



# Oracle Data Services Digital Audiences Service Descriptions

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# GLOSSARY

## Defined Terms

The defined terms applicable to the Services in this document can be found in the Oracle Data Services Service Descriptions Definitions document (which may be viewed at <https://www.oracle.com/corporate/contracts/> under the “Service Descriptions” part of the “Oracle Data Services Contracts” section).

# ORACLE DATA MARKETPLACE

## BlueKai Marketplace - Instance

This Service allows You to access audiences and Segments compiled using third-party data (and, possibly, Your Content if You provide it to Oracle) to be sent to a Destination or a Platform for marketing purposes. This Service also enables analytics and reporting on audiences or Segments used for marketing purposes. Your Content may include Personal Data.

**Pricing Model:** Instance

**Description of Services:** Users of this Service are authorized to access the following module and features in the Platform:

- Categories for this Service will be fulfilled to Destination or Platform as specified by You.
- Account management resources for managing Categories and Destinations.
- Audience Analytics Reporting.
- Site Analytics Toolkit.
- If You provide Your Content through the Site Analytics Toolkit or have an order with Oracle that sends Your Content to the BlueKai platform (e.g. OnRamp Services, Oracle Marketer Audience Data Management Cloud Service), the following feature will be available:
  - The audience modeling feature uses Your Content (which includes Personal Data) to: (i) identify the Categories of which Your most valuable customers are members; and (ii) build an audience consisting of different individuals or Households that share that same or similar attributes.

**Usage Limit(s):** This Service is subject to the following usage limits:

- Oracle will provision one (1) instance of this Service for Your use. You may add additional users upon request. Segments may be used only to deliver advertisements to Targeted Users in digital Advertising Campaigns. Segments may not be used for non-Targeted advertising purposes such as optimization, analytics, or modeling.
- Segments can only be delivered to pre-integrated Destinations. The list of these partners is available upon request.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- The Site Analytics Toolkit may only be used for analytics and modeling purposes.

**Pre-Requisite(s):** If You wish to use the Site Analytics Toolkit, then You must properly implement a Pixel **Pixel**. In order for Oracle to provide the Services You may be required to implement a Pixel (as defined and required in the Service Descriptions). You must properly implement the Pixel to capture data. Oracle assumes no responsibility regarding the implementation of the Pixel by You. Oracle shall use commercially reasonable efforts to assist You in resolving Pixel implementation issues, but cannot guarantee issues will be resolved. If Pixel(s) are implemented incorrectly, then Oracle's ability to perform the Services may be impacted. Oracle will have no liability if unable to perform the Services.

**Unused Services:** You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under "Oracle Data Services Contracts") are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle Data Marketplace Access - Instance

This Service allows You to access audiences and Segments compiled using third-party data only to be sent to a Destination or a Platform for marketing purposes. Your Content is not used to deliver these Services.

**Pricing Model:** Instance

**Description of Services:** This Service provides a User with access to the BlueKai Marketplace to select Segments and transmit them to a Destination (i.e. activation). Users of this Service are authorized to access the following modules and features in the BlueKai Marketplace platform:

- Categories in the BlueKai Marketplace will be fulfilled to a Destination with an Integration as specified by You.
- Audience Analytics Reporting.

**Usage Limit(s):** This Service is subject to the following usage limits:

- Oracle will provision one (1) instance of this Service for Your use. You may add additional users upon request. Permitted use of Segments is limited to selecting and transmitting the Segments to a Destination. Segments may not be used for any other purpose, including Targeting, optimization, analytics, or modeling.
- Segments can only be delivered to pre-integrated Destinations. A Destinations list is available upon request.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.

**Unused Services:** You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under "Oracle Data Services Contracts") are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## ORACLE DATA CLOUD DIGITAL AUDIENCES

### Oracle Syndicated Targeting – 1000 Impressions

This Service uses third-party data to provide You with pre-built Segments that can be used for Targeting. Oracle does not use Your Content to deliver this Service.

