



Business Partner Standards



VERSION

Version 2.0

EFFECTIVE DATE

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Our Expectations for Partners

STOPPING BREACHES.

At CrowdStrike, we believe strong partnerships are essential to our mission: **stopping breaches**.

We're committed to building an **ethical, transparent, and resilient** global partner ecosystem—one that reflects the same high standards we expect of ourselves. These Business Partner Standards outline the **shared expectations** between CrowdStrike and our **Partners**, including distributors, resellers, consultants, contractors, vendors, and agents. They're designed to support our mutual success and help ensure we work together with **integrity, accountability, and a clear commitment to doing what's right**.

Topics Covered

- Asking Questions and Raising Concerns
- Ethical Business Conduct
- Complying with the Law
- Other Expectations
- Scope and Violations
- Resources

Asking questions and raising concerns

If you know something, say something. CrowdStrike relies on its Partners to help uphold the integrity of our business. If you're unsure or need guidance about a specific situation, reach out to Ethics@crowdstrike.com.

**CrowdStrike
expects that its
Partners will**

- Promptly report known or suspected violations of these Standards, the law, or other contractual obligations—including misconduct by CrowdStrike personnel or any pressure to act improperly (e.g., accept a side letter)—to ethics@crowdstrike.com or crowdstrike.ethicspoint.com (anonymous option available).
- Cooperate fully with any CrowdStrike audits, reviews, requests for information, or compliance certifications.
- Never retaliate—or tolerate retaliation—against anyone who raises a concern in good faith.

We take all reports seriously and are committed to fostering a culture of integrity and accountability— at every level of our business.

Ethical Business Conduct

We rely on our Partners to do the right thing—all the time.

CrowdStrike expects its Partners to behave honestly, transparently, and truthfully in every interaction. These expectations protect our mutual business and help build long-term, trusted relationships

Side Letters prohibited

CrowdStrike will not honor or recognize any Side Letter and it expects Partners to promptly report to CrowdStrike Ethics & Legal Compliance any actual or attempted Side Letter, including those involving CrowdStrike personnel. CrowdStrike sales, channel, Alliances, sales engineering, or other employees do not have authority to modify or supplement the terms of a signed contract or final deal document through Side Letters or other informal communications.

A **Side Letter** is any informal or separate agreement (verbal, written, or digital) that is inconsistent with, or purports to modify or supplement, a signed CrowdStrike contract or final deal document (e.g., a final, approved CrowdStrike quote or SOW on company letterhead).

Side Letters can include, but are not limited to, informal agreements relating to terms such as:

- Renewal dates or contract or subscription term length
- Current or future pricing
- Quantity, offerings, or scope
- Using CrowdStrike-Related Funds (defined below) from one transaction to subsidize or offset losses, pricing concessions, or other financial terms in a separate transaction. Each transaction must stand on its own terms.

Only final, approved, and properly executed contracts or deal documentation will be recognized. Partners are expected to rely on the terms in these documents in all CrowdStrike transactions.

Any Partner who requests, relies on, or attempts to enforce a Side Letter:

- Is in violation of these Standards.
- Will be solely responsible for any obligations, losses, or liabilities arising from or relating to the Side Letter.
- May face consequences, including loss of incentives or tiering status, withholding or clawback of payments, and termination of business with CrowdStrike.

Use of CrowdStrike-Related Funds



CrowdStrike expects CrowdStrike-Related Funds to be used lawfully, ethically, and transparently.

CrowdStrike-Related Funds

include any discounts, rebates, incentive payments, marketing-development funds, or other program-based benefits issued by CrowdStrike or contingent upon CrowdStrike transactions.

Any Side Letter or other informal agreement regarding the use of CrowdStrike-Related Funds—whether involving a CrowdStrike employee or not—will be treated as unenforceable and considered a violation of these Standards.

This means CrowdStrike expects Partners to:

- Never use CrowdStrike-Related Funds for bribes, kickbacks, or improper inducements.
- Base all pricing and discount requests on objective business justifications.
- Only use marketing and business development funds as part of a formal, contract-based program and in compliance with CrowdStrike's MDF Guidelines.

