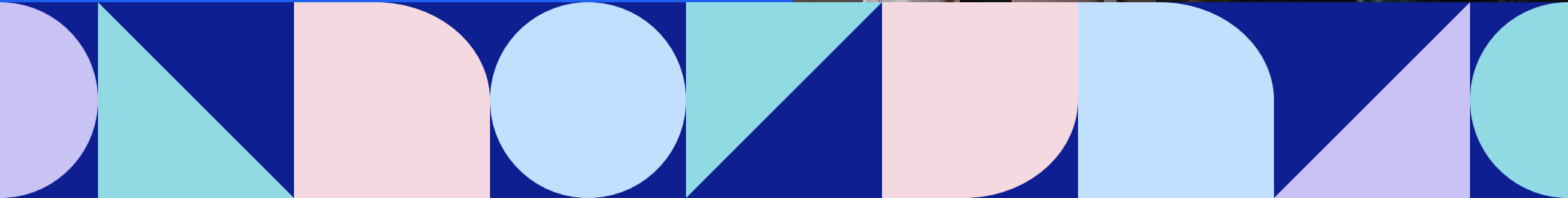




Global Supplier Code of Conduct





INTRODUCTION

At Amplitude, we prioritize ethical practices in all aspects of our business dealings and expect our Suppliers to do the same.

This Global Supplier Code of Conduct (“Supplier Code”) explains our expectations for our Suppliers. This Supplier Code is not intended to serve as replacement or substitute for any applicable laws. The Supplier Code applies globally to any supplier, its affiliate, subsidiary, or employee (each and collectively referred to as “Suppliers”) that provides any goods or services to Amplitude regardless of the description.

Our commitment to our core values of Humility, Ownership and Growth Mindset is steadfast. Consistent with all our values, policies and procedures, including our [Code of Business Conduct and ESG Report](#),

we expect our Suppliers to operate in accordance with the principles and requirements, as applicable, in this Supplier Code, and in full compliance with the laws and regulations that relate to their business responsibilities. Beyond legal and regulatory requirements and as we evolve our relationship with Suppliers, we may look to proactively work with certain suppliers to help achieve mutually beneficial response business goals.



Integrity and Compliance with Laws:

Each Supplier commits to operating in full compliance with all applicable laws and regulations in all jurisdictions where Supplier conducts business, including but not limited to:

- **Antitrust and unfair competition laws:** Suppliers will comply with all applicable competition and antitrust laws and regulations.
- **Anti-corruption law:** Suppliers will comply with all applicable laws and regulations on bribery, corruption, money laundering, terrorist financing, and prohibited business practices, including but not limited to (i) the United States Foreign Corrupt Practices Act, the United Kingdom Bribery Act, and other anti-bribery and anti-corruption laws, (ii) laws governing lobbying, gifts, and payments to government officials or employees, and (iii) political campaign contribution laws.
- **Trade control laws:** Suppliers will strictly comply with all applicable trade laws and regulations, including the export control laws and regulations of the United States that control the import, export, and re-export of the goods and services being provided to Amplitude.
- **Privacy:** Supplier will comply with applicable privacy and data protection laws and only process personal data as agreed to by Amplitude or its customers. Each Supplier will provide clear and accurate privacy notices when collecting or processing personal data. Supplier will also keep its products and services secure, and immediately notify Amplitude of any potential incidents that involve Amplitude's data or Amplitude end user's data.



Respect for Human Rights:

Amplitude is committed to maintaining a work environment that values inclusion, equity, diversity, respect, and integrity. We expect our Suppliers to also commit to human rights, fair treatment, and equal opportunity in the workplace, and to operate in accordance with all applicable labor and employment laws and regulations. Supplier should:

- Observe and comply with international principles relating to human rights, including but not limited to the UN Guiding Principles on Business and Human Rights, Trafficking Victims Protection Act, and the UK Modern Slavery Act of 2015.
 - Treat all employees with respect and dignity.
 - Respect and safeguard each individual's privacy and rights.
 - Prohibit violent behavior, including mental cruelty, harassment, discrimination, any unwelcome gestures, language, or physical contact, verbal abuse, or gender-based violence.
 - Ensure voluntary employment and prohibit use of child labor, and forced or involuntary labor of any type, including support for any form of human trafficking of involuntary labor through threat, force, fraudulent claims, or other coercive means.
 - Not require workers to lodge "deposits" or their identity papers (government-issued identification, passports, or work permits) with their employer and make sure all workers are free to resign their employment in accordance with local and national laws or regulations without penalty.
- Respect employees' right to freely associate and bargain collectively in accordance with all applicable laws and regulations.
 - Ensure all working hours, including overtime, are within the maximum limits set by local laws and provide all employees with accurate information regarding their wages and benefits, including overtime, if applicable. Suppliers shall commit to observing fair employment practices, including hiring, termination, and evaluation practices.



