



Protecting our Jamfs

Jamf Code of Conduct





“My biggest hope is that we continue to do what we’ve done by not losing the culture that we have, and that is because our culture is our secret sauce that has really gotten us here to where we are today.”

— John Strosahl, CEO

A Message from Leadership

Our values, as well as this Code of Conduct are intended to establish boundaries in our choices and actions. The guidelines contained here are the framework outlining our interactions with each other and our customers; a boundary system that contributes to our culture. Every Jamf deserves to be treated in such a manner and not accept behaviors outside the boundaries.

As individuals, we have just as much ability to impact the culture of Jamf as the culture has the ability to impact us. You are part of this team because we believe your values are aligned with the organization and you will act in ways that are in the best interest of Jamf, your coworkers, and our customers. While Jamf has evolved over time, our commitment will always remain the same - employees and customers are the reason why we do the things we do. Keep this in mind for every decision you make!

It would be impossible to address every potential issue that comes up, so we ask that you would use your conscience and common sense. If something you witness or experience doesn't align with our boundary system, it probably isn't right. When you are unsure, seek guidance. Please speak up about your concerns so that we have the opportunity to fix it. After all, we can't fix what we don't know about.

Finally, this document isn't just a "read-it-once and you're done" type thing. It's about the daily choices we make, how we behave and how we act towards each other and our customers. If we want this...the values, the culture, the organization...to continue, we all have the responsibility to protect what's important.



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OUR VALUES

Selflessness

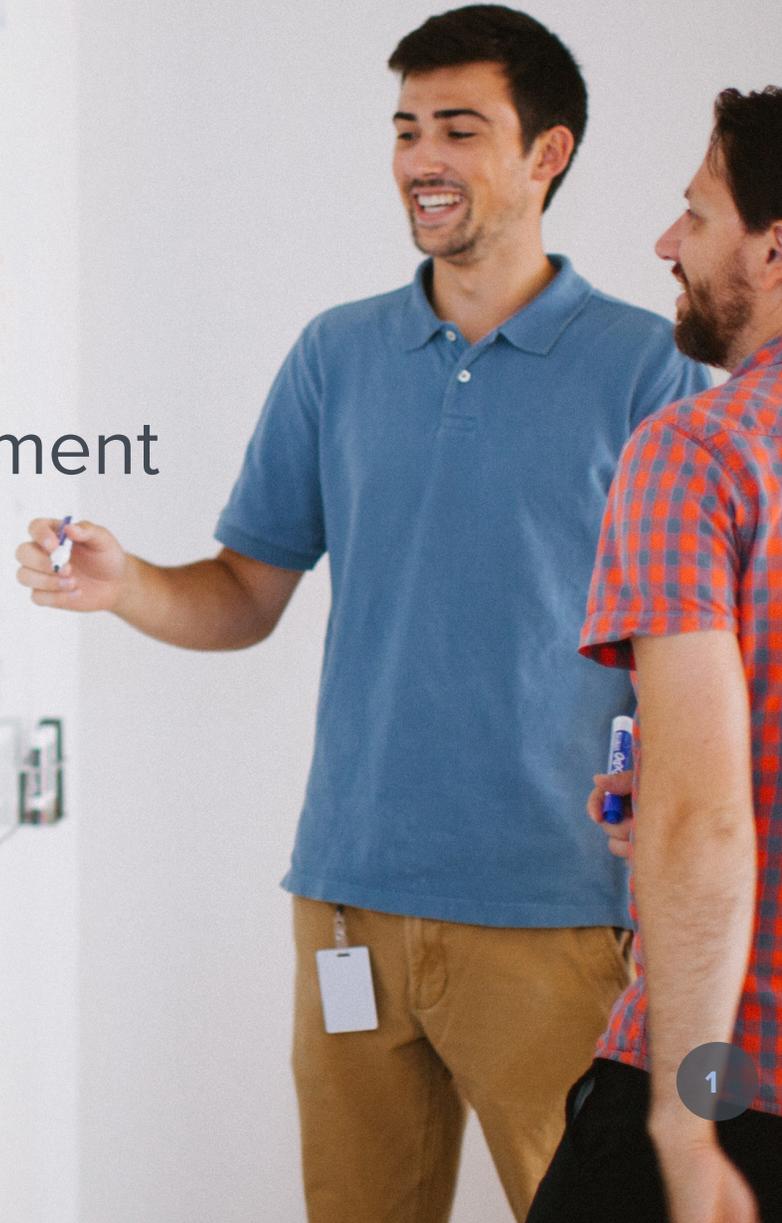
- › Considering customers' needs before our own
- › Sacrificing for betterment of team
- › Lead by helping others become more powerful

Relentless Self-Improvement

- › Humility
- › Constantly learning and growing
- › Get a little better every day

“The most important thing to the achievement of our goals is our Values.”

