

TABLEAU SOFTWARE, INC.

CODE OF BUSINESS CONDUCT AND ETHICS

INTRODUCTION

Tableau Software, Inc. and its subsidiaries (collectively, “*Tableau*”) is committed to maintaining the highest standards of business conduct and ethics. “We Are Honest” is among our company’s core values. Honesty is not simply a Board of Directors issue or a management issue; it is an *everyone* issue. This Code of Business Conduct and Ethics (the “*Code*”) is an outgrowth of our commitment to honesty, and reflects the business practices and principles of behavior that support this commitment. It is the responsibility of every employee, officer and director of Tableau to read, understand and comply with the spirit, as well as the letter, of the Code. The Code addresses conduct that is particularly important to proper dealings with the people and entities with whom we interact, but reflects only a part of our commitment. It is not possible to list every situation in which a conflict of interest or other ethical issue may present itself in connection with an employee’s, officer’s or director’s business dealings. Every employee, officer and director must apply common sense, together with his or her own highest personal ethical standards, even when there is no stated guideline in the Code.

You should not hesitate to ask questions about whether any conduct may violate the Code, voice concerns or clarify gray areas. Please see Section 15 for the compliance resources available to you. In addition, you should be alert to possible violations of the Code by others and report suspected violations, without fear of any form of retaliation, as further described in Section 16.

1. HONEST AND ETHICAL CONDUCT.

It is the policy of Tableau to promote high standards of integrity by conducting our affairs in an honest and ethical manner. The integrity and reputation of Tableau depends on the honesty, fairness and integrity brought to the job by each person associated with us. Unyielding personal integrity is the foundation of corporate integrity and a long-held commitment of Tableau.

2. LEGAL COMPLIANCE.

Obedying the law is the common thread among the specific provisions of this Code. Our success depends upon each employee, officer and director operating within legal guidelines and cooperating with local, national and international authorities. We expect employees, officers and directors to understand the legal and regulatory requirements applicable to their areas of responsibility. While we do not expect you to memorize every detail of these laws, rules and regulations, we want you to be able to determine when to seek advice from others. If you do have a question in the area of legal compliance, it is important that you not hesitate to seek answers from your supervisor or the Compliance Officer. Section 15 below details the compliance resources available to you.

Disregard of the law will not be tolerated. Violation of laws, rules and regulations of any country may subject an individual, as well as Tableau, to civil and/or criminal penalties. You should be aware that conduct and records, including emails, are subject to internal and external audits and to discovery by third parties in the event of an investigation or litigation.

3. INSIDER TRADING.

Employees, officers and directors who have access to confidential information are not permitted to use or share that information for stock trading purposes or for any other purpose except to conduct our

business. All non-public information about Tableau or about companies with which we do business is considered confidential (or “*inside*”) information. To use material inside information in connection with buying or selling securities, including “tipping” others who might make an investment decision on the basis of this information, is not only unethical, it is illegal. Employees, officers and directors must exercise the utmost care when handling material inside information.

4. INTERNATIONAL BUSINESS LAWS.

Our employees, officers and directors are expected to comply with the applicable laws in all countries to which they travel, in which they operate and where we otherwise do business, including laws prohibiting bribery, corruption or the conduct of business with specified individuals, companies or countries. The fact that, in some countries, certain laws are not enforced or that violation of those laws is not subject to public criticism is not an excuse for noncompliance. In addition, we expect employees, officers and directors to comply with U.S. laws, rules and regulations governing the conduct of business by its citizens and corporations outside the U.S.

These U.S. laws, rules and regulations, which extend to all our activities outside the U.S., include:

- The Foreign Corrupt Practices Act, which prohibits directly or indirectly giving anything of value to a government official to obtain or retain business or favorable treatment and requires the maintenance of accurate books of account, with all company transactions being properly recorded;
- U.S. embargoes, which generally prohibit U.S. companies, their subsidiaries and their employees from doing business with, or traveling to, countries subject to sanctions imposed by the U.S. government (currently Cuba, Iran, North Korea, Sudan and Syria), as well as doing business with specific companies and individuals identified on lists published by the U.S. Treasury Department;
- U.S. export controls, which restrict exports from the U.S. and re-exports from other countries of goods, software and technology to many countries, and prohibit transfers of U.S.-origin items to denied persons and entities; and
- Antiboycott regulations, which prohibit U.S. companies from taking any action that has the effect of furthering or supporting a restrictive trade practice or boycott imposed by a foreign country against a country friendly to the U.S. or against any U.S. person.

