

Exhibit 1 – Instructions

Version 2.0

This Exhibit contains instructions from the Customer to Retriever for the processing of Personal Data, which are covered by this DPA. The instructions provided in this Exhibit apply to the extent that the services are provided to the Customer under the Agreement.

Retriever Monitor and Retriever Research	
These Instructions will apply when Retriever is providing Retriever Monitor and/or Retriever Research to the Customer.	
PURPOSES of Processing of Personal Data	Retriever shall process Personal Data to provide the Service and any additional services, support and maintenance, in accordance with the Agreement and the Customer's instructions.
CATEGORIES of Personal Data and Data Subjects	Category 1: The Customer's employees Account information related to the Customer's employees who are using the Service ("Account Data"). Account Data includes personal data such as user identifiers and contact details (e.g. name, email address, phone number), IP address, communication with Retriever support function in connection with the use of the Service, as well as IT management information such as username and password, and data relating to the use of and interaction with the Service, including system and application log data. To the extent such personal data is processed by Retriever solely for the purpose of providing the Service to the Customer, Retriever acts as a data processor on behalf of the Customer in accordance with this DPA. For the avoidance of doubt, personal data relating to the Customer's employees may also be processed by Retriever as an independent data controller where such processing is carried out for purposes related to the administration, management, and performance of the contractual relationship between the parties as further described in the Agreement.

	Category 2: Authors of media and data subjects who are portrayed, included in or mentioned in media. Authors of media means everyone who has written, published or otherwise made media (press articles; Online media; TV; Radio; YouTube and Podcast) publicly available and is being monitored in the Service based upon the Customer's search queries ("Media"). Media is collected from both editorial sources and non-editorial sources. For Editorial Media the author will most likely be a journalist. For Non-Editorial Media the author will in many cases be politicians, opinion leaders, academics, but may also be other type of data subjects who have written, posted or published monitored Media. Data subjects who are portrayed, included in or mentioned in Media means anyone who is included, such as portrayed, mentioned or photographed in Media. Depending which information that has been made public, Media may involve the following type of personal data: Press articles, images, Videos, name and contact details to the Authors of Media, mentions and reference to individuals in articles, etc. Please note that Retriever is the data controller of any personal data included in Media when the Media is initially collected into Retriever's database (the Media Archive). When the Customer is accessing the Monitor Database via a web interface when using the Services, the Customer will be the controller for personal data included in Media which the Customer has searched for via the web interface, and Retriever will be processing such personal data for the purpose of delivering the Service to the Customer on behalf of the Customer. Information about Retriever's processing of personal data is available in Retriever's Privacy Notice, which may be amended from time to time.
Processing operations	Category 1: The Customer's employees Processing of Account Data consists of all processing

	activities necessary to provide the Service and any additional services, support and maintenance, in accordance with the Agreement and the Customer's instructions, such as collecting, storing and verifying user identities during login to ensure authorized access to the Service. Category 2: Authors of media and data subjects who are portrayed, included in or mentioned in media. Processing of personal data included in Media consists of all processing activities necessary to provide the Service and any additional services, support and maintenance, in accordance with the Agreement and the Customer's instructions, mainly by making Media stored in Retriever's own databases available to the Customer, based on the Customer's search queries.
Duration of the Processing	Category 1: The Customer's employees Account Data is stored for as long as the Customer's users have an active account and is entitled to use the Service. During the contract period the Customer can manage personal data in a manner consistent with the functionality of the Service. The Customer can do it in the Service (if applicable) or by contacting customer support. On expiry or termination of the Customer's Agreement, the Account Data will be deleted from the Service within three months. Category 2: Individuals who have written or published monitored Media or is portrayed or otherwise included in the monitored Media On the expiry or termination of the Customer's Agreement, processing of Media will not be carried out on behalf of the Customer and all search profiles set up by the Customer will be deleted. Media will continue to be stored and processed in the Media Archive. For the avoidance of doubt, Retriever is, as described above, the data controller of any personal data included Media when it is processed for Retriever's own purposes of creating and enriching the Media Archive.

