



CrowdTwist Cloud Service -- Service Descriptions

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Metrics and Definitions

1,000 Active Members: is defined as 1,000 members of a single loyalty program running on the Cloud Service where each enrolled member has a member status of Active. Any enrolled member that is flagged with a Deactivated status will be considered inactive and will not count as an Active Member. If an individual is enrolled separately in more than one loyalty program operated by You on the Cloud Service, the individual is counted separately as a unique Active Member for each loyalty program in which they have enrolled and have not been deactivated.

10,000 Receipt Scans: is defined as 10,000 receipt scans, where each receipt scan is defined as a single image scan processed by the Cloud Service. Any unused purchased receipt scan will not rollover into the next contract term.

Each: is defined as a single service requested. You may request these services multiple times and will pay for each service per request.

Instance: is defined as a single deployment of the application.

Service Descriptions

CrowdTwist Cloud Service – 1,000 Active Members

Users of the CrowdTwist Cloud Service are authorized to access the following modules and features:

- Member Care
- Widgets
- Tiering
- Point Expiration
- Commerce
- Product Catalog
- Fraud Management
- Administrative Users
- Activities
 - Standard
 - Custom
 - Surveys
 - Code Redemption
 - Invite Friends
- Bonus Point Campaigns
 - Purchase Based
 - Activity Based
- Rewards
 - Standard
 - Digital
 - Code
 - Sweepstakes
- Automatic Rewards
- Segmentation
- Reporting and Data Export
- Language Configuration
- Developer API

Professional Services Requirement: You are required to purchase program setup, configuration and program management services along with the CrowdTwist Cloud Service.

Usage Limits: Each instance of the CrowdTwist Cloud Service is subject to usage limits based on:

- A maximum number of Active Members (in increments of 1,000) as set forth in Your order.
- Oracle will provision one (1) program instance for the CrowdTwist Cloud Service.
- Additional program instances may be required to ensure separation between different loyalty program constructs. The criteria for this separation includes, but is not limited to, tiering rules, points economy (e.g. point consumption, redemption and expiration rules), operation of unique brands targeting different loyalty behaviors or outcomes, separately managed country programs

within a brand and/or data residency requirements. You are required to purchase program setup, configuration and program management services for each additional program instance of the CrowdTwist Cloud Service. If required based on the criteria detailed above, additional program instances may be purchased subject to additional fees.

- Oracle will provision one (1) Test Environment (as defined below) for each program instance. Additional Test Environments may be purchased subject to additional fees.
- A maximum of twenty (20) Segments (as defined below) per program instance can be live at a given time.
- A maximum of ten (10) Segment Groups (as defined below) per program instance can be live at a given time.
- Code Redemption Campaigns can have a maximum of 100 million codes per campaign.
- A maximum of 5 million products can be imported to Product Catalog.
- A maximum of 10,000 API requests per minute.

Segment: is defined as a subset of Your Active Members (e.g. all Active Members in New York, Active Members that have spent more than \$100 with Your brand last month, etc.).

Segment Group: is defined as a combination of Segments.

Test Environment: is defined as a single instance that provides functionality similar to a production environment. The Test Environment is designed for non-production use such as development, training and testing activities but may not be used for production operations or stress testing. Certain programs and optional services may not be able to run in the Test Environment.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies* which may be viewed at www.oracle.com/contracts.

Add-ons:

Add-On Options: CrowdTwist Cloud Service is the base SKU for the add-on offerings listed below. These add-on offerings can only be purchased if you have an existing subscription to the CrowdTwist Cloud Service.

CrowdTwist Additional Test Environment – Each

Usage Limits: The CrowdTwist Additional Test Environment is subject to usage limits based on:

- Oracle will provision one (1) Test Environment for the CrowdTwist Cloud Service
- Test environment features will be reflective of those of the associated program instance, within the limitation of the Test Environment as defined below.

Test Environment: is defined as a single instance that provides functionality similar to a production environment. The Test Environment is designed for non-production use such as development, training and testing activities but may not be used for production operations or stress testing. Certain programs and optional services may not be able to run in the Test Environment.

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CrowdTwist Integration for Salesforce – Instance

CrowdTwist Integration for Salesforce provides an integration to Salesforce that allows the Services to interoperate with Your Salesforce application (provided to You by Salesforce under a separate agreement between you and Salesforce). You acknowledge Oracle's ability to provide this Service is reliant on Third Party Services as described in Your Agreement or order.

Usage Limits: CrowdTwist Integration for Salesforce is subject to usage limits based on:

- A maximum number of single service Instances as set forth in Your order.

