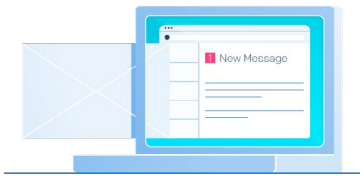
ANSWERS TO FREQUENTLY ASKED QUESTIONS

Welcome to the SendGrid FAQ. In this document, you will find answers to important questions regarding SendGrid products, APIs, services, security, and infrastructure policies.

While this document contains answers to our most frequently answered questions, should you have any additional questions, please contact your sales representative or our 24x7 support team.

TABLE OF CONTENTS

With unmatched deliverability, scalability, and support, SendGrid makes email easy.

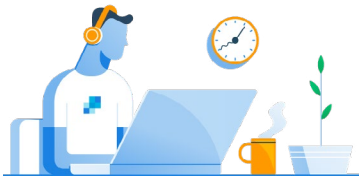


Proven Deliverability

We offer domain authentication, compliance and deliverability coaching, and proactive ISP outreach to ensure you achieve optimal inbox delivery.

Scale With Confidence

Whether you're a startup or a large enterprise, we can handle your important emails. Our world-class platform delivers more than 35 billion emails per month.



Email Expertise

With SendGrid, you have an expert in your corner. Our Customer Success and Support Teams give you the information and guidance you need, when you need it.

PRODUCT FAQs

Q: Does your system have the ability to do throttling/rate limiting by IP to a specific ISP?

A: Yes, we facilitate automatic rate throttling for optimization in reaction to ISP responses. However, rate throttling cannot be controlled by a customer or for individual IPs and ISP destinations.

Q: Does your infrastructure support dedicated IPs for each business unit for sending?

A: Yes, we support the ability to purchase dedicated IPs for customers on our Pro and above plans. Note that Pro and above plan customers receive 1 dedicated IP as part of their package. Additional IPs can be purchased for $30.00 per month. Customers with dedicated IPs can segment email traffic by business unit or by email use case (transactional, marketing, etc.).

Q: Does your system support message queue prioritization (message sending with multiple priority queues for newsletter sending and RTM mail sending)? For example, if a higher priority message is loaded into the system, lower priority mail sending should pause and then continue when higher priority mail finishes?

A: SendGrid's products do not currently support this.

Q: Does your system have the ability to write a custom cookie at click time?

A: No, SendGrid's products do not currently support this.

Q: Does your system have the ability to append custom tracking tags to the end of URLs that are tracked at send time? Example: tag=nl.e100.

A: No, but an alternative would be to use our **Google Analytics app** or our **Event Webhook** using unique arguments.

Q: Does your system have the ability to segment emails that have "web inserts" in them to a separate queue so mail sending is not impacted (do this automatically based on if the "web insert" exists in the template)?

A: No, SendGrid's products do not currently support this.

Q: Does your infrastructure support the ability to automate exports of campaign information for integration with data warehouse systems?

A: Yes, using our Event Webhook, you can receive event data in real-time.

Q: Does your infrastructure support the ability to automate exports of click, open, and bounce information for data warehouse integration?

A: Yes, using our Event Webhook you can receive real-time data posts of these event types.

Q: Does your infrastructure support "web insert" capabilities (the ability to have part of a template be an HTTP call to a 3rd party service to pull in content). If so, do you have the ability to collapse the unit if HTTP call times out, or "bounce" the message as a soft content error if the content fetch fails?

A: No, SendGrid's products do not currently support Web Insert capabilities.

PRODUCT FAQs *continued*

Q: Does your platform have mobile integration capabilities/APIs to push mobile notifications via an APP type notification?

A: No, SendGrid's products do not currently support this.

Q: Does your system provide the ability to integrate RSS/XML feeds from site into an automated newsletter production tool?

A: No, SendGrid's products do not currently support this feature. However we do work with **Zapier**, who provides this functionality.

Q: Does SendGrid provide the ability to create, preview, and save email template functionality within a graphical interface?

A: Yes, this is available in SendGrid's products.

API FAQs

Q: What are the main integration methods that SendGrid supports?

A: SendGrid supports multiple ways for you to integrate your application environment with our cloud-based email platform, including our SMTP API and our Web API. Information on these APIs is included below. For additional information on all our integration methods, please reference our **Integration Documentation** page.

SMTP API: SendGrid's SMTP API allows developers to deliver custom handling instructions for email. This is accomplished through a header, X-SMTPAPI, that is inserted into the message. The header is a JSON encoded list of instructions and options for that email. For more information, please reference the **SMTP API Documentation** page.

Web API: SendGrid's Web API allows an additional way to send mail. This option is mostly likely used if:

1. You do not control the environment that your application runs in, and it is difficult to install/configure an SMTP library.
2. You are developing a library from scratch to send email—developing against a Web API is much easier than developing an SMTP library.

