



UK MODERN SLAVERY ACT STATEMENT

Introduction:

This statement is made on behalf of Bazaarvoice Inc. (“Bazaarvoice”) and its wholly owned subsidiaries, including Bazaarvoice Ltd. (UK), pursuant to section 54(1) of the UK Modern Slavery Act 2015 (the “Act”). Bazaarvoice firmly condemns and will not tolerate any illegal activities in our operations or within our supply chain which results in breach of modern slavery or other applicable human rights regulations.

Organizational Structure and Supply Chains

Bazaarvoice is a software-as-a-service (“SaaS”) company that provides software and services enabling brands and retailers to collect and display user-generated content such as consumer product reviews and visual and social content on their e-commerce websites. Bazaarvoice is a corporation, organized under the laws of the United States. It is headquartered in Austin, Texas, USA, and maintains offices in New York City, New York; London, UK; Belfast, Northern Ireland; Amsterdam, The Netherlands; Munich, Germany; Paris, France; Vilnius, Lithuania; Bengaluru, India; and Sydney, Australia.

As a SaaS company, Bazaarvoice has a relatively small supply chain and the majority of our suppliers provide us with IT hardware, network services and software.

Policies and Training in Relation to Slavery and Human Trafficking

At Bazaarvoice we run our business with honesty and integrity, and expect the highest standards of business conduct, not only from our employees but also from our suppliers. These principles are based on our core values as an organisation and are embedded into our Code of Business Conduct & Ethics (“Code of Conduct”), which has been approved by our Board of Directors and applies to all employees, officers, directors, contractors and others acting on our behalf. We are of the strong belief that ethical behaviours are an essential part of our business practice, and each employee is required to conduct themselves by these guiding principles. Among other things the Code of Conduct expressly addresses Bazaarvoice’s commitment to human rights and prohibits violations of laws relating to modern slavery, human trafficking, child labour, wages, working hours, health and safety, anti-harassment and discrimination, and freedom of association and collective bargaining. All employees are required to read and acknowledge the Code of Conduct are related policies, and to take mandatory training on their contents upon hire and annually thereafter.

Due Diligence Processes, Risk Assessment, Key Performance Indicators

Given the nature of our business and the type of suppliers we engage, Bazaarvoice considers itself to be at low risk with respect to slavery and human trafficking issues. Nevertheless, our procurement process requires that all vendors and suppliers be vetted and approved, prior to onboarding, which includes an assessment of the potential for illegal activity. Bazaarvoice strives to ensure that all of its suppliers and vendors are contractually bound to comply with applicable laws, and will terminate its relationship with any supplier or vendor who violates legal regulations relating to human rights including laws prohibiting modern slavery and human trafficking.



In addition to the above, employees are encouraged to report illegal or unethical practices through our open-door policy or via our third-party administered hotline, [Bazaarvoice.ethicspoint.com](https://www.bazaarvoice.com/ethicspoint). We can confirm that to date nothing has been reported in respect of modern slavery or human trafficking in our operations or those of our suppliers.

From time to time, Bazaarvoice may also carry out reviews or audits of our supply chain to ensure we are working with like-minded suppliers who conduct their practices in a fair, ethical and lawful manner.

Finally, we will continue to monitor the level of risk throughout our current supply chains and take action should we determine a higher risk of modern slavery exists.

Approved by the Board of Directors of Bazaarvoice, Inc., 28 March 2022.

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Grace F. Renbarger
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Grace Fisher Renbarger
Senior Vice President, General Counsel, Compliance Officer & Assistant Secretary