

8x8 Customer Labs Program

Thank you for your interest in joining 8x8's Customer Labs program. 8x8's User Experience Research (UXR) team seeks constant connection with our users to understand their daily workflows and experiences with 8x8's platforms. Our top priority is improving the experience our customers have with 8x8's tools. **The central component underpinning our practice is hearing from users like you.** This document overviews our Customer Labs program, the benefits of participating, consent information, and what to expect as a participant.

Customer Labs at 8x8

The goal of the Customer Labs program is simple: We are driven to improve the experience of our users. Our team is continuously working on understanding the needs and wants of our users. These insights directly lead to improving the design and function of our products. Research can take on many different forms and occurs throughout our product development process.

Benefits of Participation

Participating in our Customer Labs program is a great way for you to influence the direction of 8x8's products. Your feedback directly impacts the products you use everyday, in ways big and small. It's important to note that we're not asking you to design our products; rather, we're looking to understand your daily workflows, expectations, needs, and challenges. We use this information to optimize our tools. In addition to guiding the direction of our products, your participation in research comes with additional benefits. As a token of our appreciation, we offer gift cards and 8x8 swag to our research participants who are able to accept these rewards.

What to Expect as a Participant

When you enroll in our Customer Labs program, you agree to have 8x8's UXR team reach out to you with research opportunities in the future. We will connect with you when we have research targeted at your role. When you sign up, we collect information about your role and company to enable us to target opportunities to the right users. A couple notes: **there is no standing commitment**, so you can participate in as many or as few sessions as you want, and **you decide** which research projects you want to participate in; additionally, you can withdraw at any time.

When we have a research opportunity for your role—such as a survey, interview request, or usability study opportunity—we will email you about the opportunity, including core details such as the session time commitment, recruiting time frame, study incentives, and high level details about what we're hoping to discover. If you're interested in participating in that round of research, simply respond to the email, and we will get something scheduled. As noted, you are in control and can participate in the sessions and opportunities that appeal to you, and you can opt out of hearing about additional research opportunities at any time.

Consent Information

This section outlines important informed consent information about our Customer Labs program. We encourage you to read this section to understand more about how we collect and utilize the information you provide as a Customer Labs participant.

What We Research

The purpose of our Customer Labs program is to understand how people utilize 8x8's tools in their daily work. We seek to understand core details about users' daily workflows so that we can better understand how our tools can support users. Your participation in the Customer Labs program will enable us to make our products easier to use and more intuitive.

Your Participation is Voluntary

Your participation in our Customer Labs program and individual research sessions is entirely voluntary. You can withdraw from any session at any time without giving a reason. You are able to take breaks during sessions if you need.

Information We Collect

We will ask you questions aimed at understanding your daily workflow and how you utilize 8x8's products every day. We may utilize different methodologies to better understand your experience, including surveys, usability studies, interviews, cognitive walkthroughs, or other industry-standard practices. With your permission, we will record research sessions. We will take notes on your responses to our questions to support analyzing research outcomes.

Who Will Have Access to Your Responses

In addition to the researcher, other internal 8x8 staff responsible for the design, development, and marketing of our products may attend research sessions, review the recordings of sessions, or review feedback and responses. We will treat the recordings and any responses you give as confidential. We will not share recordings outside of our company, and we will seek express permission from you before using any feedback in external marketing materials.

How We Utilize your Responses and Protect Your Privacy

We will utilize your responses to craft internal research reports that help guide the direction of our products. We share these reports with 8x8 staff responsible for building and supporting our products; research reports are not shared outside of our company. These reports may include your comments, responses, and actions.

Your Agreement

By participating in 8x8's Customer Labs program, you understand and agree that you will not receive any additional compensation beyond any incentives offered for your participation in research sessions. You waive any right to inspect or approve the research materials or the eventual use of research materials in the design and development process. You understand that our user

research studies are confidential and hereby agree to not disclose to any third party any details or information regarding the products or services covered during UX research sessions.

Participation in 8x8's research program indicates your consent::

- For 8x8 staff to observe your research sessions.
- For the sessions and your responses to be recorded.
- For 8x8 staff to review the recording and your responses in the future.
- For the information you provide to be included in internal research reports.
- For 8x8's UXR team to contact you for future research opportunities.

You can withdraw your consent at any time. If you wish to withdraw from this program, please send us an email at customer.labs@8x8.com, and we will remove you from the program and stop contacting you with future opportunities.