



Partner Program

Everpure Partner Code of Conduct

March 2026

Introduction

Partner Code of Conduct

Everpure expects our partners to adhere to the highest ethical principles in conducting their business and to avoid engaging in any activity that involves even the appearance of impropriety. “You” refers to your organization as an authorized Everpure partner, and to your directors, officers, agents, contractors, consultants, and employees. You have a critical role in protecting the trust which investors, customers, colleagues, and the global business community place in Everpure and our partners.

This Code applies to you and your personnel in all of your activities related to your business relationship with Everpure throughout the world. You will ensure that this Code is given to your personnel who work with Everpure personnel or market Everpure products or services. Any violation of this Code will result in disciplinary action up to and including termination of your status as a Everpure partner.

This Code defines minimum standards of business conduct and acceptable business practices. If local laws and regulations are more permissive than this Code, you are expected to comply with the Code.

If local laws and regulations are more restrictive, you must always comply with those legal requirements. Everpure expects that you have in place a code of conduct for your personnel that addresses topics similar to those contained in this Code.

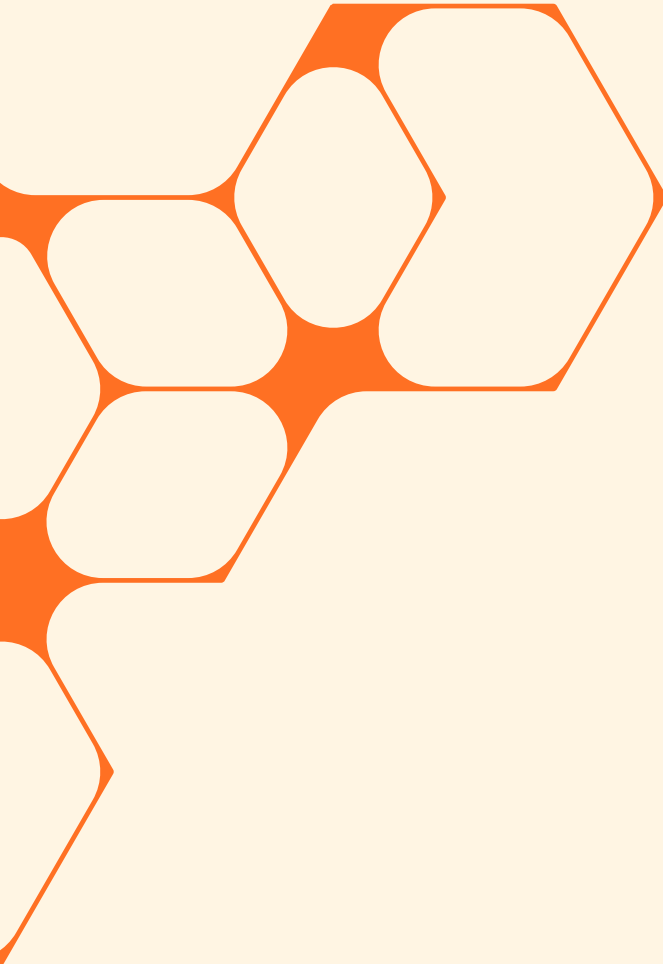
On behalf of Everpure, thank you for your partnership and your contributions to our business. We owe our success to your support and we look forward to working together to create a better world as we deliver the modern data experience to our customers.



“Our success is built with you. To our partners, thank you for your partnership and your contributions to our business. Together, we’ll deliver the enterprise data cloud to our customers and make a lasting, positive impact.”

Hope Galley,
Vice President, Americas Partner Sales

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Bribery and Corruption

Everpure has zero tolerance for bribery or corruption of any kind.

You must comply with all applicable federal, state, and local anti-bribery laws, including but not limited to the United States Foreign Corrupt Practices Act, the U.S. Federal Procurement Integrity Act, and the U.K. Bribery Act of 2010. You must not, directly or indirectly, make, offer, or authorize the payment of any money, gift, bribes, kickbacks, or anything of value to anyone (this includes gifts, travel, meals, and entertainment), including foreign or government officials, employees, or representatives of any government, company, or public or international organization, or to any other party, if such payment is intended, or could be perceived as intended, directly or indirectly, to improperly influence or obtain any unfair competitive advantage. You must

fully comply with any rules regarding tender and bid processes. You may not offer employment, including unpaid positions, to government employees or officials or their family members if doing so would violate applicable laws. You must not use any Everpure funds (including MDF, rebates, and special discounts) entrusted to you for any purpose other than that which is specifically authorized and intended.