**Pricing Model:** CPM

**Description of Services:** This Service is off-the-shelf, digital Segments pre-defined by Oracle that can be used in any digital Targeting Advertising Campaigns.

Users of this Service will have access to the following features:

- All Segments of this Service will be fulfilled to the Destination determined by You or to You (if You are the Destination) during Your Service Period.
- Segments will be delivered via batch or real time Integration at a frequency mutually agreed upon by You and Oracle (e.g. monthly/quarterly). This Service can be used for delivering advertisements to Targeted Users identified by Cookie IDs, Mobile Advertiser IDs, or Destination registration IDs provided by Oracle.

**Usage Limit(s):** This service is subject to the following usage limits:

- This Service may be used only to deliver advertisements to Targeted Users in digital Advertising Campaigns.
- Segments of this Service may not be used for any other purposes, such as optimization, analytics, modeling, or other non-Targeted advertising purposes.
- Segments of this Service can only be delivered to pre-integrated Destinations. The list of these partners is available upon request.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- Your use of this Service may require You to sign additional paperwork as required by a third party.

**Pre-Requisite(s):** If You request access to the BlueKai Marketplace, then You must place a separate order for the BlueKai Marketplace Service.

- **Reporting Requirements.** Oracle receives audience usage reporting from integrated Destinations (full list available upon request). If You are not using one of the integrated Destinations, then You are required to provide a report within ten (10) calendar days following the end of each calendar month, which contains the information included in the “**Reporting Requirements**” found at the following URL: [http://docs.oracle.com/cloud/latest/daasmarketing\\_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128](http://docs.oracle.com/cloud/latest/daasmarketing_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128). You will email Your audience usage reporting information directly to Your account manager and [odc\\_partner\\_reports\\_us\\_grp@oracle.com](mailto:odc_partner_reports_us_grp@oracle.com). You shall not send any reporting materials or data to any non-Oracle employee or to any third party, except as otherwise instructed by Oracle. Oracle reserves the right to update the Reporting Requirements at any time and will post such updated requirements to the above-referenced URL. Oracle will use commercially reasonable efforts to provide You with ninety (90) days advance notice prior to changing the Reporting Requirements. If You cannot comply with the Reporting Requirements, then Oracle reserves the right to terminate this order or the applicable Services with ten (10) calendar days’ notice. You will be responsible for all fees due for data used up to the date of termination.

**Pricing of Data.** Oracle may change pricing for Oracle Data (except Branded Data) once per calendar quarter by providing notice (email acceptable) to You. Any pricing changes will be effective at the start of the following quarter. Third party data providers that provide Oracle with Branded Data set their own pricing for such Branded Data (which Oracle does not control and is contractually required to pass through to You), and Branded Data prices may change without notice and may be effective immediately.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle Syndicated Targeting – Percent of Gross Advertising Spend

This Service uses third-party data to provide You with pre-built Segments that can be used for Targeting. Oracle does not use Your Content to deliver this Service.

**Pricing Model:** Revenue Share

**Description of Services:** This Service is off-the-shelf, digital Segments pre-defined by Oracle that can be used in any digital Targeting Advertising Campaigns.

Users of this Service will have access to the following features:

- All Segments of this Service will be fulfilled to the Destination determined by You or to You (if You are the Destination) during Your Service Period.
- Segments will be delivered via batch or real time Integration at a frequency mutually agreed upon by You and Oracle (e.g. monthly/quarterly). This Service can be used for delivering advertisements to Targeted Users identified by Cookie IDs, Mobile Advertiser IDs, or Destination registration IDs provided by Oracle.

**Usage Limit(s):** This Service is subject to the following usage limits:

- This Service may be used only to deliver advertisements to Targeted Users in digital Advertising Campaigns.
- Segments of this Service may not be used for any other purposes, such as optimization, analytics, modeling, or other non-Targeted advertising purposes.
- Segments of this Service can only be delivered to pre-integrated Destinations. The list of these partners is available upon request.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- Your use of this Service may require You to sign additional paperwork as required by a third party.