Additional Terms Applicable to the CrowdTwist Integration for Salesforce ("Salesforce Integration"):

If Your agreement with Salesforce for Your Salesforce application is suspended or terminated, You will continue to owe Oracle the applicable fees for the Salesforce Integration pursuant to the terms of Your order. If Salesforce and Oracle cease to have a relationship and Salesforce no longer supports the Salesforce Integration or Oracle no longer makes the Salesforce Integration available for any reason, Oracle will refund any pre-paid fees for unused services.

If Oracle no longer makes the Salesforce Integration available for any reason, You acknowledge that Salesforce is under no obligation to continue to provide You with the Salesforce Integration, refund You any fees paid under Your order with Oracle or assume the relationship.

You acknowledge that Salesforce has no obligation to retain any of your content or data residing in Your Salesforce application following the expiration or termination of Your order. You are solely responsible for obtaining any of Your content or data residing in Your Salesforce application directly from Salesforce prior to such expiration or termination.

You acknowledge that if Salesforce and Oracle cease to have a relationship or Salesforce no longer supports the Salesforce Integration, Salesforce is under no obligation to continue providing the Salesforce Integration to You.

You acknowledge that Oracle will provide the following information to Salesforce and You grant Oracle permission to do so, notwithstanding anything confidentiality provisions contained in the Agreement or Your order: (1) Your name and address; (2) Your Salesforce marketing cloud identifier (MID); (3) the name of the Salesforce Integration and the quantity sold; (4) whether the Salesforce Integration(s) are auto-renewable; (5) the effective dates of Your order; (6) Your monthly subscription fee for the Salesforce Integration(s); and (7) the date Oracle receives Your order.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies* which may be viewed at www.oracle.com/contracts.

CrowdTwist Receipt Scanning – 10,000 Receipt Scans

CrowdTwist Receipt Scanning allows Active Members to upload receipt images with their qualifying purchases.

Usage Limits: CrowdTwist Receipt Scanning is subject to usage limits based on:

- Maximum number of Receipt Scans (in increments of 10,000) as set forth in Your order.
- You are required to purchase additional Receipt Scans (in increments of 10,000) if at any time You exceed the maximum number of Receipt Scans as set forth in Your order.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies* which may be viewed at www.oracle.com/contracts.

CrowdTwist Website Hosting – Each

Oracle will provide website hosting for one loyalty program microsite subject to Your purchase of an SSL certificate and CNAME to a URL provided by Oracle.

Usage Limits: CrowdTwist Website Hosting is subject to usage limits based on:

- A maximum of 10,000 web page views per minute.
- This offering is limited solely to the website hosting component of the loyalty program microsite. The actual design and development components of the microsite are subject to additional fees pursuant to a separate professional services order.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies* which may be viewed at www.oracle.com/contracts.

CrowdTwist Cloud Service Additional Program Instance – Each

Oracle will provision one (1) Additional Program Instance for the CrowdTwist Cloud Service.

Professional Services Requirement: You are required to purchase program setup, configuration and program management services along with each CrowdTwist Cloud Service Additional Program Instance.

Usage Limits: Each instance of the CrowdTwist Cloud Service is subject to usage limits based on:

- A maximum number of Active Members (in increments of 1,000) aggregated across all your program instances.
- Oracle will provision one (1) Test Environment (as defined below) for each program instance. Additional Test Environments may be purchased subject to additional fees.
- A maximum of twenty (20) Segments per program instance can be live at a given time.
- A maximum of ten (10) Segment Groups per program instance can be live at a given time.
- Code Redemption Campaigns can have a maximum of 100 million codes per campaign.
- A maximum of 5 million products can be imported to Product Catalog.

- A maximum of 10,000 API requests per minute.

Segment: is defined as a subset of Your Active Members (e.g. all Active Members in New York, Active Members that have spent more than \$100 with Your brand last month, etc.).

Segment Group: is defined as a combination of Segments.

Test Environment: is defined as a single instance that provides functionality similar to a production environment. The Test Environment is designed for non-production use such as development, training and testing activities but may not be used for production operations or stress testing. Certain programs and optional services may not be able to run in the Test Environment.

Oracle Cloud Policies:

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CrowdTwist Cloud Services – Legacy Pricing

For any renewal, add-on or expansion of a CrowdTwist Cloud Service offering not listed above, Oracle shall deliver the service pursuant to the service description (e.g. description of services, features, functionality, limitations etc.) as detailed under the order in which You initially purchased the CrowdTwist Cloud Service.