— Dean Hager, Former CEO





ETHICAL DECISION MAKING

Everything we do, and don't do, is a reflection of our values and culture. If you're ever unsure about what you should do, consider the following:

Is it consistent with our boundary system, and any applicable law or regulation?

Is it good for Jamf, your coworkers, and our customers?

How would you feel if everyone knew about your decision?

Would you be comfortable with the example it sets for future decisions?

If you can answer yes to each of these, you can likely move forward.

If you're still unsure, seek guidance! Your manager, Legal, and Compliance are resources for you!

WHEN IT COMES TO EMPLOYEE BEHAVIOR, WHAT ARE YOUR EXPECTATIONS?

"They aren't expectations for just employees, they are expectations for the human race. We just want to see them in practice in the organization.

Basic elements... tell the truth, own your mistakes, be aware of the impact you have on others, and do the right things. If you have questions about what is right, seek help from others."

— Jason Wudi, Chief Innovation Officer

SPEAK UP

We all have a responsibility to speak up when we believe something isn't right. This responsibility is critical to ensuring Jamf remains a great work environment and to protect our customers, our culture, and our brand.

If you see anything you believe is illegal, unethical, or simply doesn't live up to our values, please voice your concerns by contacting any of the following resources:



Your manager



Legal and Compliance



Human Resources

If you don't feel comfortable with any of those reporting resources,

Jamf provides confidential reporting methods for all employees to report issues directly to the Audit Committee. When you report an issue, you'll be able to remain anonymous if you choose.

Jamf will act quickly on all reports received. During the internal investigation process, privacy will be of the utmost importance. Although issues may be reported anonymously, it is possible that one's identity may be discovered during an investigation of the matter because of the information provided.

You may leave a message using any of the below methods:

Secure Phone Hotline - Toll-Free Telephone Direct Dial

- o English-speaking USA and Canada: 888-893-1975
- o Spanish-speaking USA and Canada: 800-216-1288
- o French-speaking Canada: 855-725-0002
- o Spanish-speaking Mexico: 800-681-5340
- o International: 800 31 26 4001

Secure Web Form - <https://report.syntrio.com/jamf>

Email - reports@syntrio.com (must include company name with report)

When you send a message using any of these methods, you will receive a PIN that can be used to access the status of your message. The Audit Committee may also use this to ask you, with complete confidentiality, for additional information regarding this issue. To anonymously follow up on your message refer to the "Already Made a Report?" section of the secure web form linked above.



FAQ

What if I suspect, but I'm not certain, that someone has acted in an inappropriate manner?

Speak up! It's better to say something and elevate your concern rather than waiting and potentially increasing the risk of harm or damage to our customers, the organization, or your coworkers.

ANTI-RETALIATION

It can take courage to speak up, so know that we have your back.

We are grateful when you raise concerns because then we can do the work to look into and address them. Jamf does not tolerate retaliation against anyone who raises concerns or questions regarding illegal, unethical, or inappropriate behavior that they reasonably believe to have occurred. *Jamf also does not tolerate any negative action taken against you as a result of your participation in an investigation or other protected activity.*