**Pre-Requisite(s):**

- If You request access to the BlueKai Marketplace, then You must place a separate order for the BlueKai Marketplace Service.
- **Reporting Requirements.** Oracle receives audience usage reporting from integrated Destinations (full list available upon request). If You are not using one of the integrated Destinations, then You are required to provide a report within ten (10) calendar days following the end of each calendar month, which contains the information included in the “**Reporting Requirements**” found at the following URL:

[http://docs.oracle.com/cloud/latest/daasmarketing\\_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128](http://docs.oracle.com/cloud/latest/daasmarketing_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128). You will email Your audience usage reporting information directly to Your account manager and [odc\\_partner\\_reports\\_us\\_grp@oracle.com](mailto:odc_partner_reports_us_grp@oracle.com). You shall not send any reporting materials or data to any non-Oracle employee or to any third party, except as otherwise instructed by Oracle. Oracle reserves the right to update the Reporting Requirements at any time and will post such updated requirements to the above-referenced URL. Oracle will use commercially reasonable efforts to provide You with ninety (90) days advance notice prior to changing the Reporting Requirements. If You cannot comply with the Reporting Requirements, then Oracle reserves the right to terminate this order or the applicable Services with ten (10) calendar days' notice. You will be responsible for all fees due for data used up to the date of termination.

**Pricing of Data.** Oracle may change pricing for Oracle Data (except Branded Data) once per calendar quarter by providing notice (email acceptable) to You. Any pricing changes will be effective at the start of the following quarter. Third party data providers that provide Oracle with Branded Data set their own pricing for such Branded Data (which Oracle does not control and is contractually required to pass through to You), and Branded Data prices may change without notice and may be effective immediately.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under "Oracle Data Services Contracts") are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle Custom Targeting – 1000 Impressions

This Service uses first-party and third-party data to provide You with custom Targeting Segments that can be used for Targeting. Oracle may use Your Content to deliver this Service.

**Pricing Model:** CPM

**Description of Services:** This Service offers digital Segments that are defined for the specific use by You, and available to meet an Advertising Campaign objective.

Users of this Service will have access to the following features:

- Segments for this Service can be created for Your digital (or, if applicable, Your Client's) Advertising Campaigns and are comprised of:
  - a boolean operation (i.e., AND, OR, or NOT) of Oracle Data Cloud Syndicated Targeting Segments; or
  - Modeled audiences using Oracle Data, Your first party data, or both for digital Targeting.
- Segments for this Service will be fulfilled to the Destination determined by You or to You (if You are the Destination) during Your Service Period.
- Segments for this Service will be delivered via batch or real time Integration at a frequency mutually agreed upon by You and Oracle (e.g. monthly/quarterly) in Your order.
- Segments for this Service can be used for delivering advertisements to Targeted Users identified by Cookie IDs, Mobile Advertiser IDs, or Destination registration IDs provided by Oracle.

**Usage Limit(s):** This Service is subject to the following usage limits:

- This Service may be used only to deliver advertisements to Targeted Users in digital Advertising Campaigns.
- Segments of this Service may not be used for any other purposes such as optimization, analytics, modeling, or other non-Targeting advertising purposes.
- Segments of this Service can only be delivered to pre-integrated Destinations. The list of these partners is available upon request.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- Your use of this Service may require You to sign additional paperwork as required by a third party.

**Pre-Requirement(s):** If You request access to the BlueKai Marketplace, then You must place a separate order for the BlueKai Marketplace Service.