For more information on SendGrid's Web API, please reference the **Web API Documentation** page.

Q: Does SendGrid provide webhook functionality to access and customize real-time event data?

A: Yes, SendGrid's Event Webhook allows developers to customize their integration with SendGrid and receive powerful event data in real-time. Please visit the **Event Webhook Documentation** page for more information.

Q: Does SendGrid provide inbound email parsing capabilities?

A: Yes, SendGrid's Inbound Parse Webhook allows customers the ability to parse attachments and content from inbound emails. The Inbound Parse Webhook will POST the parsed email to a URL configured in your account. Please visit the **Inbound Parse Webhook Documentation** page for more information.

SUPPORT AND SERVICES FAQs

Q: Is customer onboarding training included with the purchase of a paid SendGrid account?

A: Customized onboarding training is not included as part of a typical paid package. Our customer support team, however, is available 24x7 to help with any technical-related questions that a customer may encounter as part of their account setup. For those customers who might need additional onboarding and account setup assistance, SendGrid does offer paid onboarding assistance. Please speak with your sales representative for additional information and pricing, or visit our **Expert Services** page.

Q: Are consulting services required for integration with SendGrid products?

A: No, consulting services are not required to integrate with SendGrid. Integration is straightforward and we offer a host of integration methods and libraries to use. Additionally, 24/7 assistance is available from our Support team to answer any integration-related questions. For more information, please visit our **Integration Documentation** page.

SECURITY AND PRIVACY FAQs

Q: Does SendGrid have a security policy?

A: Yes, SendGrid has a security policy that covers a wide array of security controls that governs how we implement information security to protect information stored, processed and transmitted by SendGrid products and services.

Q: What area does this policy cover?

A: SendGrid takes security very seriously, and its policy covers areas such as physical security, access control and account management, people security, system development, incident management and response, business continuity, and system development.

Q: How can I get a copy of this policy?

A: You can request a copy of our policy by emailing our Support team, your customer success manager, or your sales representative.

Q: Does SendGrid have a Privacy Policy?

A: Yes, SendGrid respects your preferences concerning the collection and use of your Personal Information. Information about Privacy at SendGrid and SendGrid's Privacy Policies can be found here.

SECURITY AND PRIVACY FAQs *continued*

Q: What areas do those policies cover?

A: SendGrid's various Privacy Policies are tailored for the different ways Personal Information is collected from individuals who visit Our web and mobile sites or apps and/or who use any of Our services or otherwise interact with us.

- The Website Privacy Policy addresses information We collect at Our web sites and in offline sales and marketing activities.
- The Services Privacy Policy addresses customer data to which We may be provided access through provision of our products and services.
- The Notice of Privacy Shield Certification page provides information about SendGrid's certification under the EU-U.S. Privacy Shield Framework and the Swiss-U.S. Privacy Shield Framework.
- The Sub-processors page provides information about the sub-processors authorized to process customer data for SendGrid services.
- The Web Site Navigational Information page provides information about the technologies we use to collect information as individuals navigate Our Website or use Our Services and what we use this information for.

Q: How do you protect customer data?

A: Our customers rely on us to protect the information they send through our systems. This includes email addresses, email content, and deliverability data. SendGrid has a number of ways to ensure this data is protected:

- Data backups are encrypted at rest, and data in transit is encrypted.
- Documents and electronic media that contain customer data are destroyed using a leading document destruction service to ensure everything is disposed of securely.
- We have various physical security measures in place at our data centers and our business facilities.

Q: How does SendGrid protect EU Data?

A: SendGrid prioritizes privacy, security, and trust. We know that data is important and that is why we keep it private and safe. SendGrid's Privacy Shield certifications (discussed below) demonstrate SendGrid's commitment to data privacy, security, and transparency. Additionally, as GDPR (discussed below) approaches, SendGrid also offers customers a Data Processing Addendum ("DPA"). By signing the DPA with our customers, we commit to protect their data in accordance with EU legal requirements, including the GDPR once it enters into force.

SECURITY AND PRIVACY FAQs *continued*

Q: Is SendGrid Privacy Shield certified?

A: Yes. SendGrid is Privacy Shield certified. This enables us to lawfully collect, receive and process personal data from the EU and Switzerland in the US and beyond. Our customers can rest assured knowing that if they use SendGrid's services, we will comply with the Privacy Shield Principles in respect to EU and Swiss personal data and this should assist with their own compliance obligations under the GDPR. For more details about Privacy Shield, the certification process, or to view our certification, visit www.privacyshield.gov. More information about Privacy at SendGrid and a link to our Privacy Shield Notice can be found at: https://sendgrid.com/policies/privacy/. Any questions about SendGrid's Privacy Shield certification can be sent to privacy@sendgrid.com.