TRUST

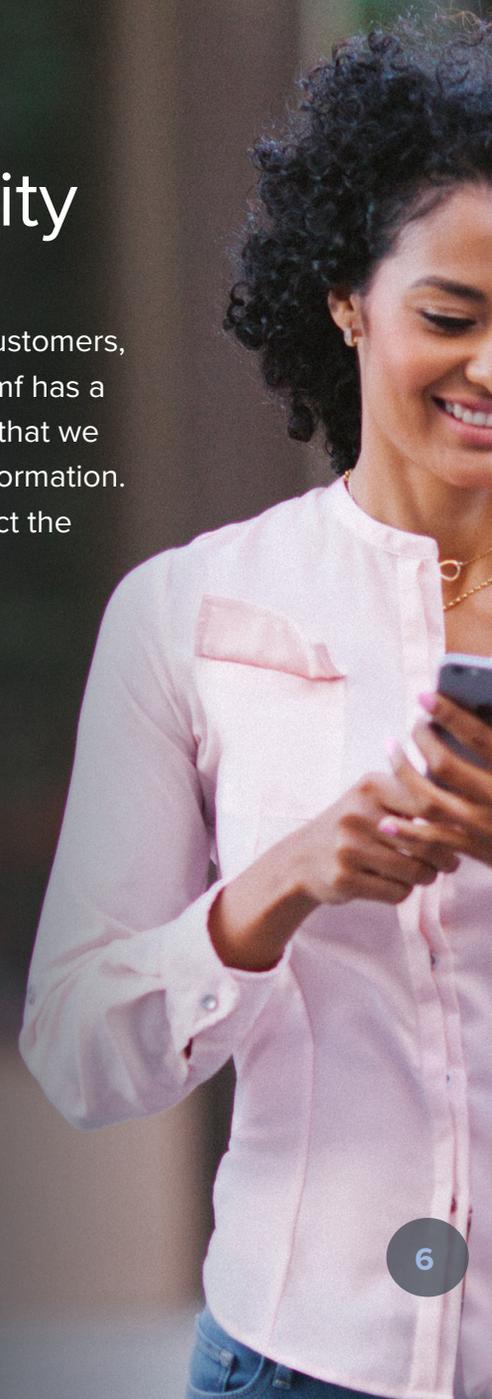
i Privacy and Confidentiality

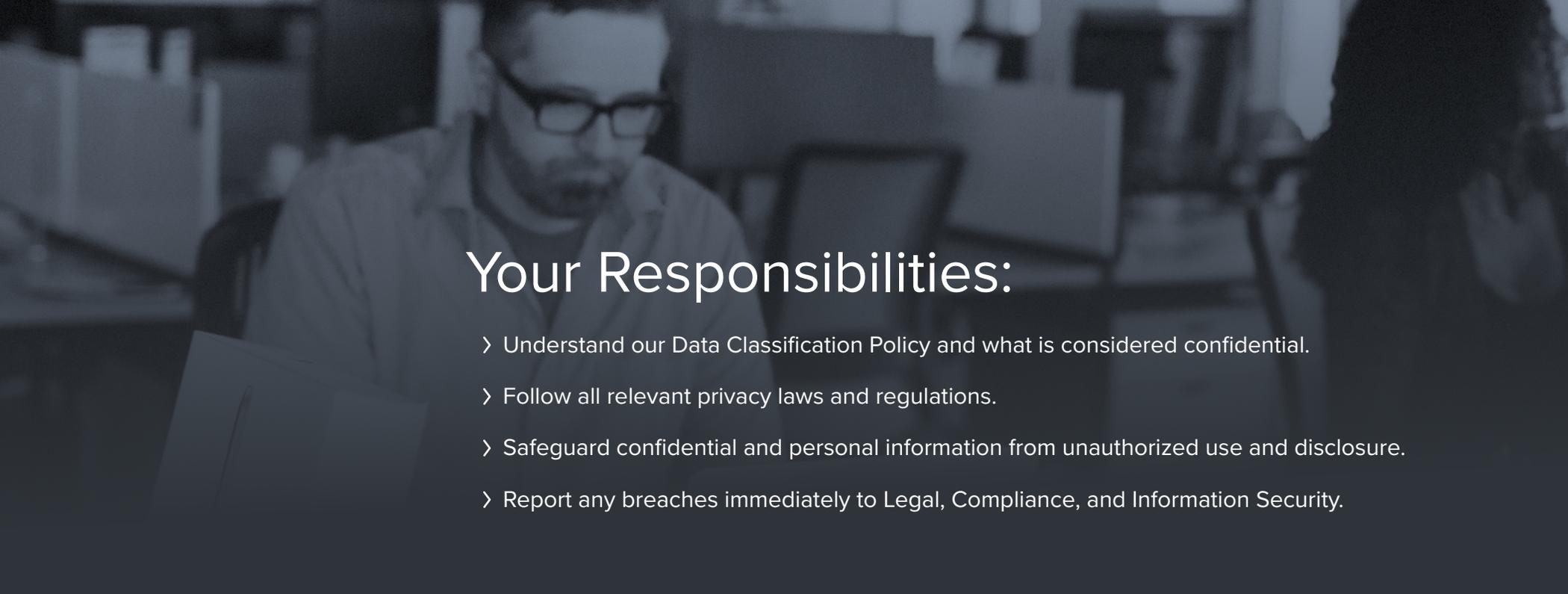
Jamf needs to obtain and process certain information about individuals during our course of business. This can include customers, vendors, business partners, employees and other people Jamf has a relationship with or may need to contact. Always remember that we are asking these individuals to trust us with their personal information. Keeping that trust requires that each of us respect and protect the privacy and security of that information.

Employees are obligated to protect Jamf's confidential information at all times.

Do not disclose confidential information to anyone outside of Jamf except when disclosure is required for business purposes. Even then, take appropriate steps, such as execution of a non-disclosure agreement, to prevent misuse of the information.