Additionally, Partners must perform due diligence on and may not work with or interact with any third-party or individual that is suspected of or engages in corrupt activities such as bribes, kickbacks, or fraud.

Integrity and Transparency

We expect financial integrity and transparency in all Everpure transactions.

Any documentation, information, and submissions that you provide to Everpure, other Everpure partners, and our joint customers must be complete, accurate, and not misleading in any way. This information includes, but is not limited to, point of sale reporting, purchase orders, sales reporting, special bid or pricing requests, rebate requests, and reimbursement requests. You may not create or maintain on behalf of Everpure bank accounts, funds, or pools of funds (including, for example, cash kept in a safe or a hidden account). You must disclose all parties involved in every transaction. Unless otherwise agreed by Everpure, all payments

to Everpure must be made by the legal entity that is obligated to make those payments as referenced on relevant order documentation or agreement unless otherwise agreed by Everpure. You may not keep or maintain “off book” spreadsheets or other documents that are utilized to track activity in cash funds, credits, or discounts, etc. For partners who are designated as “direct” and for any direct sales, when you place an order with Everpure, you represent that you have in hand a valid documented purchase order from the end user consistent with your order submitted to Everpure.





Side Agreements

Unauthorized side agreements are strictly prohibited.

You must not make or attempt to make any written or oral agreements, arrangements, or commitments on behalf of Everpure, including product feature commitments, without written authorization from Everpure.

Fair Competition

Everpure competes fairly, and we expect you to compete fairly.

You must comply with all applicable antitrust and competition laws and regulations. It is not permissible for you to do or attempt to do any of the following: 1) agree with other partners or companies to fix or control prices for offerings; 2) agree with other companies to boycott suppliers or customers; 3) agree with other companies to divide or allocate markets or customers; or 4) coordinate bids among competitors.



Not Permissible

- Agreeing with other partners or companies to fix or control prices for offerings
- Agreeing with other companies to boycott suppliers or customers
- Agreeing with other companies to divide or allocate markets or customers
- Coordinating bids among competitors

Conflicts of Interest

Everpure has zero tolerance for self-dealing of any kind.

You will not engage in any activity that would interfere with your contractual responsibilities to Everpure or that may be perceived as a conflict of interest that could reasonably be likely to interfere with such responsibilities. Conflicts of interest may include, but are not be limited to, Everpure personnel being your officers, directors, or shareholders, payment of incentives to Everpure personnel, or any economic or family relationship with Everpure personnel. In the event you become aware of a conflict of interest or potential conflict of interest, you must promptly notify Everpure.

Be Honest

You must deal honestly with our customers.

All statements, communications, and representations to Everpure customers must be accurate, complete, and not misleading in any way. All activities funded by the Everpure MDF must comply with Everpure MDF Guidelines and processes.





Government Customers

We expect you to observe and comply with special rules and regulations applicable to government customers.

Activities that may be appropriate when dealing with non-government customers may be improper and even illegal when dealing with government entities, as well as public sector enterprises that are government-owned, government-controlled, or subject to government procurement rules (“Government Customers”). If you sell to government

customers, you must observe all laws, rules, procurement regulations and contract clauses that relate to the acquisition of goods and services by such government customers, whether such sale is direct or indirect, and including marketing or recommendation of Everpure products and/or services.



Government Customers

Government Customers also include public sector enterprises (including, but not limited to universities, libraries, hospitals, some utility and telecommunications companies).

Information and Intellectual Property

You must protect Everpure confidential business information and intellectual property.

You must maintain the confidentiality of any confidential information or proprietary information that you obtain in the course of your business relationship with Everpure and our joint customers. You must not use Everpure intellectual property (including trademarks, trade secrets, patents, technology, and software) unless properly

authorized to do so by agreement. You must not reproduce copyrighted software, documentation, or other materials unless properly authorized to do so. You are responsible for making sure this restriction is understood and followed by your employees and agents and you must also observe any applicable data privacy requirements.





