

Dear customer,

As a valued customer of Panda Security, your opinion matters to us greatly — and to your peers, too. We appreciate your unbiased feedback about our products, and that is why I am reaching out to you to ask if you'd do us the favor of reviewing your experience with us on Gartner Peer Insights.

What is Gartner Peer Insights? Peer Insights is an online platform of ratings and reviews of IT software and services. The reviews are written and read by IT professionals and technology decision-makers like you.

The goal is to help IT leaders make more insightful purchase decisions and help technology providers improve their products by receiving objective unbiased feedback from their customers.

Reviews take approximately 10 minutes to complete and are anonymous.

If you have any questions about Gartner Peer Insights, or about the review process itself, just send an email to Surveys@pandasecurity.com, I am happy to answer any questions that you have.

Please proceed to the next sections:

- Explanation of how the survey works and guidelines
- Survey questions

If you need help to translate your answers into English, please send your answers to Surveys@pandasecurity.com with your account manager's name and country. We will come back to you with the translation, and the link to the survey where you have to enter your answers in English

Thank you!
Panda Security Team

How it works

To fill out the review, which must be filled in English, access one of these links depending on your product:

- **Endpoint Protection:** <http://gtnr.it/2qdiJdg>
- **Endpoint Protection Plus:** <http://gtnr.it/2qslhmO>
- **Adaptive Defense:** <http://gtnr.it/2q9T1GR>
- **Adaptive Defense 360:** <http://gtnr.it/2rtZZdi>

The process until it is accessible to your peers is the following:

1. Reviewers must register

Although reviews are posted anonymously, all Gartner Peer Insights users must first be registered to write and read full reviews.

Reviewers need to create a profile of their professional experience

The reviewer's role, industry and organization size help establish the context of the review so peers can better match it to their own scenarios.

2. The review survey

Tailored to capture specific nuances of each market across the entire solution life cycle.

3. Submission and validation

Gartner Peer Insights reviewers are verified through a multistep process before publication.

3.1. Which reviews are approved and what is the moderation process?

Reviews are assessed based on a set of unique criteria to determine whether or not a review meets or exceeds Peer Insights standards for context, quality, and relevance.

A great review typically has the following characteristics:

- Comments to explain the corresponding ratings
- Variance in ratings throughout (it is unlikely that the reviewer would feel the same about every aspect of a product or service)
- Ratings are logically consistent (the overall ratings are in line with the averages of the sub-ratings)
- Demonstration of experience and expertise with regard to the respective product

4. Public presentation of reviews

Individual reviews are published in their entirety after approval, and summary views for each provider in each market can be filtered, enabling peers to find the most relevant insights.

Peer-Insights Review Guideline

Be authentic.

Please only review a product or service if you have first-hand knowledge, and don't impersonate anyone. Although your review will not mention your name or state any personally identifiable information, we do validate identities and verify that users are real.

Be descriptive.

The more relevant details you can share with your peers, the better. Keep your review relevant and do not mention specific individuals (salespeople, names of consultants, etc.). When you write your review, think of what you wish you had read before you made your own purchase decision, and try to be as helpful as you can.

Be appropriate.

We screen for profane, threatening, libelous, defamatory, obscene, pornographic, indecent, lewd, suggestive, harassing, abusive, or fraudulent content. So please refrain from using such in your review.

Be non-commercial.

If you are a provider of technologies or services, you are not eligible to review your own or your competitors' products or services (or any of your affiliates - for example, your partners or resellers). Keep in mind that we do screen for authenticity, so if you are an ineligible reviewer, please refrain from posting a review.