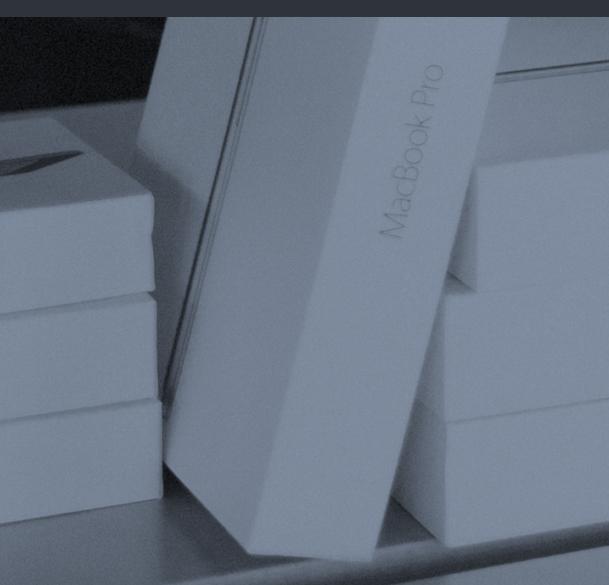
In addition, we have self-reporting obligations in some global jurisdictions which require Jamf to identify any data loss or security breach and pro-actively report to, and work with, local agencies to mitigate risks and losses. Accordingly, it is the responsibility of each of us to notify Legal, Compliance, or Information Security immediately upon suspecting or identifying any such breach or loss. Further details can be found in the Personal Data Breach Policy.





Your Responsibilities:

- › Understand our Data Classification Policy and what is considered confidential.
- › Follow all relevant privacy laws and regulations.
- › Safeguard confidential and personal information from unauthorized use and disclosure.
- › Report any breaches immediately to Legal, Compliance, and Information Security.



FAQ

“I sent an email containing sensitive information to the wrong recipient, what should I do?”

It's ok, accidents happen. Send a follow up email requesting them not to disseminate the information and to delete the email immediately. Notify the Privacy Team by sending an email to privacy@jamf.com or by creating a ticket in the Jira Help Center so they can evaluate and determine any additional steps.



ii Protecting our Assets

Jamf provides a broad array of resources for us to do our jobs, including computer equipment, mobile devices, software, operating systems, storage media, network resources and network accounts. We ask that you be responsible; care for the resources entrusted to you and use them in the “right way” - with good judgment and in the best interests of the company and our customers.

Our assets take various forms, but can include:

Physical Property Our facilities, equipment, office supplies, hardware, and tools.

Intangible Property Our information, email and voicemail.

Personal Data Personal information about our customers, vendors, business partners, and employees.

Intellectual Property (IP) Our name, logos, trademarks, patents, creative ideas and copyrights. It also includes anything you create or design while employed at Jamf.

It's our responsibility to safeguard our assets and protect them from theft, misuse or loss. Know our security policies, including those regarding protection of equipment and physical security of our facilities, and follow them.



iii Artificial Intelligence

We recognize the transformative power of AI and its potential impact on our business, employees, and communities. Our use of AI will always be guided by the highest standards of transparency, privacy and security, fairness, and accountability. Every employee is expected to use AI responsibly, in alignment with our core values, and adhere to legal and ethical standards.

Transparency – We are open with customers about how Jamf’s AI Tools work and expect the same from the Third-Party AI Tools we purchase and use.

Privacy and Security – We ensure AI Tools protect personal and confidential information and are secure to prevent breaches or misuse.

Fairness – We ensure that AI Tools do not incorporate bias, discrimination, and inaccuracy.

Accountability – We will develop and use AI Tools ensuring that there is human oversight and review.

Business Value - We invest in AI tools that have a valid business case.

“At Jamf, we are committed to harnessing the power of AI in a thoughtful and responsible way to help our customers improve their Jamf experience while mitigating risk to both Jamf and the customer.”

— Beth Tschida, Chief Technology Officer



iv Business Partners

Our business partners play an important role representing our efforts to help organizations succeed with Apple.

That's why we are committed to choosing and working with partners who share our values and understand the importance of conducting business ethically. Business partners include joint venture partners, vendors, integrators, resellers, contractors, consultants and agents.

If you are involved in selecting business partners, look for organizations and people that share our high ethical standards. The trust our customers have in us is passed on to these relationships. Monitor their performance to make sure they uphold our Partner Code of Conduct and the laws that apply to our businesses. If you become aware of potential violations committed by a business partner working with Jamf or on our behalf, speak up.



DID YOU KNOW?

While business partners can be a major risk to an organization's data, in the mind of the customer, it is the organization that owns responsibility for a breach or violation.

Help reduce this risk by providing accurate and complete information to internal teams performing due diligence for new business partners.

A large, stylized orange 'V' shape is the central focus, set against a dark grey background. In the lower-left corner, a person's hands are visible typing on a laptop on a wooden desk. The background behind the laptop shows a brick wall and some office equipment. The word 'COMPLIANCE' is written in white, bold, uppercase letters across the middle of the 'V' shape.

COMPLIANCE



Anti-Corruption

In an effort to fight corruption, most countries have laws that prohibit bribery. Violation of these laws may result in fines for Jamf and in personal penalties for individuals.

