

**VANILLA TECHNOLOGIES INC.**  
**FREQUENTLY ASKED QUESTIONS (FAQs)**

We assembled these Frequently Asked Questions (FAQs) to help answer the questions that we typically receive from our customers. These FAQs are intended to be read along with the [Vanilla Main Services Agreement](#) and the customer's Order Form, but they do not replace those contract documents or form part of the contract and are provided for informational purposes only.

**Vanilla Product Background**

**1. Why Vanilla?**

Vanilla Technologies Inc. is a venture capital-backed (Insight Partners, Venrock) SaaS company that's raised over \$66m. Other investors include Vanguard, Edward Jones, Michael Jordan, and William McNabb III, former CEO of Vanguard Group. Customers include Vanguard, Mariner Wealth Advisors, and Baird. More information about Vanilla's Executive Leadership Team, Board of Directors, and customers can be found at <https://www.justvanilla.com/about-us>.

Vanilla offers estate planning software for financial advisors and estate planners. The Vanilla Platform is licensed as Software-as-a-Service (SaaS) and supports financial advisors and planners in providing differentiated estate planning advice that has the cascading effect of deepening client relationships (including with the next generations), expanding share of wallet -- and winning new business.

**2. What are Vanilla Data Abstraction Services?**

Vanilla Data Abstraction Services allow customers of Vanilla to outsource the input of key data from estate planning documents in order to populate client profiles in the Vanilla Platform. When paired with balance sheet inputs, Vanilla Data Abstraction Services provide a complete Client Profile, inclusive of the estate plan diagram, beneficiary summary, estate waterfall, estimated estate tax, and relevant notes from the estate plan. Vanilla Data Abstraction Services do not provide analysis or interpretation with regard to provisions within any document or provide an assessment of the quality of the documents. More information [can be found here](#).

**3. What is Vanilla Document Builder?**

Vanilla Document Builder™ is an online document creation platform that allows advisors to deliver sophisticated, end-to-end planning at scale. Through our questionnaire, document creation and shipping right to a customer's doorstep, we offer advisors' clients a modern way to get trusts and wills, then for advisors to support them with ongoing estate advisory. Our Basic Trust Package offers a self-service questionnaire navigated by the user, with help text and Knowledge Base articles throughout so the user is empowered to make decisions throughout the flow. More information [can be found here](#).

We recently launched an offering in certain jurisdictions in partnership with a boutique estate planning firm to enable users to directly engage a lawyer barred in their jurisdiction. Through this engagement, the client works directly with their attorney to create estate planning documents in an efficient and tech forward manner using Vanilla Document Builder. Vanilla is not a law firm and does not provide legal advice.

**4. Does Vanilla use Artificial Intelligence (AI)?**

Vanilla uses artificial intelligence to provide more efficient services to its customers, at each customer's election. We offer an AI chatbot to help answer questions about our product. VAI for Vanilla Estate Builder makes it easier for customers to enter end client estate planning information in order to generate diagrams and visualizations. VAI "reads" estate planning documents and populates key information such as names, dates, trust details, and other relevant information. Vanilla customers can configure the Vanilla platform to disable VAI. Please note that some Vanilla products and services require that VAI be enabled. Vanilla does not use customer data to train VAI.

**5. What third-party data can we import into the Vanilla Platform?**

Vanilla offers third party financial data integrations that many of our customers utilize, such as Black Diamond, Orion, and Addepar. Our customers determine and control whether to enable that data flow into the Vanilla platform. More information about integrations [can be found here](#).

**Data Security and Compliance**

**6. What kind of data do we provide to Vanilla and how is it secured?**

Our customers input and upload client data ("end client data") to the Vanilla Platform that typically includes personal and family background information, financial data, and estate plan information. You determine how much information to provide about your clients, with the understanding that some functionality of the Vanilla platform requires certain types of information. In the event that you opt to use Vanilla Data Abstraction Services, advisors will upload estate documents such as trusts, wills, and ancillary documents to the Vanilla Platform. Advisors may also invite their clients to input their own data to the Vanilla Platform or use Vanilla Document Builder.

All end client data in the Vanilla Platform is encrypted in transit with TLS encryption and at rest using AES-256. We also implement industry standard disk-level encryption on all machines that store or process end client data.

**7. How are Vanilla's cloud services architected?**

Vanilla uses a third-party cloud provider (AWS) to host the Vanilla Platform in the United States in a multi-tenant environment. Each customer's data is logically segregated, so that data is not accessible or visible to other customers and is accessible only to authorized users who have been issued access credentials by that specific customer.

VAI is hosted in Microsoft Azure OpenAI and uses Amazon Textract.

**8. How does Vanilla approach data security?**

**At Vanilla, data security is our top priority.** Vanilla maintains a formal and comprehensive security program designed to maintain the security and integrity of your end client data, to protect against security threats and data breaches, and to prevent unauthorized access to data. In order to provide transparency, visibility, and continuous assurance to our customers as to the effectiveness of our security and privacy controls, Vanilla conducts an annual independent third-party audit and makes the result of these audit reports available to customers upon request.