If you have a question as to whether an activity is restricted or prohibited, seek assistance before taking any action, including giving any verbal assurances that might be regulated by international laws.

5. ANTITRUST.

Antitrust laws are designed to protect the competitive process. These laws are based on the premise that the public interest is best served by vigorous competition and will suffer from illegal agreements or collusion among competitors. Antitrust laws generally prohibit:

- agreements, formal or informal, with competitors that harm competition or customers, including price fixing and allocations of customers, territories or contracts;
- agreements, formal or informal, that establish or fix the price at which a customer may resell a product; and

- the acquisition or maintenance of a monopoly or attempted monopoly through anti-competitive conduct.

Pricing and other competitively sensitive information should not be exchanged with competitors, regardless of how innocent or casual the exchange may be and regardless of the setting, whether business or social.

Antitrust laws impose severe penalties for certain types of violations, including criminal penalties and potential fines and damages of millions of dollars, which may be tripled under certain circumstances. Understanding the requirements of antitrust and unfair competition laws of the various jurisdictions where we do business can be difficult, and you are urged to seek assistance from your supervisor or the Compliance Officer whenever you have a question relating to these laws.

6. CONFLICTS OF INTEREST.

We respect the rights of our employees, officers and directors to manage their personal affairs and investments. However, employees, officers and directors should avoid conflicts of interest that occur when their personal interests may interfere with the performance of their duties or the best interests of Tableau. Whether or not a conflict of interest exists or will exist can be unclear. We expect our employees to be free from influences that conflict with the best interests of Tableau or might deprive Tableau of their undivided loyalty in business dealings. Conflicts of interest are prohibited unless specifically authorized as described below.

Action by members of your immediate family, significant others or other persons who live in your household (referred to in the Code as “*family members*”) also may potentially result in conflicts of interest and other Code violations. Consequently, in complying with the Code, you should consider not only your own conduct, but also that of your immediate family members, significant others and other persons who live in your household.

If you have any questions about a potential conflict or if you become aware of an actual or potential conflict, and you are not an officer or director of Tableau, you should discuss the matter with your supervisor or the Compliance Officer (as further described in Section 15). Supervisors may not authorize conflict of interest matters or make determinations as to whether a problematic conflict of interest exists without first seeking the approval of the Compliance Officer and providing the Compliance Officer with a description of the activity. If the supervisor is involved in the potential or actual conflict, you should discuss the matter directly with the Compliance Officer. Officers and directors may seek authorizations and determinations from the Audit Committee (the “*Audit Committee*”) of our Board of Directors (the “*Board*”).

Although no list can include every possible situation in which a conflict of interest could arise, the following are examples of situations that may, depending on the facts and circumstances, involve problematic conflicts of interests for employees, officers or directors:

- **Employment by (including consulting for) or service on the board of a competitor, customer, partner or other service provider.** Activity that enhances or supports the position of a competitor to the detriment of Tableau is prohibited, including employment by or service on the board of a competitor. Employment by or service on the board of a customer, partner or other service provider is generally discouraged and you must seek authorization in advance if you plan to take such a position.

- **Owning, directly or indirectly, a significant financial interest in any entity that does business, seeks to do business or competes with us.** In addition to the factors described above, persons evaluating ownership in other entities for conflicts of interest will consider the size and nature of the investment; the nature of the relationship between the other entity and Tableau; the person's access to confidential information and the person's ability to influence Tableau decisions. If you would like to acquire a financial interest of that kind, you must seek approval in advance.
- **Soliciting or accepting gifts, favors, loans or preferential treatment from any person or entity that does business or seeks to do business with us.** See Section 10 for further discussion of the issues involved in this type of conflict.
- **Taking personal advantage of corporate opportunities.** See Section 7 for further discussion of the issues involved in this type of conflict.
- **Conducting our business transactions with your family member or a business in which you have a significant financial interest.** Material related-party transactions approved by the Audit Committee and involving any executive officer or director will be publicly disclosed as required by applicable laws and regulations.