Bribery occurs when anyone authorizes, offers, solicits, gives, receives or accepts anything of value, or any financial or other advantage, in exchange for favorable treatment by a company, government authority, official, or employee. Bribes can include cash payments, facilitation payments, unreasonable gifts, unreasonable entertainment or hospitality, favors, loans, free use of Jamf services, unexplained or excessive discounts, job offers, any item or service of value, or any other payment made or offered.

Jamf strictly prohibits paying bribes or making any other improper payments in the course of any of its business operations. The laws in some countries are stricter when dealing with government officials, but at Jamf, bribery is always unacceptable.



ii Gifts and Entertainment

Business courtesies, such as gifts, meals, and entertainment, are a well-established practice which can help strengthen existing relationships, cultivate new opportunities, and express appreciation for partners.

Unfortunately, companies run the risk of violating anti-corruption laws if these expenditures cross a line into conduct that could be characterized as bribery. It is never permissible to provide any business courtesy for a corrupt or improper purpose.

When giving or receiving a gift always consider the intention, value, and timing. As documented in Jamf's Anti-Corruption Policy, a gift that is valued at USD \$250 or less is generally acceptable, subject to other concerns regarding context, purpose and frequency. Report all gifts received to the Legal and Compliance Jira Service Desk.

FAQ

“May I accept a business meal from a vendor?”

In most circumstances, modest and infrequent business meals may be accepted. However, always consider the intent and potential appearance of impropriety. Talk with your manager if you are unsure.



Trade and Export

Jamf must comply with all applicable trade restrictions imposed by the U.S. government.

Such restrictions prohibit Jamf from engaging in certain business activities in specified countries and with specified individuals and entities. Penalties for non-compliance can be severe, including fines and imprisonment for responsible individuals, and Jamf may be prohibited from further participation in certain trade.

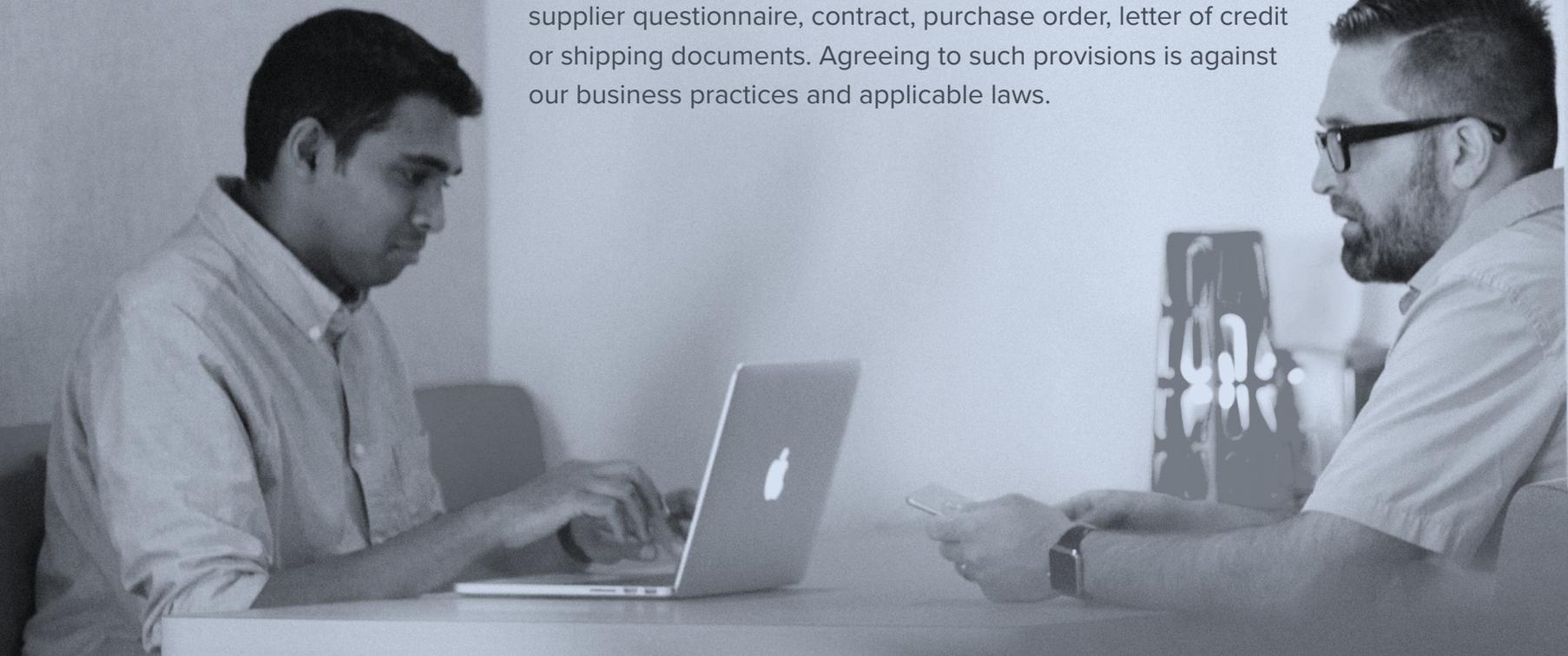
Find out more!

