



Samsara and the General Data Protection Regulation

We are committed to our customers' success, including assisting with your efforts to comply with the GDPR.

At Samsara, we understand that many of our customers need to be able to move their data seamlessly and safely between countries to serve their workforces and manage their operations. Whether you are in the US, the UK, the EU or elsewhere, Samsara has you covered.

Samsara can help you meet your compliance requirements with the European Union General Data Protection Regulation ("EU GDPR"). *Please note that the content on this page is not legal advice and is only provided for informational purposes. For legal advice, please consult your organisation's legal team or an outside attorney.*

What is the EU GDPR?

The [EU GDPR](#), effective 25 May 2018, is a landmark privacy law that strengthens data protection for all individuals in the EU. The EU GDPR was put into place to strengthen legal protections relating to individuals' personal data, particularly in the face of rapidly evolving technologies that have transformed – and continue to transform – the scale on which personal data is accessed and transferred. This regulation also created a comprehensive approach to personal data protection across EU member countries, overhauling the legacy patchwork of data protection laws and regulations that was previously in place.

At its core, the EU GDPR limits and regulates how organisations and companies collect, store and process personal data. It also impacts how personal data moves outside of the EU, and stipulates certain controls and safeguards accordingly. The EU GDPR defines "personal data" broadly to cover any information relating to an identified or identifiable individual (e.g. name, address, telephone number, email address, location data, etc.). It applies to any organisation that processes the personal data of EU citizens or residents, regardless of whether the organisation is located in the EU.

Despite Brexit, the EU GDPR as implemented into the law of England and Wales still functions much the same as the EU GDPR itself, and Switzerland has adopted similar principles into its Federal Act on Data Protection ("FADP").

Samsara's Commitment to EU/UK GDPR Compliance

For the purposes of the EU/UK GDPR, Samsara serves as the “data processor” in our customer relationships to process any personal data provided by you, the customer as the “data controller.” Under our customer contracts, customers always retain power and control over their data.

Samsara's products must sometimes collect, store and use an array of personal data, including video footage. When designing and improving our products and features, Samsara has carefully considered data protection to help ensure personal data is processed in accordance with legal requirements. Data is processed in a transparent way and is retained only as is necessary, with appropriate safeguards in place to secure and protect it, in accordance with our customer contracts. Samsara's solutions also offer certain customisable features that give customers the flexibility to decide how best to comply with applicable legal requirements.

Additionally, following the Court of Justice for the European Union's Schrems II ruling in July 2020, Samsara provides additional safeguards to support transfers of personal data. Samsara can provide supporting materials to help your assessment of such transfer risks and the additional safeguards implemented to help support and demonstrate your compliance with such ruling.

Samsara is committed to securely and thoughtfully handling customer data and will continue to protect customer data in accordance with all applicable legal requirements, including the EU/UK GDPR.

For more information about how Samsara supports compliance with applicable legal requirements in your region, please contact your Samsara representative, who can give you access to our privacy white papers for the United Kingdom and Ireland, Germany, and France. If you do not have a representative, please contact sales@samsara.com or reach out through our website.

Samsara and the California Privacy Rights Act (CPRA)

Samsara provides comprehensive privacy and security protections that can assist our customers with their efforts to comply with the CPRA.

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What is the CPRA?

The California Consumer Privacy Act of 2018 as amended by the California Privacy Rights Act of 2020 (together with its implementing regulations, the "CPRA") requires that companies take certain steps to protect the personal information of California residents. Specifically, the CPRA focuses on data security obligations, rights for individual consumers, and transparency requirements regarding how businesses collect, store, use or transfer consumers' personal information. A cornerstone of this legislation is the set of rights it grants California residents concerning their ability to know about and to access the personal information that businesses collect about them. The CPRA also gives California consumers the right to opt-out of the sale of their personal information.

Samsara's Commitment to CPRA Compliance

When we process personal information provided by our customers, Samsara acts as a "service provider" (as defined under the CPRA). In that capacity, we only process and transfer the personal information of our customers and our customers' end-users for the purpose of performing our rights and obligations under our existing contract(s) with our customers and for no other commercial purpose. This is clearly specified in our agreements with our customers.