Loans to, or guarantees of obligations of, employees, officers or directors or their family members by Tableau could constitute an improper personal benefit to the recipients of these loans or guarantees, depending on the facts and circumstances. Some loans are expressly prohibited by law. All loans and guarantees by Tableau must be approved in advance by the Board or the Audit Committee.

With respect to executive officers and directors of Tableau, notwithstanding anything to the contrary in this Code, the only action or relationship that will be deemed a conflict is one that meets the requirement for disclosure in Tableau's periodic filings with the Securities and Exchange Commission (the "**SEC**") pursuant to Item 404 of Regulation S-K under the Securities Act of 1933, as amended. Such transactions must be approved by the Audit Committee as required by applicable laws and regulations and in accordance any applicable Tableau policies, and provided such approval is obtained in advance and such transactions are publicly disclosed, such approval will not be deemed a waiver of this Code.

7. CORPORATE OPPORTUNITIES.

You may not take personal advantage of opportunities for Tableau that are presented to you or discovered by you as a result of your position with us or through your use of corporate property or information, unless authorized by the Compliance Officer or, if you are an executive officer or director, the Audit Committee as described in Section 6. Even opportunities that are acquired privately by you may be questionable if they are related to our existing or proposed lines of business. Significant participation in an investment or outside business opportunity that is directly related to our lines of business must be pre-approved. You may not use your position with us or corporate property or information for improper personal gain, nor should you compete with us in any way.

8. MAINTENANCE OF CORPORATE BOOKS, RECORDS, DOCUMENTS AND ACCOUNTS; FINANCIAL INTEGRITY; PUBLIC REPORTING.

The integrity of our records and public disclosure depends upon the validity, accuracy and completeness of the information supporting the entries in our books of account. Therefore, our corporate and business records should be completed accurately and honestly. The making of false or misleading entries, whether they relate to financial results or otherwise, is strictly prohibited. Our records serve as a

basis for managing our business and are important in meeting our obligations to our partners, customers, contributors, creditors, employees and others with whom we do business. As a result, it is important that our books, records and accounts accurately and fairly reflect, in reasonable detail, our assets, liabilities, revenues, costs and expenses, as well as all transactions and changes in assets and liabilities. We require that:

- no entry be made in our books and records that intentionally hides or disguises the nature of any transaction or of any of our liabilities or misclassifies any transactions as to accounts or accounting periods;
- transactions be supported by appropriate documentation;
- the terms of commercial transactions be reflected accurately in the documentation for those transactions and all such documentation be reflected accurately in our books and records;
- employees comply with our system of internal controls; and
- no cash or other assets be maintained for any purpose in any unrecorded or “off-the-books” fund.

Our accounting records are also relied upon to produce reports for our management, stockholders and creditors, as well as for governmental agencies. In particular, we rely upon our accounting and other business and corporate records in preparing the periodic and current reports that we file with the SEC. Securities laws require that these reports provide full, fair, accurate, timely and understandable disclosure and fairly present our financial condition and results of operations. Employees who collect, provide or analyze information for or otherwise contribute in any way in preparing or verifying these reports should strive to ensure that our financial disclosure is accurate and transparent and that our reports contain all of the information about Tableau that would be important to enable stockholders and potential investors to assess the soundness and risks of our business and finances and the quality and integrity of our accounting and disclosures. In addition:

- no employee, officer or director may knowingly take or authorize any action that would cause our financial records or financial disclosure to fail to comply with generally accepted accounting principles, the rules and regulations of the SEC or other applicable laws, rules and regulations;
- all employees, officers and directors must cooperate fully with requests from our finance and accounting personnel, as well as our independent public accountants and counsel, respond to their questions with candor and provide them with complete and accurate information to help ensure that our books and records, as well as our reports filed with the SEC, are accurate and complete; and
- no employee, officer or director should knowingly make (or cause or encourage any other person to make) any false or misleading statement in any of our reports filed with the SEC or knowingly omit (or cause or encourage any other person to omit) any information necessary to make the disclosure in any of our reports accurate in all material respects.