Q: Will SendGrid be compliant with GDPR when it becomes enforceable on May 25, 2018?

A: Yes. SendGrid will be compliant with the GDPR when it becomes enforceable in May 2018. Our privacy team is reviewing SendGrid's current product features and practices to ensure we are GDPR ready.

Q: How can SendGrid's customers protect the EU personal data that SendGrid processes on their behalf?

A: SendGrid offers customers a robust Data Processing Agreement ("DPA"), governing the relationship between the customer (acting as a data controller) and SendGrid (acting as a data processor). The DPA facilitates SendGrid's customers' compliance with their obligations under EU data protection law. Our DPA contains data transfer frameworks to ensure that our customers can lawfully transfer personal data to SendGrid outside of the European Union by relying on our Privacy Shield certification. If your use of SendGrid's services requires SendGrid to process personal data falling within the scope of GDPR, you can request a copy of SendGrid's GDPR Data Processing Addendum by emailing privacy@sendgrid.com.

Q: How long does SendGrid keep my data?

A: We retain email message activity/metadata (such as opens and clicks) for 365 days. We store bounce messages and spam reports (which may contain content) indefinitely, and we store minimal random content samples for 61 days.

Q: Does GDPR require that EU personal data be stored in the EU?

A: No. Neither current EU law nor the GDPR require that EU personal data be stored in the EU. Instead, what is required is that the processor must provide "appropriate safeguards" for data that it hosts and processes outside the EU/EEA. Because SendGrid does not-- and does not currently have plans to -- use servers or data centers in the EU to process or store email, SendGrid achieves appropriate safeguards through its Privacy Shield certification.

Q: What kind of security do you provide for my emails?

A: SendGrid utilizes opportunistic TLS to transmit your emails—that means that your email is encrypted end-to-end "on the wire," provided the recipients' ESP supports TLS. We also use SSL for clicktracking, meaning when your recipients click on a link, their browser uses SSL to track their clicks.

Q: Do you support encrypted transmission of email messages to your servers?

A: Yes, this is supported by SendGrid.

Q: Do you encrypt email messages from your servers (aka opportunistic TLS)?

A: Yes, SendGrid utilizes opportunistic TLS to transmit your email as well as SSL for click tracking so when your recipients click on a link, their browser uses SSL to track their clicks.

Q: How do you secure your data centers and facilities?

A: SendGrid utilizes data center colocations all around the world, in nondescript facilities. Physical access is strictly controlled both at the perimeter and at the building ingress points by professional security staff utilizing video surveillance, state of the art intrusion detection systems, and other electronic means. Authorized staff must pass two-factor authentication. All visitors and contractors are required to present identification and are signed in and continually escorted by authorized staff. SendGrid only provides data center access and information to employees who have a legitimate business need for such privileges. When an employee no longer has a business need for these privileges, his or her access is immediately revoked. All physical and electronic access to SendGrid data centers is logged and audited.

SendGrid's data centers also have environmental controls in place, including fire detection and suppression, climate and environmental control, and short- and long-term alternative power sources to ensure redundant power 24/7/365.

Your data is stored and processed in data centers located in the United States, while we use other data centers around the world to receive your mail quickly.

Q: How do you manage application security?

A: SendGrid's InfoSec team is involved in every software development project within the company. Security requirements are identified for each project at inception, and are tracked throughout the lifecycle of the project. Security testing is performed prior to release, and issues remediated as part of the software development lifecycle.

SendGrid also performs internal and third party application layer assessment of our applications on a continuous basis. We use the OWASP Testing Guide as the basis for our application layer vulnerability testing. This structured methodology ensures that our applications are free of the OWASP Top 10 most critical vulnerabilities, which include injection attacks, cross site scripting, security misconfiguration, and sensitive data exposure.

SendGrid uses a "graybox" testing methodology, which combines selective "whitebox" code review with interactive "blackbox" testing of the running application to maximize effectiveness.

Q: What other methods of security do you employ?

A: SendGrid monitors its systems and services for security vulnerabilities with a variety of methods, including:

Third party penetration/vulnerability testing: We hire reputable security agencies to perform testing, including application, network, and infrastructure vulnerability scanning and selected penetration testing.

Regular vulnerability scans: We conduct weekly scans of our offices and production network to identify and remediate known vulnerabilities on our infrastructure and application platform.

System monitoring: SendGrid utilizes a host-based Intrusion Detection (IDS) / Intrusion Prevention (IPS) systems to detect anomalous and/or malicious traffic on our networks and systems.

Firewall infrastructure: Next generation firewalls and/or ACLs are utilized to restrict access to systems from external networks and between systems internally. By default, all access is denied and only explicitly allowed ports and protocols are permitted based on business need.