Legitimate orders



CrowdStrike requires that all Partner orders be for legitimate business purposes.

This includes understanding and honoring the terms of each order and ensuring these are truthfully communicated between CrowdStrike and any end-customers.

When purchasing for the needs of an end-customer, this means the order is supported by a **valid, final end-customer order** at the time the Partner places its order with CrowdStrike, entered into for the same scope, pricing, and subscription periods. A valid order means a binding purchase order, signed contract, or other equivalent documentation indicating a clear intent to purchase the specified CrowdStrike products or services.

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Partners must **promptly notify CrowdStrike** if they know that an end-customer order is not in place. CrowdStrike **will not retroactively alter deal terms** based on an undisclosed lack of end-customer order.

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Third-party oversight

Partners are responsible for conducting reasonable due diligence on all third parties they engage.

This includes contractors, consultants, indirect resellers, agents, and end-customers.

Partners must take reasonable steps to ensure any third party:

- Is a legitimate business entity with a valid corporate structure.
- Is not subject to trade sanctions, export restrictions, or ownership/control from embargoed jurisdictions.
- Does not offer or make improper payments in connection with CrowdStrike business.
- Will comply with all applicable laws and CrowdStrike terms, conditions, and policies.
- Will not misuse, tamper with, or otherwise abuse CrowdStrike offerings.

Conflicts of interest

Partners must avoid any actual or perceived conflicts of interest in connection with CrowdStrike-related work.

A conflict arises when personal or financial interests—or those of a related party—interfere with a Partner's ability to appropriately satisfy its obligations to CrowdStrike.

Disclose any conflict related to CrowdStrike business to CrowdStrike's Ethics & Legal Compliance team as soon as the issue becomes known.

Examples of possible conflicts include:

- A family member employed at CrowdStrike who could influence business outcomes.
- A Partner employee with personal ties to a government official involved in an end-customer decision.
- A Partner employee has a business relationship with a CrowdStrike employee outside of the relationship between the Partner and CrowdStrike.
- Gifts or entertainment that might compromise a CrowdStrike employee's judgment or independence. Partners should not give gifts, entertainment, or other benefits to a CrowdStrike employee cumulatively valued at more than \$150 in any one year (Partners should notify CrowdStrike Ethics & Legal Compliance if an employee requests such benefits).

Complying with the Law

Partners must comply with all applicable laws and regulations, including those related to anti-bribery and corruption, trade compliance, labor and employment, privacy, data protection, competition, and any other legal requirements relevant to their business with CrowdStrike.

Anti-bribery & corruption



CrowdStrike has zero tolerance for bribery and corruption. Partners must not improperly offer, promise, authorize, or accept anything of value to gain a business advantage. **This applies to both public and private sector transactions.** You are expected to not ignore suspicious circumstances.

Prohibited conduct includes:

- Bribes or other improper payments made to end-customers, prospective end-customers, or anyone else associated with a CrowdStrike transaction – regardless of whether such payments are made directly or indirectly through agents, resellers, or consultants.
- Providing improper or excessive benefits to win business, influence decisions, or gain favors.
- Making facilitation payments (small payments to speed up routine government actions).

Gifts, Meals, Entertainment & Travel (GMET). Reasonably priced GMET made for legitimate business promotion purposes is allowed, but only if:

- It is tied directly to a legitimate business purpose (e.g., promotion, demonstration, or explanation of CrowdStrike products and services).
- It is reasonable in value and appropriate to the circumstances.
- It is provided transparently and accurately recorded with supporting documentation (e.g., receipts, attendees, and purpose).
- It complies with local laws and the recipient's internal policies.
- It is not conditioned on obtaining/retaining business or intended to compromise the recipient's objectivity.
- It is never provided in cash or cash equivalents (e.g., gift cards).
- It is not provided to government officials without advance written CrowdStrike approval.