9. FAIR DEALING.

We strive to outperform our competition fairly and honestly. Advantages over our competitors

are to be obtained through our innovative product development and business execution, not through unethical or illegal business practices. Acquiring proprietary information from others through improper means, possessing trade secret information that was improperly obtained, or inducing improper disclosure of confidential information from past or present employees of other companies is prohibited, even if motivated by an intention to advance our interests. If information is obtained by mistake that may constitute a trade secret or other confidential information of another business, or if you have any questions about the legality of proposed information gathering, you must consult your supervisor or the Compliance Officer, as further described in Section 15.

You are expected to deal fairly with our partners, customers, contributors, employees and anyone else with whom you have contact in the course of performing your job. It is illegal to engage in deceptive, unfair or unethical practices and to make misrepresentations in connection with sales activities.

10. GIFTS AND ENTERTAINMENT.

Business gifts and entertainment are meant to create goodwill and sound working relationships and not to gain improper advantage with partners or customers or facilitate approvals from government officials. The exchange, as a normal business courtesy, of meals or entertainment (such as tickets to a game or the theater or a round of golf) is a common and acceptable practice as long as it is reasonable in value and not extravagant. Gifts and entertainment should not be offered, provided or accepted by any employee unless consistent with customary business practices and not (a) a cash gift, (b) susceptible of being construed as a bribe or kickback, (c) made or received on a regular or frequent basis or (e) in violation of any laws. This principle applies to our transactions everywhere in the world, even where the practice is widely considered “a way of doing business.” Employees should not accept gifts or entertainment that may reasonably be deemed to affect their judgment or actions in the performance of their duties. Our partners, customers, contributors, consumers and the public at large should know that our employees’ judgment is not for sale.

Under some statutes, such as the U.S. Foreign Corrupt Practices Act (further described in Section 4), giving anything of value to a government official to obtain or retain business or favorable treatment is a criminal act subject to prosecution and conviction. Discuss with your supervisor or the Compliance Officer any proposed entertainment or gifts if you are uncertain about their appropriateness.

11. PROTECTION AND PROPER USE OF COMPANY ASSETS.

All employees are expected to protect our assets and ensure their efficient use. We consider our computing and information resources to be corporate assets having strategic value. It is our policy to protect information assets under our control by implementing security controls to protect the confidentiality, integrity and availability of information and information systems. Tableau employees must use Tableau computing and information assets consistent with Tableau’s business objectives and policy. Theft, carelessness and waste have a direct impact on our success. Our property, such as office supplies, computer equipment and office buildings, are expected to be used only for legitimate business purposes, although incidental personal use may be permitted.

12. CONFIDENTIALITY.

One of our most important assets is our confidential information. We have long held a commitment to corporate transparency, and as an employee of Tableau, you may learn of information about Tableau that is confidential and proprietary. You also may learn of information before that information is released to the general public. Employees, officers and directors who have received or have access to confidential information should take care to keep this information confidential.

Confidential information includes non-public information that might be of use to competitors or harmful to Tableau or its partners, customers or contributors if disclosed, such as business, marketing and service plans, financial information, source codes, ideas and designs for our platform or applications, databases, customer lists, advertising strategies, personnel data, personally identifiable information pertaining to our employees, contributors, business contacts or other individuals (including, for example, names, addresses and telephone numbers), and similar types of information provided to us by our contributors, customers and partners. This information may be protected by patent, trademark, copyright or trade secret laws.

In addition, because we interact with other companies and organizations, there may be times when you learn confidential information about other companies before that information has been made available to the public. You must treat this information in the same manner as you are required to treat our confidential and proprietary information. There may even be times when you must treat as confidential the fact that we have an interest in, or are involved with, another company.

You are expected to keep confidential and proprietary information confidential unless and until that information is released to the public through approved channels (usually through a press release or an SEC filing. Every employee has a duty to refrain from disclosing to any person confidential or proprietary information about us or any other company learned in the course of employment here, until that information is disclosed to the public through approved channels. Unauthorized use or distribution of this information could also be illegal and result in civil liability and/or criminal penalties.