Retriever Listen These Instructions will apply when Retriever is providing Retriever Listen to the Customer.	
PURPOSES of Processing of Personal Data	Retriever shall process Personal Data to provide the Service and any additional services, support and maintenance, in accordance with the Agreement and the Customer's instructions.
CATEGORIES of Personal Data and Data Subjects	Category 1: The Customer's employees Account information related to the Customer's employees who are using the Service ("Account Data"). Account Data includes personal data such as user identifiers and contact details (e.g. name, email address, phone number), IP address, communication with Retriever support function in connection with the use of the Service, as well as IT management information such as username and password, and data relating to the use of and interaction with the Service, including system and application log data. Access tokens will be included if the customer decides to connect their social media channels to the Service. To the extent such personal data is processed by Retriever solely for the purpose of providing the Service to the Customer, Retriever acts as a data processor on behalf of the Customer in accordance with this DPA. For the avoidance of doubt, personal data relating to the Customer's employees may also be processed by Retriever as an independent data controller where such processing is carried out for purposes related to the administration, management, and performance of the contractual relationship between the parties as further described in the Agreement. Category 2: Social Media Data Subjects in public channels Personal Data of social media users who have made posts, comments, likes or individuals who have been mentioned/included in the information which is collected from social media platforms (for example but not limited to Facebook; Instagram; X (formerly Twitter); and selected

	blogs and forum) based on the Customer's search queries ("SoMe-data"). Depending on the Customer's search queries in the Service, and which information that has been made publicly available, SoMe-Data may involve the following type of personal data: Images, videos, account information from the relevant social media platform (username, profile picture and other account information which has been made public when posting SoMe-data at the relevant social media), mentions and references to data subjects in posts etc. Category 3: Social Media Data Subjects in private messages If the Customer chooses to connect their own social media channels to the Listen Service, they can authorize the Service to retrieve private messages and the personal data that they contain.
Processing operations	Category 1: The Customer's employees Processing of Account Data consists of all processing activities necessary to provide the Service and any additional services, support and maintenance, in accordance with the Agreement and the Customer's instructions, such as collecting, storing and verifying user identities during login to ensure authorized access to the Service, sending email-notifications as part of the Service. Category 2: Social Media Data Subjects in public channels Processing of SoMe-data consists of all processing activities necessary to provide the Service and any additional services, support and maintenance, in accordance with the Agreement and the Customer's instructions, mainly by collecting, indexing and storing the SoMe-data based on the Customer's search queries. The Customer acknowledges and agrees that Retriever may use SoMe-data from public sources for Retriever's own purposes of creating and enriching Retriever's database (the "Social Media Archive"). Social Media Archive is used as a repository of information to offer and provide services to customers, which means that SoMe-data collected based on

	the Customer's search queries may later be used to provide services to other customers. Retriever is the data controller of any personal data included in SoMe-data when it is processed for Retriever's own purposes of creating and enriching the Social Media Archive. Information about Retriever's processing of personal data for the aforementioned purposes is available in Retriever's Privacy Notice, which may be amended from time to time. Category 3: Social Media Data Subjects in private messages Processing of personal data consists of all processing activities necessary to provide the Service and any additional services, support and maintenance, in accordance with the Agreement and the Customer's instructions, mainly by collecting, indexing and storing the data based on the Customer's search queries.
Duration of the Processing	Category 1: The Customer's employees Account Data is stored for as long as the Customer's users have an active account and is entitled to use the Service. During the contract period the Customer can manage personal data in a manner consistent with the functionality of the Service. The Customer can do it in the Service (if applicable) or by contacting customer support. On expiry or termination of the Customer's Agreement, the Customer's data will be deleted from the Service within three months. Category 2: Social Media Data Subjects in public channels On the expiry or termination of the Customer's Agreement, processing of SoMe-data will not be carried out on behalf of the Customer and all search profiles set up by the Customer will be deleted. SoMe-Data will continue to be stored and processed in the Social Media Archive. For the avoidance of doubt, Retriever is, as described above, the data controller of any personal data included SoMe-Data when it is processed for Retriever's own purposes of creating and enriching the Media Archive. Category 3: Social Media Data Subjects in private messages Data is processed for the Customer's behalf for as long as the Customer is entitled to use the Service or until the

	Customer revokes the access to the Customer's own social media channel at any time during the contract by using the functionalities of the Service or by contacting customer support. On expiry or termination of the Customer's Agreement the data will be deleted from the Service within three months.
--	---

Instructions – Social Media Management

These Instructions will apply when the Retriever is providing Social Media Management to the Customer.

