

# Responsible Marketing Statement

## COMMITMENT

At Commvault, we believe in building trust through transparency and ethical behavior. This Responsible Marketing Statement outlines our guiding principles for conducting marketing that is ethical and focused on building long-term value for our customers, partners, and shareholders.

## APPROACH

Our marketing efforts adhere to the International Chamber of Commerce (ICC) Advertising and Marketing Communications Code. This Code provides a strong foundation for responsible marketing practices that prioritize ethical behavior, respect, truthfulness, and transparency.

## GUIDING PRINCIPLES

### Customer First

We prioritize customer satisfaction by creating relevant and helpful marketing experiences that aim to address their unique needs and challenges.

### Responsible Business Practices

We conduct our business with integrity and respect for all stakeholders. We avoid discrimination and unfair competition in all marketing activities.

### Transparency and Accountability

We are committed to clear and transparent communication in all marketing materials. We provide accurate and transparent information about our products and services and are accountable for promptly and professionally addressing concerns.

### Legality and Truthfulness

All marketing communications adhere to legal standards and are decent, honest, and truthful. We are careful to avoid misleading or deceptive claims about our products and services. We value our customers' privacy and only collect and use data for legitimate business purposes, with clear communication and consent.

## CONTINUOUS IMPROVEMENT

Commvault aims to be a responsible leader in the technology industry, and we are committed to continuous improvement. We regularly review our policies to help ensure alignment with best practices and ethical standards and welcome your feedback at [compliance@commvault.com](mailto:compliance@commvault.com).