- **Reporting Requirements.** Oracle receives audience usage reporting from integrated Destinations (full list available upon request). If You are not using one of the integrated Destinations, then You are required to provide a report within ten (10) calendar days following the end of each calendar month, which contains the information included in the "**Reporting Requirements**" found at the following URL:

[http://docs.oracle.com/cloud/latest/daasmarketing\\_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128](http://docs.oracle.com/cloud/latest/daasmarketing_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128). You will email Your audience usage reporting information directly to Your account manager and [odc\\_partner\\_reports\\_us\\_grp@oracle.com](mailto:odc_partner_reports_us_grp@oracle.com). You shall not send any reporting materials or data to any non-Oracle employee or to any third party, except as otherwise instructed by Oracle. Oracle reserves the right to update the Reporting Requirements at any time and will post such updated requirements to the above-referenced URL. Oracle will use commercially reasonable efforts to provide You with ninety (90) days advance notice prior to changing the Reporting Requirements. If You cannot comply with the Reporting Requirements, then Oracle reserves the right to terminate this order or the applicable Services with ten (10) calendar days' notice. You will be responsible for all fees due for data used up to the date of termination.

**Pricing of Data.** Oracle may change pricing for Oracle Data (except Branded Data) once per calendar quarter by providing notice (email acceptable) to You. Any pricing changes will be effective at the start of the following quarter. Third party data providers that provide Oracle with Branded Data set their own pricing for such Branded Data (which Oracle does not control and is contractually required to pass through to You), and Branded Data prices may change without notice and may be effective immediately.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under "Oracle Data Services Contracts") are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle Custom Targeting – Percent of Gross Advertising Spend

This Service uses first-party and third-party data to provide You with custom Targeting Segments that can be used for Targeting. Oracle may use Your Content to deliver this Service.

**Pricing Model:** Revenue Share

**Description of Services:** This Service offers digital Segments that are defined for the specific use by You, and available to meet an Advertising Campaign objective.

Users of this Service will have access to the following features:

- Segments for this Service that can be created for Your digital (or, if applicable, Your Client's) Advertising Campaigns are comprised of:
  - a boolean operation (i.e., AND, OR, or NOT) of Oracle Data Cloud Syndicated Targeting Segments; or
  - Modeled audiences using Oracle Data, Your first party data, or both for digital Targeting.
- Segments for this Service will be fulfilled to the Destination determined by You or to You (if You are the Destination) during Your Service Period.
- Segments for this Service will be delivered via batch or real time Integration at a frequency mutually agreed upon by You and Oracle (e.g. monthly/quarterly) in Your order.
- Segments for this Service can be used for delivering advertisements to Targeted Users identified by Cookie IDs, Mobile Advertiser IDs, or Destination registration IDs provided by Oracle.

**Usage Limit(s):** This Service is subject to the following usage limits:

- This Service may be used only to deliver advertisements to Targeted Users in digital Advertising Campaigns.
- Segments of this Service may not be used for any other purposes such as optimization, analytics, modeling, or other non-Targeting advertising purposes.
- Segments of this Service can only be delivered to pre-integrated Destinations. The list of these partners is available upon request.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- Your use of this Service may require You to sign additional paperwork as required by a third party.

**Pre-Requisite(s):**

- If You request access to the BlueKai Marketplace, then You must place a separate order for the BlueKai Marketplace Service.
- **Reporting Requirements.** Oracle receives audience usage reporting from integrated Destinations (full list available upon request). If You are not using one of the integrated Destinations, then You are required to provide a report within ten (10) calendar days following the end of each calendar month, which contains the information



included in the “**Reporting Requirements**” found at the following URL: [http://docs.oracle.com/cloud/latest/daasmarketing\\_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128](http://docs.oracle.com/cloud/latest/daasmarketing_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128). You will email Your audience usage reporting information directly to Your account manager and [odc\\_partner\\_reports\\_us\\_grp@oracle.com](mailto:odc_partner_reports_us_grp@oracle.com). You shall not send any reporting materials or data to any non-Oracle employee or to any third party, except as otherwise instructed by Oracle. Oracle reserves the right to update the Reporting Requirements at any time and will post such updated requirements to the above-referenced URL. Oracle will use commercially reasonable efforts to provide You with ninety (90) days advance notice prior to changing the Reporting Requirements. If You cannot comply with the Reporting Requirements, then Oracle reserves the right to terminate this order or the applicable Services with ten (10) calendar days’ notice. You will be responsible for all fees due for data used up to the date of termination.