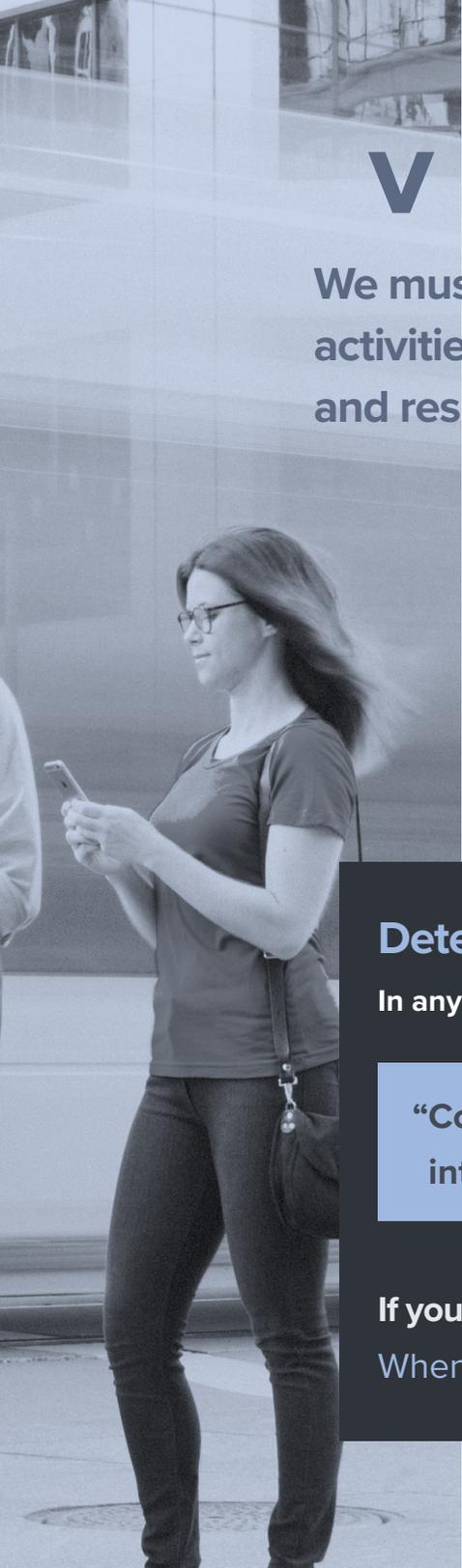
Detailed information on export restrictions that may be in effect at any given time are posted on the Export Compliance Confluence page. If you have any questions or concerns regarding export compliance, please seek clarification from the Legal and Compliance team by submitting a ticket to the Legal and Compliance Jira Service Desk.

iv Anti-Boycott

The United States has laws that forbid U.S. companies, or their foreign affiliates or agents, from participating in non-United Nations sanctioned boycotts of countries friendly to the United States.

In certain countries, companies are encouraged or mandated to require an agreement from customers and suppliers that they do not do business with particular companies, nations or groups of people based on race, religion or national origin. Boycott-related requests can be verbal or included in a request for proposal, supplier questionnaire, contract, purchase order, letter of credit or shipping documents. Agreeing to such provisions is against our business practices and applicable laws.





V Conflicts of Interest

We must all use our best judgment to avoid any activities or associations that conflict with our duties and responsibilities at Jamf.

A conflict of interest arises when your personal activities and relationships interfere, or appear to interfere, with your ability to act in the best interest of Jamf or our customers. For example, a conflict of interest may occur when you or a family member receive a personal benefit as a result of your position with Jamf. Other examples of potential conflict of interest include outside employment, serving on boards, personal investments, gifts, and entertainment. If you discover that a personal activity or association could interfere with your objectivity or your ability to make impartial business decisions, disclose it immediately to your manager, Human Resources, or Legal and Compliance.

Determining Conflicts of Interest

In any potential conflict of interest situation, ask yourself:

“Could my personal interests interfere with those of Jamf?”

“Might it appear that way to others, either inside or outside of Jamf?”

If you answer yes to either question, you should disclose the situation.

When unsure, seek guidance.

vi Financial Records

Everyone at Jamf is responsible for ensuring that we spend money appropriately, we keep complete and accurate financial records, and we comply with internal controls.

This includes records such as time reports, expense reports, sales opportunities, and benefits claim forms. Always record and classify transactions in the proper accounting period and in the appropriate account and department. Do not delay or accelerate the recording of revenue or expenses to meet budgetary or sales goals.

