

Last Updated: July 10, 2025

Avalara is committed to protecting the privacy of individuals whose personal data we collect (“you” or “your”). Avalara may collect personal data from individuals who register to use Avalara’s services, applications, and programs (“Services”), visitors to our website, individuals who request information, prospective customers, and event attendees. This Privacy Notice describes how Avalara and its subsidiaries and affiliated companies (“Avalara” or “we”) collect, use, and disclose personal data, and the choices Avalara offers regarding its collection and use of personal data.

# Personal Data Collected

## Data collected from you:

Avalara collects personal data directly from you, for instance when you inquire about one of Avalara’s Services or send an email to Avalara, or from your interactions with our website, products or Services. Details include:

Category of personal data	Purpose	Service enabled through data processing
Contact details.	When you inquire about our <a href="#">Services</a> , register for an <a href="#">event</a> or <a href="#">seminar</a> , download content like <a href="#">white papers</a> , communicate with us by email, or enter a live chat, we may collect your contact details, such as your name, company, address, phone number, fax number, and email address. If your company uses the Services and we provision you an account, we may collect your name, email address, and associated IP address as part of your company's use of the Services.	Account creation, login, account management, service-related communications.
Billing data.	When you purchase Services or register to attend an event, we may collect billing and payment information.	Facilitating purchase of services
Device and usage data.	When you use our website or our Services, we may also automatically collect data about your device and about	Service performance and functionality  Security and fraud prevention

	your usage of and activity on our website and Services. For example, we collect your device's operating system type, IP address, device identifiers, browser type, device type, domain name, access times, and the duration of visit, and other information.	<p>Analytics and usage insights</p> <p>Personalization of User Experience</p> <p>Compliance and Reporting</p>
<b>Data from our mobile apps.</b>	When you use our mobile Services, we may collect your contact details, the geographic location of the device, the geographic locations you provide to our Services, and geographic areas derived from your IP address. We may also collect information about your invoices such as postal addresses, invoice numbers, exemption certificate numbers, item descriptions, quantities, and amounts.	<p>Facilitation of account-related communication</p> <p>Provide location-based services</p> <p>Facilitate invoice process</p>
<b>Chat data.</b>	When you start a live chat, Avalara will collect a log about your interaction with Avalara's chat agents.	<p>Customer support and issue resolution</p> <p>Service quality assurance and agent training</p> <p>Audit and legal compliance</p>
<b>Cookies and Other Technologies.</b>	When you navigate our website, we may use cookies or other technologies to collect data about your device and activity on our website. For more information about the Cookies and Other Technologies we use, the data we collect and your choices, please click <a href="#">here</a> .	<p>Maintaining user sessions during login</p> <p>Server performance</p> <p>Saving user interface customizations</p> <p>Consent management</p>

## Personal data collected from other sources:

Avalara may also collect personal data from other sources, including third parties from whom we have purchased data, and we may combine this data with data we already have about you. For example, we may collect personal data from:

**Partners.** Avalara may engage in joint marketing activities or event sponsorships with our third-party partners and we may collect personal data about you from these activities. We also allow partners to provide referrals to Avalara of individuals who may be interested in learning more about Avalara's Services. We rely on our partners to obtain your permission before sharing your personal data with us.

**Service Providers.** Avalara may also engage with third party service providers who help us understand how our customers are using Avalara's Services.

# How We Use Your Personal Data

Avalara uses your data as follows:

**Communicating with you.** Avalara's website allows you to download white papers, fill out forms for more details about our Services, and to engage with us via our chat functionality. You can also register to attend online seminars or in-person events. We use this information to provide you with the material you requested, to follow up with you about your interest in the Services, or to register you for the event you request. We may also use personal data to understand you and your preferences so that we may enhance your experience and send you information about Avalara, our affiliates, and our partners, such as information about promotions or events.

Avalara may also receive personal data from other sources, including third parties from whom we have purchased data, and combine this with the data we already have about you. This helps us to update, expand and analyze our records, identify new customers, and create more tailored advertising to provide products and services that may be of interest to you.

If you follow or like Avalara on third party social media sites, we can see your public profile and may direct advertising to you.

