

# BlackBerry Unified Endpoint Manager Cloud Privacy Data Sheet

## About this Data Sheet

This Privacy Data Sheet describes how personal data is processed by BlackBerry® UEM Cloud. It details the types of data collected, the purposes for processing, who may access the data and where processing activities may take place. This document is intended for informational purposes only and reflects the state of processing as of the "Last Updated" date.

For the most current list of Subprocessors used by BlackBerry, please refer to BlackBerry's [Subprocessor listing](#).

## BlackBerry Privacy Office

BlackBerry maintains a dedicated Privacy Office that works in collaboration with BlackBerry Information Security to evaluate our technical and organizational security controls to ensure compliance with international privacy and data protection laws.

BlackBerry adheres to the legal requirements governing the collection, use, storage, transfer and disclosure of personal data, including the EU General Data Protection Regulation (GDPR).

To learn more about our commitment to privacy, please visit [www.blackberry.com/privacy](http://www.blackberry.com/privacy).

## Overview

BlackBerry UEM Cloud provides unified endpoint management and policy control for a wide range of devices and applications. It is designed to help organizations boost mobile work force productivity while maintaining data protection through a trusted, end-to-end security model – all managed from a single console.

Key capabilities include:

- Centralized management of devices and apps across platforms such as iOS®, Android™, Android for Work, Samsung Knox™, Windows®, and macOS®
- Support for all device ownership models, including corporate-owned and BYOD
- Secure remote access to the customer's enterprise resources

BlackBerry UEM Cloud is hosted and maintained by BlackBerry using cloud-based infrastructure. The service integrates with the customer's environment to enable secure remote access for endpoint devices. BlackBerry does not host or store enterprise data – it remains within the customer's internal systems or on user endpoint devices managed by the UEM software.

## 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. For more information on how data is secured by Azure, see [azure.microsoft.com/en-us/explore/security/](http://azure.microsoft.com/en-us/explore/security/).

## Personal Data Processed

The following data elements are collected and processed by BlackBerry UEM Cloud and could be considered personal data depending on your organization's deployment.

Personal Data Processed	Purpose for Processing	Recipients
<b>User account information</b> User name, email addresses	<ul style="list-style-type: none"> <li>User management</li> <li>Configuration of email inboxes on managed devices</li> </ul>	<ul style="list-style-type: none"> <li>Customer Administrators</li> <li>BlackBerry UEM Service Management team *</li> </ul>
<b>Contact information</b> Phone number and network carrier for managed devices	<ul style="list-style-type: none"> <li>Service delivery</li> </ul>	
<b>Device information</b> Serial number, model, OS, free space, battery level	<ul style="list-style-type: none"> <li>Delivery of OS / device appropriate policies, apps, etc.</li> <li>Identification and tracking devices</li> </ul>	
<b>Device location information</b>	<ul style="list-style-type: none"> <li>Information collected only where the end user has explicitly accepted a location profile for their device</li> <li>Allows administrators to view current location and history</li> <li>Primarily supported for corporate owned devices</li> </ul>	
<b>Diagnostic information</b> Carrier network identifier, device model, device OS version.	<ul style="list-style-type: none"> <li>Support problem reporting and issue resolution</li> </ul>	<ul style="list-style-type: none"> <li>BlackBerry UEM Service Management 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, Singapore, 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.

BlackBerry UEM Cloud customers select the geographic location of their tenant, where both personal data used to manage the customer's service and collected endpoint data is stored. Data is stored in the customers chosen geographic location and will not be stored in any other geographic region without the customer's prior instruction or approval. The BlackBerry-managed service support infrastructure which processes the information that is identified as necessary is located in Canada.

Customer Tenant Geography	Primary / Secondary Location	Subprocessor
Americas (Canada, Central and South America)	Canada / Canada	Microsoft Azure
Asia Pacific	Singapore / Hong Kong	
Europe, Middle East, Africa	Ireland / Netherlands	
United States	United States / United States	

BlackBerry UEM Cloud uses the following Subprocessors:

Name	Personal Data Processed	Location
<b>Google Firebase</b> Mobile application notification provider	Message notifications	United States
<b>MessageBird</b> Email notifications service provider	Email addresses	United States
<b>Microsoft Azure</b> Cloud service provider	User account information and data collected by the operation of the service	Canada, Hong Kong, Ireland, Netherlands, Singapore, United States

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>User account information, device information, contact information, device location information</b>	Data is stored for the duration of the contract plus 90 days, unless otherwise agreed to. The Customer's enterprise administrator can remove individual employees' personal data from the BlackBerry UEM Cloud tenant at any time, which will delete all associated device data, such as email addresses and user names.  Backed up data is retained for four months and then deleted.
<b>Diagnostic information</b>	Data is stored for the duration of the contract plus 90 days, unless otherwise agreed to.  Backed up data is retained for four months and then deleted.

## Legal Notice

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