**Pricing of Data.** Oracle may change pricing for Oracle Data (except Branded Data) once per calendar quarter by providing notice (email acceptable) to You. Any pricing changes will be effective at the start of the following quarter. Third party data providers that provide Oracle with Branded Data set their own pricing for such Branded Data (which Oracle does not control and is contractually required to pass through to You), and Branded Data prices may change without notice and may be effective immediately.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle OnRamp (Digital Audiences) – 1000 Impressions

This Service uses Your customer file (e.g. CRM file), which may contain Personal Data, and match those individual profiles to an Oracle ID which may be used for online digital advertising.

**Pricing Model:** CPM

**Description of Services:** This Service ingests offline advertiser data or Oracle IDs that correlate to such advertiser data (“OnRamp Input File”) and match such data using Oracle Data to create an OnRamp digital audience. OnRamp digital audiences can be sent to Oracle-approved Destinations for the purpose of digital marketing Advertising Campaigns. OnRamp can be used by an advertiser or data compiler directly, or by an agency acting on the data compiler’s or advertiser’s behalf.

This Service allows clients to bring their offline transaction data online to show marketing ads to their in-store purchasers, or in the case of data providers, to monetize their offline data in an online environment.

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

- You will send Oracle an OnRamp Input File through one of these mechanisms:
  - Oracle BlueKai Marketplace
  - Secure File Transfer Protocol
- Your OnRamp Input File may include data such as first name, last name, address, city, postal, state, email, or customer IDs. In some cases, Your OnRamp Input File may include Oracle IDs.
- Oracle will convert Your OnRamp Input File into an OnRamp digital audience consisting of Oracle IDs, Cookie IDs, Destination registration IDs, and Mobile Advertiser IDs, as applicable, and transmit the audience to the Destination(s) agreed to by You and Oracle.
- You will have access to Oracle OnRamp match metrics on the OnRamp Input File such as percentage of the OnRamp Input File records that matched to an Oracle ID.
- You may obtain a refreshed OnRamp digital audience once per month by transmitting an updated OnRamp Input File to Oracle for matching new Oracle IDs, Cookie IDs, Destination registration IDs, or Mobile Advertiser IDs (as applicable). The refreshed OnRamp digital audience will be fulfilled to the same Destination(s) as the initial OnRamp digital audience. Additional refreshes require Oracle approval.
- This Service includes access to the BlueKai Marketplace as described below in this document.

**Usage Limit(s):** This Service is subject to the following usage limits:

- You must adhere to approved OnRamp file configurations, file upload limitations, and Oracle OnRamp Input File specifications as defined by Oracle.
- You shall not submit OnRamp Input Files with less than 1,000 records.

- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- You may activate audiences to only eligible Destinations as indicated in Your order. A list of eligible Destinations is available upon request.
- Your use of this Service may require You to sign additional paperwork as required by a third party.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S

**Prerequisite(s):** For use of the audience modeling feature in the BlueKai Marketplace, You must provide to Oracle the OnRamp Input File.

- **Reporting Requirements.** Oracle receives audience usage reporting from integrated Destinations (full list available upon request). If You are not using one of the integrated Destinations, then You are required to provide a report within ten (10) calendar days following the end of each calendar month, which contains the information included in the “**Reporting Requirements**” found at the following URL: [http://docs.oracle.com/cloud/latest/daasmarketing\\_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128](http://docs.oracle.com/cloud/latest/daasmarketing_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128). You will email Your audience usage reporting information directly to Your account manager and [odc\\_partner\\_reports\\_us\\_grp@oracle.com](mailto:odc_partner_reports_us_grp@oracle.com). You shall not send any reporting materials or data to any non-Oracle employee or to any third party, except as otherwise instructed by Oracle. Oracle reserves the right to update the Reporting Requirements at any time and will post such updated requirements to the above-referenced URL. Oracle will use commercially reasonable efforts to provide You with ninety (90) days advance notice prior to changing the Reporting Requirements. If You cannot comply with the Reporting Requirements, then Oracle reserves the right to terminate this order or the applicable Services with ten (10) calendar days’ notice. You will be responsible for all fees due for data used up to the date of termination.

