

BACKBLAZE, INC.

CODE OF CONDUCT

Code of Conduct: What is it and who is it for?

A Code of Conduct helps make sure that everyone is on the same page in terms of decision making, behavior, and business practices. It helps us build a culture we can all be proud of, and an organization that everyone feels good to be part of. You can think of it as the “ground rules.”

Our Code of Conduct applies to all employees, officers, and members of our Board of Directors. In addition, we expect anyone who works with us (including our contractors, consultants, interns, merchants, vendors, suppliers, distributors, agents, representatives, and subcontractors) to share in our commitment to operating with the highest degree of integrity and in compliance with all applicable laws. As a result, everyone from employees to vendors will be held accountable for complying with our Code of Conduct.

Making good decisions

It is critical that you exercise good judgment and act in compliance with all laws and regulations at all times. Although this Code covers a variety of topics, it can't cover every possible situation. Here are some key questions that you should always keep in mind when deciding how to act:

- *Does it reflect Backblaze values?*
- *Is it consistent with this Code of Conduct and other Company policies?*
- *Would I feel good if the situation was on the internet or the news?*
- *Is it the right thing to do?*
- *Am I protecting our people, our brand, and our reputation?*
- *Is it legal and ethical?*

If the answer to any of these questions is no, don't do it. When in doubt, ask before you do it! If you are ever unsure of the right course of action, reach out to your manager, HR or Legal before moving forward.

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Interacting with People

We believe everyone within our Backblaze community should be treated with respect and kindness. We have a responsibility to create that environment, which is shaped by the experiences people have working at Backblaze every day.

It is important that Backblaze team members feel valued, respected and treated fairly. Whether sharing, providing feedback, debating, or questioning, doing it all with kindness and respect is core to our culture and values.

How we act with respect and kindness:

- Treat everyone in our community with respect, regardless of the role, position, employment status or tenure
- Consider the needs and perspective of others and how our words and actions might be received
- Strive to keep stakeholders informed and try to minimize surprises
- Never threaten or act violently toward or harass others
- Don't insult, bully, disparage, or shame others
- Speak up about anything that may be amiss
- Do not retaliate against others who speak up

Those who lead and manage at Backblaze have an additional responsibility to:

- Lead by example, recognizing that our behaviors and decisions influence others
- Promote a positive work environment where everyone feels included and empowered to speak up when they have ideas or concerns
- Report any potential or reported violations of the law, this Code or other policies to HR, Legal or through any of the ways available in the company's Whistleblower Policy

More guidance and where to go if you need help:

[EEO, Anti-Harassment and Non-Discrimination Statement](#)

[Whistleblower Policy](#)

[Communications guide](#)

Embracing Diversity and Inclusion

The first individuals that started Backblaze were a diverse set of open minded individuals born in four separate countries, with various differing religious practices, bound together by mutual respect and the common belief in making excellent products that are easy to use. We embrace what each individual brings to the business; diversity is one of our strengths. Also, to use this to the greatest benefit means we have to be able to discuss differing perspectives and opinions in

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an open dialogue – Backblaze is not afraid of different opinions being respectfully and kindly voiced. We are committed to continuing to build a diverse and inclusive workplace.

We embrace diversity and inclusion by:

- Striving to promote fairness and equal opportunities for employment and promotion based on qualifications and skills
- Hiring, developing and retaining employees from varying experiences as well as ethnic and social backgrounds, genders, sexual orientations, within and outside of the technology industry
- Examining, recognizing, and reducing bias in the decision-making process
- Being respectful of each other's differences and not tolerating harassment or discrimination
- Welcoming everyone's ideas, opinions and ways of thinking that may be different from our own (known as cognitive diversity) and prohibiting behaviors that exclude and isolate individuals and groups who are different
- Investing in the physical, mental and emotional well-being of our employees through ongoing education around Diversity, Equity and Inclusion Initiatives, and benefits like our Modern Health program

More guidance

[EEO, Anti-Harassment and Non-Discrimination Statement](#)

[DEI Confluence page](#)

Conflicts of Interest

A conflict of interest can occur when an individual's personal interests (sometimes family, friendships, financial situation, social factors, etc...) could compromise their judgment, decisions, or actions in the workplace and interfere with the best interests of the Company. Conflicts of interest should be avoided whenever possible.

We avoid conflicts of interest by adhering to the following requirements:

- Using good judgment
- Disclosing any potential conflicts of interest to Company management (and if you're not sure, asking your manager, HR or Legal)
- Refusing to accept gifts, incentives, or other business courtesies that could improperly influence decision making
- Obtaining pre-approval from HR or Legal for any matters that could be perceived as a conflict of interest (eg, board memberships, outside consulting engagements, gifts or other perks)

As an example, while we encourage referrals, hiring relatives or close friends can create certain conflicts of interest. We can help mitigate potential conflicts of interest by:

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- Removing ourselves from being the hiring manager, or participating in or influencing in any way, the hiring of a relative (spouse, domestic partner, child, sibling, parent, in-law, step relative, etc...)
- Removing ourselves from any decision making that involves the relative's performance review, compensation, promotion, discipline, and or termination

More guidance:

[Employment of Relatives Policy](#)

Third Party Relations

At Backblaze, we are committed to providing a quality product for a fair price. We are honest and up front with our customers, vendors and suppliers as to what we can and cannot do, and we want to be paid only the money honestly owed to us. We do not engage in unscrupulous or misleading business practices where customers are misled in any way or pay for a service they do not receive. We build our business on transparency, trust and doing the right thing.