You should also take care not to inadvertently disclose confidential information. Materials that contain confidential information, such as memos, notebooks, computer disks, memory sticks, laptop computers and mobile devices, should be stored securely. Be cautious when discussing sensitive information in public places like elevators, airports, restaurants and even “quasi-public” areas within Tableau. All Tableau emails, voicemails and other communications are presumed confidential and should not be forwarded or otherwise disseminated outside of Tableau, except where required for legitimate business purposes.

In addition to the above responsibilities, if you are handling information protected by any privacy policy published by us, then you must handle that information in accordance with the applicable policy.

13. MEDIA/PUBLIC DISCUSSIONS.

It is our policy to disclose material information concerning Tableau to the public only through specific limited channels to avoid inappropriate publicity and to ensure that all those with an interest in Tableau will have equal access to information. All inquiries or calls from the financial press and financial analysts should be referred to our Chief Financial Officer or Vice President, Corporate Development. We have designated our Chief Executive Officer, Chief Financial Officer and Vice President, Corporate Development as our only official spokespersons for financial matters. We have designated our Marketing and Public Relations teams as our official spokespersons for marketing, technical and other related information. You also may not provide any information to the media about us off the record, for background, confidentially or secretly.

14. WAIVERS.

Any waiver of this Code for executive officers (including, where required by applicable laws, our principal executive officer, principal financial officer, principal accounting officer or controller (or persons performing similar functions)) or directors may be authorized only by the Board or, to the extent permitted by applicable listing standards, a committee of the Board, and will be disclosed to stockholders as required by applicable laws, rules and regulations.

15. COMPLIANCE STANDARDS AND PROCEDURES.

Compliance Resources

To facilitate compliance with this Code, we have implemented a program of Code awareness, training and review. We have established the position of Compliance Officer to oversee this program. The Compliance Officer is a person to whom you can address any questions or concerns. Our Compliance Officer is currently our General Counsel.

Your most immediate resource for any matter related to the Code is your supervisor. He or she may have the information you need or may be able to refer the question to another appropriate source. There may, however, be times when you prefer not to go to your supervisor. In these instances, you should feel free to discuss your concern with the Compliance Officer. A dedicated email address for the Compliance Officer at ComplianceOfficer@tableausoftware.com is available to those who wish to seek guidance on specific situations or report violations of the Code, or to ask questions about the Code. If you are uncomfortable contacting the Compliance Officer because he or she works in your department or is one of your supervisors, please contact the Vice President, Human Resources. If the matter you are reporting relates to an accounting or auditing matter, please refer to Tableau's Policy for Reporting Complaints Regarding Accounting and Auditing Matters for further information on how to report such matters.

Clarifying Questions and Concerns; Reporting Possible Violations

If you encounter a situation or are considering a course of action and its appropriateness is unclear, you should discuss the matter promptly with your supervisor or the Compliance Officer; even the appearance of impropriety can be very damaging and should be avoided.

If you are aware of a suspected or actual violation of Code standards by others, you have a responsibility to report it. You are expected to promptly report the violation that you believe has occurred, including any information you have about the persons involved and the time of the violation. Whether you choose to speak with your supervisor or the Compliance Officer, you should do so without fear of any form of retaliation. We will take prompt disciplinary action against any employee who retaliates against you.

Supervisors must promptly report any complaints or observations of Code violations to the Compliance Officer. If you believe your supervisor has not taken appropriate action, you should contact the Compliance Officer directly. The Compliance Officer will investigate all reported possible Code violations promptly and with the highest degree of confidentiality that is possible under the specific circumstances. Neither you nor your supervisor may conduct any preliminary investigation, unless authorized to do so by the Compliance Officer. Your cooperation in the investigation will be expected. As needed, the Compliance Officer will consult with our Human Resources group and/or the appropriate committee of the Board. It is our policy to employ a fair process by which to determine violations of the Code...

If any investigation indicates that a violation of the Code has probably occurred, we will take such action as we believe to be appropriate under the circumstances. If we determine that an employee is responsible for a Code violation, he or she will be subject to disciplinary action up to, and including, termination of employment and, in appropriate cases, civil action or referral for criminal prosecution. Appropriate action may also be taken to deter any future Code violations.