It's the Law

Data Privacy and Data Protection Laws

We expect you to comply with all applicable data privacy and data protection laws. As a Everpure partner, you must comply with all applicable data privacy and information security laws when handling sensitive or personal information.

Trade Law

You must comply with all applicable trade law. Products and services often contain technology that is regulated and may only be distributed to authorized end users and always in compliance with any trade embargoes and sanctions. You must have and follow a documented export control program designed to assure compliance with U.S. and all other applicable export and import laws and regulations. Except under license or as otherwise permitted under such laws and regulations, you shall not export, re-export, transfer, divert, release, import, or disclose to any other person or entity, or make any use of any 1) Everpure hardware or software or 2) technology relating to current or future Everpure products.

Responsible Business

Respectful Conduct

Everpure expects professional, respectful conduct in all dealings. You and your personnel must conduct yourselves in a professional manner while representing Everpure products and services in the marketplace. This means treating all persons with dignity and respect in a businesslike manner while marketing, selling, or supporting Everpure products and services.

Sustainability

Everpure expects partners to conduct business in an environmentally responsible manner, and comply with all relevant environmental laws and regulations.

Harassment and Discrimination

Everpure has zero tolerance for harassment or discrimination of any kind. Diversity and inclusion are core values for Everpure, and statements or actions of any kind that are harassing, discriminatory, or retaliatory may be grounds for corrective action, including termination of the partner relationship.

For further information:

- [RBA Code of Conduct sections on Humane Treatment and Non-Discrimination / Non-Harassment](#)



We expect you to treat your workers fairly, minimize your adverse impact on the environment, and safeguard the health and safety of the public. Everpure complies with and expects its partners to comply with the standards on social, environmental, and ethical issues set forth in the electronics industry [Responsible Business Alliance \("RBA"\) Code of Conduct](#).



Your Relationship with Everpure

You and Everpure are independent contractors, and neither party shall be considered the agent of the other party for any purpose whatsoever. Nothing in this Code shall be construed as establishing a partnership or joint venture between the parties.

You Have a Responsibility to Speak Up

If you become aware of any unethical conduct or dealings in connection with a Everpure deal, we expect you to report it to Everpure, either through your contacts or directly to Everpure Legal Compliance at compliance@purestorage.com. Anonymous reporting avenues are also available to you online at purestorage.com/speakup or by calling our hotline at 1-800-461-9330. Failure to report issues of which you become aware may result in Everpure taking remedial action, including termination of the partner agreement.

You Are Subject to Periodic Compliance Audits

Everpure has a global channel compliance audit program in place, and may audit compliance with this Code or appoint a third party to conduct an audit to the extent allowed under the terms of your partnership agreement. This includes but is not limited to sample testing your books and records, discount pass-through, and anti-corruption/compliance program materials. Any opportunities for improvement or violations will be reported to the partners' management for their attention and, if appropriate, corrective action.

Everpure Will Enforce Compliance with This Code

It is the intention of Everpure to terminate its relationship with any partner who does not comply with this Code or, upon discovery of noncompliance, does not commit to a specific plan to achieve compliance. This Code is in addition to the terms of your Agreement with Everpure, Inc. and its affiliates and may be changed by Everpure from time to time, as indicated by the last revised date, below.

Training Resources

Additional online partner code of conduct and sustainability training resources are available to partners. Please contact compliance@purestorage.com to learn more.

About Everpure

Everpure helps innovators build a better world with data.

Everpure data solutions enable SaaS companies, cloud service providers, and enterprise and public sector customers to deliver real-time, secure data to power their mission-critical production, DevOps, and modern analytics environments in a multi-cloud environment. One of the fastest growing enterprise IT companies in history, Everpure enables customers to quickly adopt next-generation technologies, including artificial intelligence and machine learning, to help maximize the value of their data for competitive advantage. And with a Satmetrix-certified NPS customer satisfaction score in the top one percent of B2B companies, Everpure ever-expanding list of customers are among the happiest in the world.

Revision Date

- March 2026

[Learn More About The Everpure Partner Program](#)

[Visit Our Website](#)

[800.379.PURE](tel:800.379.PURE)