PURPOSES of Processing of Personal Data	Purpose 1: Delivering the Service to the Customer Retriever shall process Personal Data for the purpose of delivering the Service, which is a cloud service, to the Customer in accordance with the Agreement, including all support, maintenance and additional services related to the Service. Purpose 2: Improving the Service and providing support to the Customer Retriever shall analyze data in order to develop and improve the delivery of the Service and provide support to the Customer.
CATEGORIES of Personal Data and Data Subjects	Category 1: The Customer's employees Retriever shall process account information related to the Customer's employees who are using the Service. This includes, inter alia, name, email address, password, id-number on Facebook account from which the employee accesses the Customer's Facebook page, other information that is needed to deliver the full functionality of the Service, and information about the employee's activity within the Service (such as which social media posts the employee has responded to and log data regarding time for log in and log out of the Service). To the extent such personal data is processed by Retriever solely for the purpose of providing the Service to the Customer, Retriever acts as a data processor on behalf of the Customer in accordance with this DPA.

	For the avoidance of doubt, personal data relating to the Customer's employees may also be processed by Retriever as an independent data controller where such processing is carried out for purposes related to the administration, management, and performance of the contractual relationship between the parties as further described in the Agreement. Category 2: Individuals who communicate with the Customer in the social media platforms included in the Service Retriever shall process Personal Data about individuals who communicate with or about the Customer on the social media platforms that the customer connects to the Service. The Personal Data consists of, inter alia, name, link to publicly available profile picture, ID-number to user's account in the social media service, the message/post that the individual has written and information about the time when the message was posted.
Processing operations	The Processing consists of collecting, compiling and storing the information described above under the headline CATEGORIES.
Duration of the Processing	Retriever will process the Personal Data for as long as necessary to provide the Services in accordance with the Agreement, unless the Customer otherwise instructs Retriever to delete Personal Data. If the Customer requests Retriever to delete Personal Data the Customer shall, in its request, specify whether Retriever shall delete 1) all the Personal Data or 2) only a clearly defined part of the Personal Data.

Instructions - Analysis These Instructions will apply when the Retriever is providing Analysis to the Customer.	
PURPOSES of Processing of Personal Data	Retriever shall process Personal Data to provide the Service and any additional services, support and maintenance, in accordance with the Agreement and the Customer's instructions.
CATEGORIES of Personal Data and Data Subjects	Category 1: The Customer's employees Account information related to the Customer's employees who are using the Service with an account in Retriever platform ("Account Data"). If delivering the analysis in the Retriever platform, processed data also includes IT management information such as usernames, passwords and technical events related to the services offered, such as system and application log data, as well as data of how the Customer's employees are using and interacting with the Service. To the extent such personal data is processed by Retriever solely for the purpose of providing the Service to the Customer, Retriever acts as a data processor on behalf of the Customer in accordance with this DPA. For the avoidance of doubt, personal data relating to the Customer's employees may also be processed by Retriever as an independent data controller where such processing is carried out for purposes related to the administration, management, and performance of the contractual relationship between the parties as further described in the Agreement. Category 2: Social Media Data Subjects (if data collected within the use of Retriever Listen is used when providing services within Analysis Suite) See instructions for Retriever Listen. Category 3: Individuals who have written or published monitored Media or is portrayed or otherwise included in the monitored Media (if data collected within the use of Retriever Monitor is used when providing services within Analysis Suite) See instructions for Retriever Monitor.

Processing operations	Category 1: The Customer's employees Processing of Account Data consists of collecting and storing the data in order to deliver the Service and, for Customers requiring platform access, creating user accounts and verifying user identities during login to ensure authorized access to the Service. Category 2-3: Processing of personal data included in Media and SoMe-Data consists of all processing activities necessary to provide the Service and any additional services, support and maintenance, in accordance with the Agreement and the Customer's instructions, mainly by compiling, analysing, collecting and storing.
Duration of the Processing	Category 1: The Customer's employees On expiry or termination of the Customer's Agreement, the Account Data will be deleted from the Service within three months. Category 2-3 See instructions for Retriever Listen and Retriever Monitor.