

# BBM Enterprise Privacy Data Sheet

## About this Data Sheet

This Privacy Data Sheet describes the processing of personal data by BBM® Enterprise. It provides details about how and why customer data is processed and is provided for informational purposes only. The information provided is current as of the “last updated” date of this document. For an up-to-date list of Subprocessors, please see BlackBerry’s [Subprocessor listing](#).

## BlackBerry Privacy Office

BlackBerry has a dedicated Privacy Office that, in partnership with BlackBerry Information Security, assesses our technical and administrative security controls to ensure compliance with international legislative requirements governing privacy matters.

BlackBerry complies with data protection and privacy laws concerning the collection, use, storage, transfer, and disclosure of personal data, including the EU General Data Protection Regulation.

Our commitment to customer privacy is detailed at [www.blackberry.com/privacy](http://www.blackberry.com/privacy).

## Overview

BBM Enterprise provides customers with end-to-end encryption for text, voice, and video communications across any device, including smartphones and desktops. Employees can take advantage of the immediacy, reliability, and privacy of BBM Enterprise for faster communication, collaboration, and decision-making. At the same time, business and IT leaders know they have enterprise-grade security and control over corporate data, along with the ability to archive chats using BlackBerry® Unified Endpoint Manager (UEM) if desired.

## Privacy Enhancing Technologies

BlackBerry uses industry standard encryption protocols to protect data during transmission and at rest. Data is stored on encrypted disks with 256-bit AES encryption.

Please read the [BBM Enterprise Security Note](#) for additional details about the security features.

## Personal Data Processed

The following data is collected in addition what is collected by a customer’s UEM deployment. The type of information processed will vary based on the type of UEM activation selected by the customer and could be considered personal data.

Personal Data Processed	Purpose for Processing	Recipients
<b>Device information</b> Device name, operating system, IP address, ID for Vendor (iOS only), MAC address of network interface voice/video connection is initiated from. (MacOS & Windows only)	Support service delivery and issue diagnosis	BBM Service Management team*

Personal Data Processed	Purpose for Processing	Recipients
<b>Network carrier information</b> Home and current mobile network codes (MNC), mobile country codes (MCC) (Android & iOS only)	Support service delivery and legal compliance	BBM Service Management team*
<b>Location data</b> Device's precise GPS coordinates	Allow users to share the physical location of their device based on their consent.	Individuals the BBM user has shared their location with.
<b>Message contents</b> Content of chat messages and shared files including images.	Allow users to communicate	Individuals the BBM user has communicated with.
<b>Diagnostic information</b> Information about problem, user provided email address for follow up (if provided), device details, user unique identifier, device unique identifier, data/time of event.	Support problem reporting and issue resolution	<ul style="list-style-type: none"> <li>BlackBerry Technical Support</li> <li>BlackBerry Engineering Team</li> <li>BBM Service Team</li> </ul>

\* All access by BlackBerry Service Management team is incidental and not required in the normal course of providing the service. Access is restricted to BlackBerry employees that are responsible for managing and monitoring this service.

## Data Sharing or Forward Processing

BlackBerry uses the identified information to facilitate the performance of the End User License Agreement under which BlackBerry's services and products are offered. This data is only shared with necessary third-party services that are required to provide the services.

BlackBerry does not sell, lease, or otherwise distribute this information beyond what is disclosed in this data sheet.

## Cross-Border Data Transfers

BlackBerry Limited is a Canadian corporation and primarily relies upon the European Commission's adequacy decision for data transfers from the EU/EEA, as well as to its UK subsidiary, BlackBerry UK Limited. For transfers to BlackBerry's U.S. subsidiary, BlackBerry Corporation, it relies upon an Intracompany Agreement that incorporates the 2021 EU Standard Contractual Clauses (SCCs), the UK SCC Addendum, and the Swiss Rider. In addition, BlackBerry offers customers a [Data Processing Addendum](#) that incorporates the 2021 EU SCCs, the UK SCC Addendum, and the Swiss Rider. If BlackBerry transfers personal data to a sub-processor, we ensure that: (i) the personal data is transferred to countries recognized as offering an adequate level of protection; or (ii) the transfer is made pursuant to appropriate safeguards, such as a [Data Processing Addendum](#) that incorporates the 2021 EU SCCs, the UK SCC Addendum, and the Swiss Rider.

BlackBerry is a global organization with Customer Support personnel located in Canada, EU, Japan, UK, and the U.S. BlackBerry utilizes follow-the-sun scheduling for Customer Support and as a result, support during normal business hours may be provided in-region, however urgent issues will be addressed by available global resources.

BBM Enterprise clients connect to BlackBerry's infrastructure through an edge node located closest to them when making 1 to 1 voice and video connections. Users are activated on supporting back-end infrastructure located either in Canada or Europe. Message, voice, video, and conferencing data traffic is routed through either the Canadian or European back-end infrastructure, depending on where the user initiating a chat, voice/video call or conference call is activated.

Customer Geography	Location	Subprocessor
Global	Canada	Microsoft Azure
Europe	Netherlands	Microsoft Azure

## Edge Nodes

Geography	Location	Subprocessor
Europe	Netherlands	Microsoft Azure
North America	United States	Microsoft Azure

BBM Enterprise uses the following Subprocessors:

Name	Personal Data Processed	Location
<b>Google Firebase</b> Mobile application notification provider	Message notification identifiers	United States
<b>MessageBird</b> Email notifications service provider	Email addresses	United States
<b>Microsoft Azure</b> Cloud service provider	End user account information required to provide the service	Canada, United States, Netherlands

A complete listing of Subprocessors engaged by BlackBerry to support the delivery of products and services, is available on BlackBerry's [Subprocessor listing](#).

## Data Retention

Personal Data Processed	Data Retention Period
<b>End user account information, network carrier &amp; device information</b>	Data is stored for the duration of the MSA Agreement. Customer administrator can remove individual employees' personal data from the BBM Enterprise service at any time. Removing a user will delete all associated account and device information. Backed up data is retained for ninety (90) days after the conclusion of a service agreement.
<b>Location data and message contents</b>	All messages received are stored on a device until deleted by the user. Encrypted messages are stored on the BlackBerry Infrastructure for 7 days. Customer administrators are able change this duration by modifying the Message Synchronization Window.
<b>Diagnostic information</b>	Data is retained for 5 years.

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