**9. How can I get information about Vanilla's data security program for due diligence?**

**Vanilla Trust Center:** If your organization requires additional detail about Vanilla’s security and compliance practices, we will provide access to the [Vanilla Trust Center](#) maintained in SafeBase. Please request access through your Vanilla contact. The Vanilla Trust Center includes:

- Vanilla’s most recent SOC 2 Type II audit report
- Summaries of Vanilla policies
- A populated SIG (Shared Assessment) Lite that answers common security questions
- An executive summary of Vanilla’s most recent penetration test

We have found that the vast majority of security and compliance questions are answered by the materials in the Vanilla Trust Center, and we ask that you use it to meet your due diligence requirements. If you find that a question has not been answered, please reach out to your Vanilla contact.

If your organization only requires a copy of Vanilla’s current SOC 2 Type II report, and not the full suite of information in the Vanilla Trust Center, our SOC 2 report may be accessed [by clicking here](#).

#### **10. How will we be notified if our data is compromised?**

Vanilla employs many techniques to reduce the likelihood of a security data breach, including source code reviews and scanning, monitoring and alarming, audited access controls, annual penetration tests, third party intrusion detection systems, and training personnel. Vanilla also updates and tests its Incident Response Plan (IRP) at least annually. The IRP is designed to enable us to respond quickly and effectively to potential security threats and breaches to limit their impact. In the event Vanilla confirms that a security breach has resulted in the unauthorized disclosure or use of your end client data, we will endeavor to contact you within 48 hours using your organizational administrator’s contact information.

### **Customer Data Usage and Ownership**

#### **11. How does Vanilla use customer end client data, and who owns it?**

Our customers and their end clients each own the data they provide to Vanilla. As described in detail in the MSA, our users grant a license to Vanilla and our service providers to process, store and otherwise use the data for the purpose of providing the services to both our customers and their end clients.

Through functionality in the Vanilla Platform, advisors may invite their clients to Vanilla to conduct an Estate Health Check, to see reports or input data, or to use Vanilla Document Builder. Vanilla is building additional client portal functionality, which will provide end clients with the ability to view their estate plans. If end clients are given access to this functionality, your end client may need or want access to their data after your Vanilla subscription ends, and Vanilla may continue to maintain and provide that data to the end client.

Vanilla may use aggregated, anonymized and/or de-identified data to improve its products and services. Vanilla also uses analytics, statistics or other data related to the use of the services (e.g., referring/exit pages and URLs, number of clicks, time spent on a certain web page, etc.) to provide customer support and improve the user experience.

Vanilla does not sell end client data to third parties. We utilize a very limited number of third party service providers, such as AWS, in connection with providing the services to our customers and end clients, and under strict confidentiality and data security obligations.

**12. What happens to end client data once our Vanilla subscription ends?**

If a customer elects to not renew its Vanilla subscription, or upon written request, Vanilla will delete end client data within 90 days, except for data that it needs to continue to provide to end clients through functionality that those end clients use, such as Vanilla Document Builder. Vanilla may also retain copies of data in accordance with its standard data backup procedures or as otherwise required by law or regulation, subject to Vanilla's confidentiality and data security obligations. You may request a download of your data if you elect to not renew your Vanilla subscription.

**Contract Terms**

**13. Can we put our own logos and disclosures on the reports we generate via the Vanilla Platform?**

Yes, our customers can apply their own branding elements and compliance disclosures to the reports they generate from the Vanilla platform. In addition, Vanilla also requires that certain Vanilla disclosures be included in reports. These concepts are addressed in Sections 2.4 and 7.3 of the MSA.

**14. Does Vanilla offer termination for convenience?**

No. Like other SaaS companies, our pricing model is based on licensing our product for a specific term (typically one year).

**15. Will Vanilla use our name, trademarks and logo in publicity without our permission?**

No, Vanilla will obtain your prior consent before using your name, trademarks or logo in publicity. Please see Section 13.10 of the MSA.

**16. Does Vanilla provide an SLA and service credits in the event the Vanilla Platform is unavailable?**

Yes, our SLA is located here: <https://www.justvanilla.com/sla>. We also maintain a service health dashboard that provides current and historical availability information, available at <https://status.justvanil.la/>.

**17. Our legal department would like to make some changes to your MSA, is that ok?**

Vanilla's current price structure is based on our standard terms and unfortunately, we're unable to make any changes to them for individual customers. Our pricing model has considered the costs of creating and managing individual agreements with each of our customers. Maintaining standard terms with all of our customers allows us to focus our resources on meeting our obligations under these agreements.

**18. Where is the MSA located?**

The Vanilla MSA is located here: <https://www.justvanilla.com/msa>