**Pricing of Data.** Oracle may change pricing for Oracle Data (except Branded Data) once per calendar quarter by providing notice (email acceptable) to You. Any pricing changes will be effective at the start of the following quarter. Third party data providers that provide Oracle with Branded Data set their own pricing for such Branded Data (which Oracle does not control and is contractually required to pass through to You), and Branded Data prices may change without notice and may be effective immediately.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle OnRamp (Digital Audiences) – 1000 Matched Records

This Service uses Your customer file (e.g. CRM file), which may contain Personal Data, and match those individual profiles to an Oracle ID which may be used for online digital advertising.

**Pricing Model:** CPM

**Description of Services:** This Service ingests offline advertiser data or Oracle IDs that correlate to such advertiser data (“OnRamp Input File”) and match such data using Oracle Data to create an OnRamp digital audience. OnRamp digital audiences can be sent to Oracle-approved Destinations for the purpose of digital marketing Advertising Campaigns. OnRamp can be used by an advertiser or data compiler directly, or by an agency acting on the data compiler’s or advertiser’s behalf.

This Service allows clients to bring their offline transaction data online to show marketing ads to their in-store purchasers, or in the case of data providers, to monetize their offline data in an online environment.

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

- You will send Oracle an OnRamp Input File through one of these mechanisms:
  - Oracle BlueKai Marketplace
  - Secure File Transfer Protocol
- Your OnRamp Input File may include data such as first name, last name, address, city, postal, state, email, or customer IDs. In some cases, Your OnRamp Input File may include Oracle IDs.
- Oracle will convert Your OnRamp Input File into an OnRamp digital audience consisting of Oracle IDs, Cookie IDs, Destination registration IDs, and Mobile Advertiser IDs, as applicable, and transmit the audience to the Destination(s) agreed to by You and Oracle.

- You will have access to Oracle OnRamp match metrics on the OnRamp Input File such as percentage of the OnRamp Input File records that matched to an Oracle ID.
- You may obtain a refreshed OnRamp digital audience once per month by transmitting an updated OnRamp Input File to Oracle for matching new Oracle IDs, Cookie IDs, Destination registration IDs, or Mobile Advertiser IDs (as applicable). The refreshed OnRamp digital audience will be fulfilled to the same Destination(s) as the initial OnRamp digital audience. Additional refreshes require Oracle approval.
- This Service includes access to the BlueKai Marketplace as described below in this document.

**Usage Limit(s):** This Service is subject to the following usage limits:

- You must adhere to approved OnRamp file configurations, file upload limitations, and Oracle OnRamp Input File specifications as defined by Oracle.
- You shall not submit OnRamp Input Files with less than 1,000 records.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- You may activate audiences to only eligible Destinations as indicated in Your order. A list of eligible Destination is available upon request.
- Your use of this Service may require You to sign additional paperwork as required by a third party.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S

**Prerequisite(s):** For use of the audience modeling feature in the BlueKai Marketplace, You must provide to Oracle the OnRamp Input File.

- **Reporting Requirements.** Oracle receives audience usage reporting from integrated Destinations (full list available upon request). If You are not using one of the integrated Destinations, then You are required to provide a report within ten (10) calendar days following the end of each calendar month, which contains the information included in the “Reporting Requirements” found at the following URL: [http://docs.oracle.com/cloud/latest/daasmarketing\\_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128](http://docs.oracle.com/cloud/latest/daasmarketing_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128). You will email Your audience usage reporting information directly to Your account manager and [odc\\_partner\\_reports\\_us\\_grp@oracle.com](mailto:odc_partner_reports_us_grp@oracle.com). You shall not send any reporting materials or data to any non-Oracle employee or to any third party, except as otherwise instructed by Oracle. Oracle reserves the right to update the Reporting Requirements at any time and will post such updated requirements to the above-referenced URL. Oracle will use commercially reasonable efforts to provide You with ninety (90) days advance notice prior to changing the Reporting Requirements. If You cannot comply with the Reporting Requirements, then Oracle reserves the right to terminate this order or the applicable Services with ten (10) calendar days’ notice. You will be responsible for all fees due for data used up to the date of termination.