**Advertising.** We may use data collected via cookies and other technologies to manage our advertising on other sites or to provide you offers or advertisements, including for third-party services, based upon your browsing activities and interests. For more details, please click [here](#).

**Legal bases for processing (EEA and UK users).** We collect and process information about users based in the European Economic Area ("EEA") and the United Kingdom ("UK") where we have a basis to do so under applicable law. Avalara relies on one of the following four legal bases for processing your data:

- **Contract.** When you or your company enter into an agreement with us, we will process your data to fulfill the terms of our contract.
- **Legitimate interest.** We have a legitimate interest in protecting the safety and security of our Services, operating and improving the Services, supporting our customers, marketing and promoting the Services, and protecting our interests.
- **Consent.** In some cases, you will give us consent to use your data for a specific purpose.
- **Legal obligation.** We may be required to process your data to comply with a legal obligation.
- **EEA and UK users** have a number of rights in relation to their personal data processed by Avalara. Individuals residing in the EEA or the UK can review a summary of those rights herein this Privacy Notice.

# How We Retain Your Personal Data

**Retention and Deletion of Data.** Avalara and our service providers store the personal data of EEA and UK users for the time necessary to achieve the purposes for which the information is collected, in accordance with applicable data protection laws. When we no longer need to store or use your personal data to comply with contractual, statutory or regulatory obligations to which we are subject (for

example, statutory retention periods or if we need it to preserve evidence within legal statutes of limitation) or for other purposes in accordance with applicable law, we will remove it from our systems and records or take steps to properly anonymize it so that you can no longer be identified from it.

# Why We Share Personal Data

**Service Providers.** Avalara may share your data with our contracted service providers and vendors so that these service providers and vendors can perform services on our behalf. For example, we use a third-party customer relationship management platform or data analytics platform to organize data and better understand our customers and prospective customers. These service providers are authorized to use your data only as necessary to provide the requested services to us. We may also share personal data with third-party social networking websites, like LinkedIn, for our marketing and advertising on those websites. Unless described in this Privacy Notice, Avalara does not share, sell, rent, or trade any data with third parties for their promotional purposes.

**Affiliates and Subsidiaries.** We may share your data with our subsidiaries and affiliates (those entities under common control) to provide the Services you request, such as customer support, marketing, technical operations, and account management purposes.

**Avalara Partners.** Avalara's extensive partner network provides a broad range of integrations that enable our Services to interconnect with third party software. We may share your data with these partners to support our mutual customers. We may also share your data with our partners who co-sponsor events that you choose to attend.

**Billing.** Avalara uses a third-party service provider to manage credit card processing. This service provider is not permitted to store, retain, or use billing information except for the sole purpose of credit card processing on our behalf.

**Compelled Disclosure.** Avalara reserves the right to share your data if required by law or to comply with a judicial proceeding, court order, or valid legal process. We may also disclose your data to protect the rights and property of Avalara, our agents, employees, partners and customers, including to prevent or stop an attack on our systems or network or to prevent spam or attempts to defraud our users. Finally, we may also need to disclose your data in connection with or during the negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction or proceeding involving the sale, transfer, divestiture or disclosure of all or a portion of our business or assets to another company.

## Your Rights as the Data Subject

Individuals residing in the European Economic Area ("EEA") and the United Kingdom have a number of rights in relation to their personal data processed by Avalara. These are summarized below. Please note that exercising these rights is subject to certain requirements and conditions as set forth in applicable laws. These rights may also be limited in certain circumstances, for example if fulfilling a request would reveal personal information about another person, where they would infringe the rights of another (including Avalara), or if an individual asks us to delete information which we are required by law or have compelling legitimate interests to keep. Relevant exemptions are included, as applicable, in Regulation (EU) 2016/679 (the General Data Protection Regulation, or "GDPR"), the United Kingdom's retained version of the GDPR as implemented by the Data Protection Act 2018, and applicable local laws. We will inform individuals of any relevant exemptions it on which we rely upon when responding to any request received.