DDoS mitigation: Our infrastructure incorporates multiple DDoS mitigation techniques in addition to maintaining multiple backbone connections. We work closely with our providers to quickly respond to events and enable advanced DDoS mitigation controls when needed.

Q: What kind of security regulatory compliance do you meet?

A: SendGrid is PCI-DSS compliant (Level 4 merchant), and SendGrid and its data centers have obtained SSAE-16 SOC2 Type II attestations. SendGrid uses PCI compliant payment provider Zuora for encrypting and processing credit card payments. SendGrid's infrastructure providers are PCI Level 1 compliant. Our PCI Merchant Certificate of Compliance is available upon request. Zuora's certificate may be requested directly from their security department.

Q: Is SendGrid HIPAA compliant?

A: SendGrid is a general purpose email transport platform, and while it could be part of a HIPAA-compliant solution, SendGrid by itself is not HIPAA compliant. A HIPAA-compliant email solution requires meeting a variety of security, training, policy, and procedure requirements that extend beyond the secure transmission of a message itself. These policies and procedures ensure that medical office staff send protected information with appropriate levels of security to the right person. These checks would need to be done by systems before the email message was submitted to SendGrid for delivery.

As far as security goes, HIPAA requires private health information (PHI) to be secure while in transit and while at rest. SendGrid's built-in "over the wire" TLS encryption helps protect messages while they are being delivered to or from our servers, but we cannot ensure that these messages were secure before we received them, while they are temporarily stored on our servers, or after they have been delivered to the recipient's downstream mail server. For that reason, an end-to-end encryption mechanism must be added to the service that we offer.

INFRASTRUCTURE FAQs

Q: Where are SendGrid data centers located?

A: SendGrid's US-based data centers are located in Herndon, VA; Las Vegas, NV; and Chicago, IL.

When you send mail, it will go to the inbound data center that is closest to you in order to transfer mail to our pipeline quickly. Mail is not processed at these locations, but is forwarded to our US-based data centers for processing and sending. We utilize data centers for geo-forwarding in Las Vegas, NV; Chicago, IL; San Jose, CA; Herndon, VA; Washington D.C., London, India, and Tokyo.

Q: What is SendGrid's published uptime?

A: The service will be deemed "available" at all times that the service is available for access by users from the public Internet to create email messages to send via the service ("service availability" will refer to the times during which the service is available). Monthly uptimes are typically in the 99.95% range.

Q: What level of redundancy does SendGrid have?

A: SendGrid has redundancy inside each data center for primary mail flow. All databases, load balancers, mail servers, etc. are set up in clustered and redundant modes. We have multiple data centers and we are able to migrate primary mail flow (inbound and outbound) between data centers. We have BGP and DNS based data center failover for primary mail flow.

Q: For customers with a dedicated IP, does that mean a single point of failure?

A: Having a dedicated IP does not mean a single point of failure. These IPs are clustered inside a data center and can also be migrated via BGP routing to machines in another data center, all without the IP address or DNS changing at all.

Q: What additional means have you implemented to make this more robust, making customers' IP addresses continually available?

A: Customers can have several IP addresses, which further protects from failure. If a customer has multiple IP addresses, the traffic is load-balanced and if there is a complete failure of one of the IPs, it is no longer used and the other IPs will take the remaining traffic.

INFRASTRUCTURE FAQs *continued*

Q: Is SendGrid monitoring the reputation of our IP and delivery issues with ISPs?

A: Yes, we have several internal tools we utilize to monitor customer sending reputation. For high volume accounts, our customer success team takes a proactive approach to help monitor your account.

Examples of tools we use include third-party monitoring tools, our own reputation monitoring algorithms, ISP reports (ex: SNDS, Google Postmaster), and blacklist reports. Monitoring is a partnership and there are tools you can use as well. One of these is "alerts;" read **documentation** about our alert settings.

In addition, we do offer more in-depth consulting services through our Expert Services solutions. Our email experts will work with you to better understand your email goals and help you get the results you expect from your email program. To learn more, visit our **Expert Services** page

Q: Are sending software instances shared or dedicated? How does this affect performance and SLA commitments?

A: The SendGrid platform is a multi-tenant application as it relates to our servers and infrastructure. We generalize performance and SLA across all customers equally.

Q: What disaster recovery measures do you have in place?

A: Current disaster recovery measures include:

- Multiple cross-functional offices
- Majority of business systems are hosted and are accessible externally via a secured connection
- Critical business systems can be run from multiple locations
- Data backups are securely stored off-site

We look forward to working with you and helping you reach your email goals. Should you have any additional questions, please contact your customer success manager, sales representative, or our 24x7 support team.