019 - 31 January 2020

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Requests challenged			
Challenged by Braze	0	0	0
Challenged with customer	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer notified			
Yes	0	0	0
No	0	0	0
Not permitted	0	0	0

Braze Transparency Report

Time period: 1 February 2019 - 31 July 2019

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Requests challenged			
Challenged by Braze	0	0	0
Challenged with customer	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer notified			
Yes	0	0	0
No	0	0	0
Not permitted	0	0	0

Braze Transparency Report

Time period: 1 August 2018 - 31 January 2019

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Requests challenged			
Challenged by Braze	0	0	0
Challenged with customer	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer notified			
Yes	0	0	0
No	0	0	0
Not permitted	0	0	0

Braze Transparency Report

Time period: 1 February 2018 – 31 July 2018

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Requests challenged			
Challenged by Braze	0	0	0
Challenged with customer	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer notified			
Yes	0	0	0
No	0	0	0
Not permitted	0	0	0

Braze Transparency Report

Time period: 1 August 2017– 31 January 2018

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Requests challenged			
Challenged by Braze	0	0	0
Challenged with customer	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer notified			
Yes	0	0	0
No	0	0	0
Not permitted	0	0	0

Braze Transparency Report

Time period: 1 February 2017– 31 July 2017

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Requests challenged			
Challenged by Braze	0	0	0
Challenged with customer	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer notified			
Yes	0	0	0
No	0	0	0
Not permitted	0	0	0

Braze Transparency Report

Time period: 1 August 2016 – 31 January 2017

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Requests challenged			
Challenged by Braze	0	0	0
Challenged with customer	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer notified			
Yes	0	0	0
No	0	0	0
Not permitted	0	0	0

Braze Transparency Report

Time period: 1 January 2016– 31 July 2016

	US	EU	Other
Category of Requests			
Subpoena	0	0	0
Warrant	0	0	0
Court Order	0	0	0
Diplomatic Request	0	0	0
National Security Request	0	0	0
Preservation Request	0	0	0
Other	0	0	0
Total volume of requests	0	0	0
Requests challenged			
Challenged by Braze	0	0	0
Challenged with customer	0	0	0
Disclosure			
Yes - full disclosure	0	0	0
Yes - partial disclosure	0	0	0
None	0	0	0
Customer notified			
Yes	0	0	0
No	0	0	0
Not permitted	0	0	0