**Pricing of Data.** Oracle may change pricing for Oracle Data (except Branded Data) once per calendar quarter by providing notice (email acceptable) to You. Any pricing changes will be effective at the start of the following quarter. Third party data providers that provide Oracle with Branded Data set their own pricing for such Branded Data (which Oracle does not control and is contractually required to pass through to You), and Branded Data prices may change without notice and may be effective immediately.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle OnRamp (Digital Audiences) – Percent of Gross Advertising Spend

This Service uses Your customer file (e.g. CRM file), which may contain Personal Data, and match those individual profiles to an Oracle ID which may be used for online digital advertising.

**Pricing Model:** Revenue Share

**Description of Services:** This Service is capable of ingesting offline advertiser data or Oracle IDs that correlate to such advertiser data (“OnRamp Input File”) and matching such data using Oracle Data to create an OnRamp digital audience. OnRamp digital audiences can be sent to Oracle-approved Destinations for the purpose of digital marketing Advertising Campaigns. OnRamp can be used by an advertiser or data compiler directly, or by an agency acting on the data compiler’s or advertiser’s behalf.

This Service allows clients to bring their offline transaction data online to show marketing ads to their in-store purchasers, or in the case of data providers, to monetize their offline data in an online environment.

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

- You will send Oracle an OnRamp Input File through one of these mechanisms:
  - Oracle BlueKai Marketplace
  - Secure File Transfer Protocol
- Your OnRamp Input File may include data such as first name, last name, address, city, postal, state, email, or customer IDs. In some cases, Your OnRamp Input File may include Oracle IDs.
- Oracle will convert Your OnRamp Input File into an OnRamp digital audience consisting of Oracle IDs, Cookie IDs, Destination registration IDs, and Mobile Advertiser IDs, as applicable, and transmit the audience to the Destination(s) agreed to by You and Oracle.
- You will have access to Oracle OnRamp match metrics on the OnRamp Input File such as percentage of the OnRamp Input File records that matched to an Oracle ID.
- You may obtain a refreshed OnRamp digital audience once per month by transmitting an updated OnRamp Input File to Oracle for matching new Oracle IDs, Cookie IDs, Destination registration IDs, or Mobile Advertiser IDs (as applicable). The refreshed OnRamp digital audience will be fulfilled to the same Destination(s) as the initial OnRamp digital audience. Additional refreshes require Oracle approval.
- This Service includes access to the BlueKai Marketplace as described below in this document.

**Usage Limit(s):** This Service is subject to the following usage limits:

- You must adhere to approved OnRamp file configurations, file upload limitations, and Oracle OnRamp Input File specifications as defined by Oracle.
- You shall not submit OnRamp Input Files with less than 1,000 records.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- You may activate audiences to only eligible Destinations as indicated in Your order. A list of eligible Destination is available upon request.
- Your use of this Service may require You to sign additional paperwork as required by a third party.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S

**Pre-Requisite(s):**

- For use of the audience modeling feature in the BlueKai Marketplace, You must provide to Oracle the OnRamp Input File.
- **Reporting Requirements.** Oracle receives audience usage reporting from integrated Destinations (full list available upon request). If You are not using one of the integrated Destinations, then You are required to provide a report within ten (10) calendar days following the end of each calendar month, which contains the information included in the “**Reporting Requirements**” found at the following URL: [http://docs.oracle.com/cloud/latest/daasmarketing\\_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128](http://docs.oracle.com/cloud/latest/daasmarketing_gs/DSMKT/GUID-27130081-941F-4100-8F16-8C8D9257F61B.htm#DSMKT4128). You will email Your audience usage reporting information directly to Your account manager and [odc\\_partner\\_reports\\_us\\_grp@oracle.com](mailto:odc_partner_reports_us_grp@oracle.com). You shall not send any reporting materials or data to any non-Oracle employee or to any third party, except as otherwise instructed by Oracle. Oracle reserves the right to update the Reporting Requirements at any time and will post such updated requirements to the above-referenced URL. Oracle will use commercially reasonable efforts to provide You with ninety (90) days advance notice prior to changing the Reporting Requirements. If You cannot comply with the Reporting Requirements, then Oracle reserves the right to terminate this order or the applicable Services with ten (10) calendar days’ notice. You will be responsible for all fees due for data used up to the date of termination.