1. **Right of access:** You have the right to obtain from Avalara confirmation as to whether your personal data is being processed, and, where that is the case, to request access to your personal data. The access information includes – inter alia – the purposes of the processing, the categories of personal data concerned, and the recipients or categories of recipients to whom the personal data have been or will be disclosed.  
You have the right to obtain a copy of the personal data undergoing processing. Subject to applicable law, we may charge a reasonable fee for copies, based on administrative costs.

2. **Right to rectification:** You have the right to obtain from Avalara the rectification of inaccurate personal data concerning you. Depending on the purposes of the processing, you may have the right to have incomplete personal data completed, including by means of providing a supplementary statement.
3. **Right to erasure (to be forgotten):** You have the right to ask Avalara to erase your personal data.
4. **Right to restriction of processing:** You have the right to request restriction of processing of your personal data, in which case, it would be marked and processed by Avalara only for certain purposes.
5. **Right to data portability:** You have the right to receive the personal data that you have provided to Avalara in a structured, commonly used and machine-readable format and you have the right to transmit the personal data to another entity without hindrance from us.
6. **Right to object:** *You may have the right to object, on grounds relating to your particular situation, at any time to the processing of your personal data by Avalara, and we can be required to no longer process your personal data. If you have a right to object and you exercise this right, your personal data will no longer be processed for such purposes by Avalara. Exercising this right will not incur any cost. Such a right to object may not exist, in particular, if the processing of your personal data is necessary to take steps prior to entering into a contract or to perform a contract already concluded.*

If you wish to exercise these rights, or if you have questions or complaints regarding this notice, please email us at [dataprivacy@avalara.com](mailto:dataprivacy@avalara.com).

You also have the right to lodge a complaint with the competent supervisory authority for data protection issues.

## How to Manage Your Personal Data

**Communication Preferences.** If you have received promotional communications from Avalara via email and would like to opt-out of future communications, you can click on the “unsubscribe” link located on the bottom of the emails message or you can go [here](#). If you unsubscribe from receiving promotional communications, you may still receive transactional messages regarding Service notifications, updates to our terms or Privacy Notice, or our ongoing relationship. To opt out of other forms of communication, you may unsubscribe by contacting us using the information in the “Contacting Us” section below.

**Managing personal data.** Avalara provides different accounts with varying functionality depending on the Services users access. Avalara accounts generally permit you to update your user settings or profile by logging into the applicable website or Service with your username and password. If you do not have an account but wish to make a request to manage your data, you can contact Avalara using the information in the “Contact Us” section below.

Requests to manage your data will be addressed within a reasonable timeframe. If you are an employee of an Avalara customer, you may also wish to contact your company’s system administrator for assistance in managing your data.

## California Privacy Rights

California residents can review Avalara’s California Consumer Privacy Act disclosures [here](#).

# International Transfers of Personal Data

Avalara may process and store your data in your region or we may transfer it to the United States or to other countries in which we have affiliates, subsidiaries, or service providers. You can find a list of our global offices [here](#). We may transfer data from the European Economic Area and Switzerland to other countries and, when we do, we use legal mechanisms like contracts to make sure there is an adequate transfer mechanism in place.

## Data Controller

Avalara is the data controller for the personal data described in this Privacy Notice and is located at 512 S Mangum St #100, Durham, NC 27701. Our telephone number is 1-877-814-9390. If you use Avalara's Services through your company or organization, then Avalara may be the data processor with respect to your data and your company or organization may be the data controller. Such cases of processing will be governed by your company or organization's own privacy policy. Information detailing how Avalara processes personal data as a data processor can be found [here](#).

## Monitoring of Incoming Emails

All incoming emails sent to Avalara email accounts will be archived and may be scanned by Avalara and/or our external service providers to detect and prevent threats to our systems, investigate illegal or inappropriate behavior, and/or eliminate unsolicited promotional emails ("spam"). If you have any concerns about this process, please contact us.

## Changes to this Privacy Notice

Avalara reserves the right to change this Privacy Notice. When we make changes to the Privacy Notice, we will update this page and change the "last updated" date above.

## Contact Us

If you have any questions or complaints about this Privacy Notice, please email us at [dataprivacy@avalara.com](mailto:dataprivacy@avalara.com).