



Client Services & Brand Protection

What you should know about digital intellectual property protection and software piracy

Today's organizations rely on software more than ever, reinforcing the need to ensure that these critical tools are legitimate, authorized, and licensed. Unauthorized resellers often obtain products, including software licenses, by fraudulent means. The unauthorized distribution of copyrighted products results in customers relying on unlicensed software, possibly without their knowledge. Use or distribution of unlicensed software is illegal and may violate your business agreements, whether by selling, downloading, or installing illegitimate copies of licensed software; sharing license codes, activation keys, or user IDs and passwords for web-based software applications; or use in excess of license rights. Don't put your operations at risk by a deal that is too good to be true! When you purchase legitimate software and software upgrades from Avaya or Avaya-authorized partners you will receive authorized access, updates, patches, upgrades, and support.

Use only Avaya Authorized Software

Unauthorized software may compromise the exceptional experience you expect with Avaya and poses numerous risks, including:

- Missed critical Avaya updates and patches
- Inefficiencies, downtime, or loss of data
- Infringement of Avaya's trademark rights
- Exposure to malware and viruses and cybersecurity threats and financial & reputational impacts Digital IP Protection & Software Piracy Client Services & Brand Protection Avaya Partner Ecosystem www.avaya.com

Understanding Digital Intellectual Property

Digital Intellectual Property (IP) is intellectual property in digital format. Software Piracy is the unauthorized copying or distribution of copyrighted software. Malware is short for malicious software, designed to infiltrate, damage, or obtain information from a computer system without the owner's consent.

Avaya's Confidential Helpline

Confidential - Anonymous

If you have any information related to unauthorized selling or non-compliance, or any potential allegations of fraud, waste or abuse, you may report them to Avaya's Confidential Helpline by calling 1-877-99-ETHIC (1-877-993-8442), or 1-908-953-7276 for non-U.S. callers, or by logging in to www.convercent.com/report and searching for Avaya in the "Report an incident" box.

Join the anti-piracy fight against unauthorized software

Ensure the software on your business networks is legitimate, fully licensed, and authorized. Protect your business by:

- **Purchasing only Avaya Authorized software.** Use only reputable, authorized providers for cloud-based solutions and services.
- **Knowing ecommerce policies** – any electronic or internet sales conducted by an Avaya authorized partner via a website or other electronic method of selling products or services must be conducted in the Partner's Account Name (ex. www.partnername.com). Avaya authorized partners are not permitted to sell via an online marketplace websites (such as Amazon, Ebay, Walmart, or others like them) without explicit permission from Avaya.
- Including an authenticity clause in your contracts, purchase orders, or RFPs requiring legitimate product from authorized sources, including licensed software.
- Reporting software piracy to Avaya at brandprotect@avaya.com. Ask us how we can assist you with a licensing issue or concern.

Not only does proper provisioning of software protect against risks of unlicensed products, careful management of software licenses can result in significant cost savings and efficiency gains. Further, it can also lead to better cloud-based solution preparedness.

Learn more

To learn more about Avaya Intellectual Property, visit <https://support.avaya.com/helpcenter/getGenericLandingDetails?landingId=C201232111443617016>

For more information on unauthorized resellers, including a list of known unauthorized sources visit <https://www.avaya.com/en/why-authorized-partners/>



About Avaya

Businesses are built by the experiences they provide, and every day millions of those experiences are delivered by Avaya Holdings Corp. (NYSE: AVYA). Avaya is shaping what's next for the future of work, with innovation and partnerships that deliver game-changing business benefits. Our cloud communications solutions and multi-cloud application ecosystem power personalized, intelligent, and effortless customer and employee experiences to help achieve strategic ambitions and desired outcomes. Together, we are committed to help grow your business by delivering Experiences that Matter. Learn more at www.avaya.com.