We achieve this by:

- Partnering with people and organizations based on merit and skills
- Making decisions based on quality, price and service
- Never bribing or accept bribes
- Seeking transparency in all transactions and interactions
- Ensuring charitable donations support legitimate causes
- Treating alumni and corporate partners with integrity, respect and fairness
- Avoid things that could create a conflict of interest

Interacting With Data and Information

Protecting Confidential Information

Backblaze team members will have access to information that is not available to the general public, including information about the Backblaze business itself, and in some instances, about our customers, partners and other third parties that Backblaze does business with.

We must protect all confidential information, including sensitive or proprietary information, that has been entrusted to us at all times. We protect confidential information by:

- Treating Backblaze and third party confidential information as carefully as you would treat your own
- Ensuring we have authorization to share information with third parties before doing so

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- Ensuring all third parties have signed non-disclosure agreement before sharing any confidential information with them
- Securing documents, data and devices in accordance with Backblaze's Security Policy
- Requiring all Backblaze employees to sign confidentiality provisions and non-employees to sign appropriate confidentiality agreements and acknowledging that the obligation to protect data confidentiality remains even after leaving Backblaze
- Providing ongoing training and education on the importance of protecting sensitive, proprietary, and confidential data
- Immediately reporting any breach to the Security and Legal teams

Confidential or proprietary information includes, but is not limited to, business plans, strategies, budgets, projections, forecasts, financial results, and operating information, including incidents, business contracts, databases, employee information, customer and vendor information, compensation data, company priorities, strategic goals, advertising and marketing plans, proposals, and training materials and methods.

Protecting Company Assets and Using Them Appropriately

Our assets include everything that Backblaze owns and uses to conduct business. This includes a wide range of electronic resources and equipment to perform our work such as laptops, computer equipment, supplies, networking and communications platforms. We protect our Company assets by:

- Complying with Backblaze policies and procedures
- Complying with Backblaze security and privacy control requirements
- Using our systems, internet and third party technology for ethical and lawful activity and otherwise in compliance with Backblaze policies
- Taking reasonable steps to secure laptops and other equipment
- Accessing data regarding our employees, customers, and other business partners in line with applicable laws and policies

Safeguarding Data Privacy

We strive to protect the personal data and private communications data of our employees, customers and third parties. Those of us who have access to such information must safeguard it from inappropriate use and follow all company policies and security protocols for handling this information, as well as the privacy and data protections laws that apply. Ensuring such data is protected and handled appropriately is critical to maintaining the trust we are given in these relationships.

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We build trust by:

- Building secure products that protect our customers, employees and partners data.
- Being transparent about how and why we collect, use, or process personal and communications data
- Honoring the privacy choices of our customers and other third parties
- Following data and privacy protection laws

More guidance:

[Acceptable Use Policy](#)

[HR Security Policy](#)

Insider Trading

We will be exposed to information from time to time about Backblaze or other companies we partner with that requires us to act with caution. This knowledge can make us “insiders.” Trading on the basis of any material, non-public information is a crime and violates trust.

It can be challenging at times to recognize when information could be deemed material, non-public information. You should use your best judgment, and err on the side of caution. Some examples of material, non-public information, may include: financial results, forecasts, strategies, customer activity, new unannounced products in development, positive or negative quarterly earnings, significant business developments, a merger or acquisition.

If you ever have a question whether certain information could constitute material, non-public information, or you become aware that any such information may have been inadvertently shared with a third party, you should contact our General Counsel.

More guidance:

[Insider Trading Policy](#)

Financial Responsibility

We create and maintain accurate financial and business records so we can rely on trusted and timely information about Backblaze’s performance, which helps us make business decisions.

We adhere to this responsibility by:

- Recording, maintaining and filing all financial transactions and records truthfully, accurately, and on time
- Following all relevant accounting standards and policies
- Managing budgets and handling Company financial resources carefully and honestly
- Spending money on what’s important and not frivolous

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- Complying with all applicable laws and regulations

Workplace Safety

We strive to provide each employee with a safe and healthy work environment. Each employee has responsibility for maintaining a safe and healthy workplace for all employees by following safety and health rules and practices and reporting accidents, injuries or unsafe practices or conditions.

Drugs and Alcohol

Employees must report to work capable of performing their duties, free from the influence of illegal drugs or alcohol. While we don't prohibit limited alcohol consumption in our offices under the appropriate circumstances, if you are of legal drinking age and choose to imbibe, you must use good judgment and never imbibe in a way that leads to impaired performance or endangers the safety of others or violates the law. Illegal drugs in our offices or at company events are strictly prohibited.

Violence Free Workplace

We will not tolerate any level of violence or the threat of violence in the workplace. No weapons are permitted in the office under any circumstances. If you become aware of a potential violation, report it immediately to HR.

Violation Reporting; Waiver; Amendments

If you know or suspect any violation of this Code, or of any applicable laws, you must report it immediately to your manager, HR or Legal, or report it through any of the ways available under the Company's Whistleblower Policy.

All reporting will be appropriately investigated.

Violations of this Code of Conduct may result in disciplinary action, including potential termination of employment.

Backblaze is continuously reviewing its policies, and therefore reserves the right to amend the Code of Conduct at any time for any reason. Any amendment or waiver of any provision of this Code of Conduct must be approved in writing by the Board of Directors, or any committee of the Board of Directors to which such authority has been delegated, and promptly disclosed to the extent required under applicable laws and regulations. Any waiver or modification of the Code of Conduct for the Company's principal executive and senior financial officers will be promptly reviewed with the Board of Directors and disclosed if and as required by applicable law and/or the rules of the Nasdaq Stock Exchange.