No Discrimination:

Amplitude is committed to maintaining a work environment that values inclusion, equity, diversity, respect, and integrity. We expect our Suppliers to also commit to human rights, fair treatment, and equal opportunity in the workplace, and to operate in accordance with all applicable labor and employment laws and regulations. Supplier should:

- Supplier commits to a workplace free of harassment and discrimination.
- Supplier will promote equal employment and business opportunities and will not unlawfully discriminate in any employment decisions, including hiring, compensation, promotion, discipline, or termination, based on age, ancestry, color, gender (including pregnancy, childbirth, or related medical conditions), gender identity or expression, genetic information, marital status, medical condition, mental or physical disability, national origin, protected family care or medical leave status, race, religion (including beliefs and practices or the absence thereof), sexual orientation, military or veteran status, or any other considerations protected by applicable law.



Business Records and Accounting:

Amplitude is committed to maintaining a work environment that values inclusion, equity, diversity, respect, and integrity. We expect our Suppliers to also commit to human rights, fair treatment, and equal opportunity in the workplace, and to operate in accordance with all applicable labor and employment laws and regulations. Supplier should:

- Suppliers will keep complete and accurate books and records regarding the sale of products to Amplitude and any and all transactions or other expenditures with respect to any Amplitude-related business.
- Suppliers are strictly prohibited from engaging in false and/or misleading accounting practices.

Environment:

Amplitude expects its suppliers to conduct operations in an environmentally responsible manner. All suppliers agree:

- To comply with all applicable environmental laws and regulations, including but not limited to laws and regulations that regulate hazardous materials, air, and water emissions.
- All required environmental permits and registrations are to be obtained, maintained, and kept current, and their operational and reporting requirements are to be followed.
- Supplier must work to reduce consumption of resources, including raw materials, energy, and water, throughout all aspects of the product lifecycle (e.g., product design, manufacturing, packaging, transportation, product use, and product end-of-life management).

Safe & Healthy Workplace:

Amplitude expects each Supplier to provide a safe and healthy workplace for their employees. Suppliers will:

- Provide workers with a safe and healthy environment in compliance with all applicable laws and regulations.
- Implement reasonable and effective occupational health and safety measures.
- Solicit employee input and provide training and education to solve health and safety issues.
- Document and rehearse emergency and evacuation plans.
- Ensure procedures and systems are in place to prevent, manage, track, and report occupational injury and illness.

Ensuring Compliance:

Suppliers will communicate and transmit this Supplier Code to their employees who service or work on the Amplitude account and take steps to ensure continuous compliance.

Raising Concerns:

Suppliers are encouraged to contact their primary Amplitude team member to resolve business or compliance concerns. In addition, Suppliers and other stakeholders may report suspected violations anonymously and/or confidentially to Amplitude's Ethics Hotline, accessible at <https://www.whistleblowerservices.com/AMPL> or by calling 1-866-641-0775.

Preventing Retaliation:

Suppliers must prohibit retaliation in any form against anyone who, in good faith, reports any actual or potential violation of this Supplier Code, or any illegal or unethical behavior. Retaliation will be prohibited for any good faith report, even if it ultimately turns out to be unfounded.



About Amplitude

Amplitude is a leading digital analytics platform that helps companies unlock the power of their products. Over 2,700 customers, including Atlassian, NBCUniversal, Under Armour, Shopify, and Jersey Mike's, rely on Amplitude to gain self-service visibility into the entire customer journey. Amplitude guides companies every step of the way as they capture data they can trust, uncover clear insights about customer behavior, and take faster action. When teams understand how people are using their products, they can deliver better product experiences that drive growth. Amplitude is the best-in-class analytics solution for product, data, and marketing teams, ranked #1 in multiple categories by G2. Learn how to optimize your digital products and business at [amplitude](#).