When spending money on Jamf's behalf, make sure that the cost is reasonable, directly related to company business, and supported by appropriate documentation. If you're uncertain about whether you should spend money or submit an expense for reimbursement, check with your manager. Managers are responsible for all money spent and expenses incurred by their direct reports and should carefully review such spend and expenses before approving.



Government Contracting

Jamf and its employees may deal with government officials in the course of our business.

It is important that the responsible employees be thoroughly familiar with and comply with laws and regulations applicable to dealing with government officials. Employees should be aware that business practices which are acceptable in a commercial environment may not be acceptable — and in fact could be illegal — when dealing with government officials. The penalties for failing to follow the laws when dealing with government officials can be severe and include substantial civil and criminal fines, imprisonment, and debarment of Jamf from doing business with the government. Employees should follow Jamf policies and guidelines in their relationships with government officials, and should direct questions about particular situations to Legal and Compliance.

WMI RESPECT

i Anti-Harassment

Harassment in any form is unlawful and will not be tolerated at Jamf. Jamf will take appropriate and immediate action in response to reports of harassment, including cases of suspected harassment.

Jamf does not tolerate harassment by third parties, such as vendors, customers, or partners.

Harassment is any unwelcome conduct that denigrates or shows hostility or aversion toward an individual because of their gender, gender identity or expression, family status, age, disability, race, color, religion, pregnancy, national origin, sexual orientation, or any other characteristic protected by law.

Harassment creates a work environment that a reasonable person would consider intimidating, hostile, or offensive.



It is not considered harassment if interactions between employees are:

- › Mutually respectful, courteous, and non-coercive;
- › Appropriate for the workplace; and
- › Welcomed and accepted by involved parties.

Sexual Harassment

Sexual harassment is a specific form of harassment that encompasses unwelcome sexual advances, unwelcomed physical contact or communications of a sexual nature, or any offensive remarks about a person's sex, gender identity or expression, or sexual orientation.

Sexual harassment occurs when unsolicited and unwelcome sexual advances, requests for sexual favors, or other verbal or physical conduct of a sexual nature:

- › Is made explicitly or implicitly a term or condition of employment;
- › Is used as a basis for employment decisions; and
- › Unreasonably interferes with an employee's work performance, or creates an intimidating, hostile, or offensive environment.

Employees who witness harassment are empowered to speak up in the moment that such conduct is inappropriate and must stop. If you do not feel comfortable interrupting in the moment, please report the incident immediately.



RESPECT AT JAMF

- › Treat others the way you'd like to be treated.

Celebrate our diversity. Listen and be receptive to different points of view.

- › Speak up if you see or suspect discrimination or harassment based on someone's race, color, national origin, age, religion, disability, gender, gender identity or expression, sexual orientation, pregnancy, genetic information, familial status, marital status, military status, or any other characteristics protected by federal, state, and local applicable fair employment practices laws.

“You don't come to Jamf to just work, you come to be together with people and work towards common goals. All of us connecting with one another in an effort to help others.”

— Sam Johnson, Chief Customer Officer

ii Inclusion and Diversity

We can only be our best selves when given the freedom to be ourselves.

At Jamf, we inspire people to let their individuality shine and encourage our Jamfs to be their whole selves both inside and outside of Jamf. Our commitment to create an environment that embraces and celebrates unique perspectives while ensuring equal opportunity and fairness in the workplace is unwavering.

Our Employee Resource Groups provide employees a safe space for empowerment and cultural education. We encourage employees to use their voice to make real, actionable differences to ensure Jamf is a place where everyone feels comfortable and can be successful both in the office and working remotely.

In the spirit of selflessness and relentless self-improvement, we are actively working every day to get better; our commitment on becoming a more inclusive and diverse workplace is never done. We believe differences in opinions and ways of thinking are essential in order to achieve global impact for our customers, our communities and our Jamfs. Our products enable people of all ages, cultures and genders to use technology to educate, care and prosper. We believe in putting the human experience first, supporting and actively promoting inclusion and diversity helps us to better understand that human experience and the different perspectives of every person.

We, as one Jamf, pledge to be leaders and allies of change by taking intentional action for all Jamfs and our communities at large.

“Diversity in our teams or our people equals diversity in our thinking, diversity in our performance, and a workforce that reflects the diversity of the community that we’re actually serving.”

– Melissa Antoine, Senior Manager, Customer Success



iii Anti-Discrimination

Jamf is committed to the principles of equal employment and providing equal employment opportunities. It is our duty to maintain a work environment that is free from discrimination.

Jamf is an equal opportunity employer and does not discriminate with regard to race, color, national origin, age, religion, disability, gender, gender identity or expression, sexual orientation, pregnancy, genetic information, familial status, marital status, military status, or any other characteristics protected by federal, state, and local applicable fair employment practices laws.