Partners must comply with all applicable sanctions restrictions and export controls

This includes those of the United States regardless of the Partner's location

Key expectations include:

- Do not export, re-export, sell, or transfer CrowdStrike products or services to embargoed or comprehensively sanctioned countries or regions under U.S. law or other applicable law—or to individuals or entities located in, or ordinarily resident in, such countries or regions. These include, but are not limited to: Cuba, Iran, North Korea, Syria, Russia, Belarus, Venezuela, and the Crimea, Donetsk, and Luhansk regions of Ukraine. This list may change, and Partners are expected to stay current with U.S. restrictions and any other applicable local restrictions.
- Do not conduct business with anyone on a U.S. or any other applicable restricted party list, including: (1) the U.S. Department of Treasury's OFAC Specially Designated Nationals (SDN) List, (2) the U.S. Department of Commerce's BIS Entity List or Denied Persons List, or (3) any equivalent lists maintained by the U.K. or E.U.
- Do not route business through intermediaries to circumvent applicable sanctions restrictions or export controls.
- Verify the identity and location of all third parties before doing business and do not misrepresent the identity, location, or use case of end-customers or other third parties.
- Ensure your end-customers and intermediaries comply with the above restrictions.

Fair and transparent competition



CrowdStrike is committed to fair and open competition, which goes beyond complying with applicable antitrust and competition laws.

CrowdStrike expects its Partners to:

- Compete honestly and avoid conduct that harms free competition.
- Avoid bid rigging, price fixing, placing orders before tender finalization, or collusion.
- Avoid the impression that down-channel prices are being fixed or improperly influenced.
- Avoid booking deals inconsistent with downstream documentation.
- Not coach end-customers to displace another CrowdStrike Partner.
- Not interfere with another Partner's end-customer relationship without a valid end-customer business justification.

When selling to government or public sector entities:

- Follow all applicable procurement, tendering, and contract rules.
- Avoid even the appearance of bid manipulation or unfair practices.

Other Expectations

CrowdStrike expects Partners to uphold additional responsibilities around confidentiality, workplace conduct, sustainability, and implementation of these Standards.



Information and confidentiality

Partners are expected to:

- Safeguard CrowdStrike's confidential and proprietary information, including: financial data, technical information, sales forecasts, marketing plans, and end-customer lists.
- Prevent unauthorized access, use, or disclosure of CrowdStrike's confidential and proprietary information.
- Use only legitimately acquired and licensed technology and software.



Human rights and labor practices

Partners are expected to:

- Prohibit human rights offenses, including human trafficking, forced, child, or involuntary labor, including prison labor.
- Verify employee eligibility and ensure all labor is voluntary and lawful.
- Maintain a safe and healthy work environment free from harassment, discrimination, and abuse.
- Comply with applicable labor laws regarding wages, working hours, and employee rights.



Environmental responsibility

Partners are expected to:

- Follow applicable environmental laws and regulations.
- Maintain required environmental permits and records.
- Reasonably minimize environmental impact where possible.



Uphold and promote these Standards

Partners are expected to:

- Promote and enforce these Standards internally and across their supply chains.
- Train personnel appropriately.
- Timely complete all training assigned by CrowdStrike.
- Maintain documentation of compliance.
- Monitor conduct and escalate issues.

Scope and Violations

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These Business Partner Standards are **binding on all Partners** and supplement any other legal or contractual obligations a Partner may have with CrowdStrike. They do not replace or limit those obligations and may be updated by CrowdStrike from time to time at its sole discretion.

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Violations of these Standards may carry serious consequences, including the withholding or clawback of payments, disqualification from incentive programs, loss of tiering status (e.g., Elite status), removal of incumbency or other program benefits, and termination of the business relationship. CrowdStrike will not honor any deals, agreements, or arrangements that violate these Standards, applicable law, or other contractual obligations.

Resources

- 1 [Standard CrowdStrike Partner Program Terms](#)
- 2 [CrowdStrike Code of Ethics & Business Conduct](#)
- 3 Access the MDF Guidelines and other Partner Program documents on the [CrowdStrike Partner Portal](#)
- 4 How to contact Ethics & Legal Compliance
 - Questions: Ethics@crowdstrike.com
 - Report Concerns: [EthicsPoint](#) (anonymous option available)