We are all responsible for maintaining a work environment free of discrimination and preventing discrimination against others. If you believe you have been subjected to any form of discrimination, or if you witness or are made aware of an incident of discrimination involving another employee, you should report immediately to your manager and/or HR in compliance with the Workplace Issues Escalation Policy.



FAQ

“One of my coworkers is making insulting, age-related remarks to another coworker. Should I say something?”

Yes. If you're comfortable doing so, ask them to stop. If you prefer, share your concerns with your manager immediately. We do not tolerate any forms of discrimination or harassment, whether the action is initiated by—or directed at—an employee, a customer, a supplier or anyone else in our workplace (or at a work related event).



iv Human Rights

Everything we do at Jamf must be done with respect for individuals' internationally recognized human rights, and we must seek to prevent our business activities from impeding those rights or from being complicit in human rights violations.

This includes treating employees fairly and in accordance with applicable laws and regulations regarding employment. Jamf is also committed to complying with modern slavery and human trafficking laws wherever we do business. We expect our business partners to share our commitment to the same high standards.

It's simple, treat others with dignity and respect. Treat others how you want to be treated.



V Safe Workplace

To work effectively, all of us need a healthy and safe work environment. All of us should be safe at our place of work.

Should you observe any unsafe situations at work, notify your manager. Please also take the time to familiarize yourselves with emergency procedures and the safety manuals applicable to your location.

Jamf is committed to a violence-free work environment, and we will not tolerate any level of violence or the threat of violence in the workplace. If you become aware of a violation of this policy, you should report it to Human Resources and/or Workplace Services immediately.



vi Environment

Jamf is committed to conducting its business in a responsible manner and in compliance with all applicable environmental laws and regulations.

We all play a role in this commitment whether it be through energy conservation, efficient resource use, and other measures relevant to our business. Be proactive and always thinking about ways to address the environmental impacts of our operations and daily activities. In addition, we must ensure that Jamf business partners share this commitment to environmental protection.

Jamf employees are encouraged to eliminate or limit the use of toxic materials and single-use plastics, avoid the use of conflict minerals, conserve natural resources, reduce greenhouse gas (GHG) emissions, and implement circular economy practices.

If you become aware of any violation of environmental law you should immediately report the matter to your manager or Legal and Compliance.

vii

Social Media

Social media can be a fun way to share your life and opinions with family, friends, and co-workers around the world.

As Jamfs we value our freedom to express ourselves and our opinions when using personal social media accounts. Jamf has no intention of creating an environment where we feel limited in the ability to express ourselves, however, the use of social media presents certain risks and carries with it certain responsibilities.

Ultimately, you are solely responsible for what you post online. The views and opinions you express are your own. Before creating online content, consider some of the risks and rewards that are involved. Customers, colleagues, managers, suppliers, competitors and others may have access to your posts. Offensive or inappropriate remarks are as out-of-place online as they are offline. Use the same set of standards and boundary system as you do in the physical workplace.

Jamf social media accounts must only be used and created by authorized individuals for the purpose of meeting defined company goals.

“With great power comes great responsibility”

- › Inappropriate or unlawful conduct will not be tolerated.
- › Never reveal non-public company information on social media.
- › When in doubt, do not post.



DISCIPLINARY ACTION

Any employee found to have violated this Code of Conduct, any of Jamf's policies, applicable laws, or ethical standards may be subject to disciplinary action, up to and including, termination of employment. We also hold vendors and business partners accountable to our ethical standards.



REVIEW AND ACKNOWLEDGMENT

All new employees must acknowledge that they have read this Code of Conduct and agree to abide by its provisions.

All employees will be required to make similar acknowledgments on an annual basis. Failure to read the Code or sign the acknowledgment form does not excuse an employee from compliance with the provisions.

IX RESOURCES

Email

Legal and Compliance

Compliance@jamf.com

Human Resources

jamfHR@jamf.com

Related Policies

The Code of Conduct does not address all workplace conduct. Jamf maintains additional policies and guidelines that may provide further guidance on matters in this Code of Conduct or address conduct not covered, including the following policies. **All of these policies are available in Jamfiverse or Confluence.**

- › Anti-Corruption Policy
- › Anti-Retaliation Policy
- › Artificial Intelligence in the Workplace Policy
- › Competitive Intelligence Policy
- › Export Policy
- › Fiscal Authority Policy
- › Gifts & Entertainment Guidelines
- › Handling Difficult Customers and Reporting Harassment by Customers
- › Information Security Policy
- › Jamf Data Protection Policy
- › Jamf Privacy Policy
- › Modern Slavery Statement
- › Partner Code of Conduct
- › Personal Data Breach Notification Policy
- › Progressive Disciplinary Policy
- › Protecting our Data (aka Acceptable Use Policy)
- › Record Retention Policy
- › Recording Policy
- › Social Media Policy
- › Wage Disclosure Notice
- › Whistleblower Policy