**Pricing of Data.** Oracle may change pricing for Oracle Data (except Branded Data) once per calendar quarter by providing notice (email acceptable) to You. Any pricing changes will be effective at the start of the following quarter. Third party data providers that provide Oracle with Branded Data set their own pricing for such Branded Data (which Oracle does not control and is contractually required to pass through to You), and Branded Data prices may change without notice and may be effective immediately.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## ORACLE DATA CLOUD ONRAMP – FIXED FEE

### Oracle OnRamp – Matched Records

This Service uses Your customer file (e.g. CRM file), which may contain Personal Data, and match those individual profiles to an Oracle ID which may be used for online digital advertising.

**Pricing Model:** Fixed Fee

**Description of Services:** This Service ingests offline advertiser data or Oracle IDs that correlate to such advertiser data (“OnRamp Input File”) and match such data using Oracle Data to create an OnRamp digital audience. OnRamp digital audiences can be sent to Oracle-approved Destinations for the purpose of digital marketing Advertising Campaigns. OnRamp can be used by an advertiser or data compiler directly, or by an agency acting on the data compiler’s or advertiser’s behalf.

This Service allows clients to bring their offline transaction data online to show marketing ads to their in-store purchasers, or in the case of data providers, to monetize their offline data in an online environment.

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

- You will send Oracle an OnRamp Input File through one of these mechanisms:
  - Oracle BlueKai Marketplace
  - Secure File Transfer Protocol
- Your OnRamp Input File may include data such as first name, last name, address, city, postal, state, email, or customer IDs. In some cases, Your OnRamp Input File may include Oracle IDs.
- Oracle will convert Your OnRamp Input File into an OnRamp digital audience consisting of Oracle IDs, Cookie IDs, Destination registration IDs, and Mobile Advertiser IDs, as applicable, and transmit the audience to the Destination(s) agreed to by You and Oracle.
- You will have access to Oracle OnRamp match metrics on the OnRamp Input File such as percentage of the OnRamp Input File records that matched to an Oracle ID.
- You may obtain a refreshed OnRamp digital audience once per month by transmitting an updated OnRamp Input File to Oracle for matching new Oracle IDs, Cookie IDs, Destination registration IDs, or Mobile Advertiser IDs (as applicable). The refreshed OnRamp digital audience will be fulfilled to the same Destination(s) as the initial OnRamp digital audience. Additional refreshes require Oracle approval.
- Oracle Data Cloud OnRamp includes access to the BlueKai Marketplace as described below in this document.

**Usage Limit(s):** This Service is subject to the following usage limits:

- You must adhere to approved OnRamp file configurations, file upload limitations, and Oracle OnRamp Input File specifications as defined by Oracle.
- You shall not submit OnRamp Input Files with less than 1,000 records.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S

**Prerequisite(s):** For use of the audience modeling feature in the BlueKai Marketplace, You must provide to Oracle the OnRamp Input File.

**Unused Services:** You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle’s uncured material breach, then this Unused Services section will not apply.

**Overages:** This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## ORACLE DATA CLOUD ONRAMP ADD-ONS

### Oracle OnRamp Exposure File - Each

This Service allows You to evaluate Exposure Data from an Advertising Campaign to determine which Users were Targeted during the Advertising Campaign. This Service contains Your customer ID and an indicator for the customer IDs that were Targeted.

**Pricing Model:** Fixed Fee

**Description of Services:** Users of this Service are authorized to access the following:

- You have the ability to request this Service for Your Oracle Data Cloud OnRamp (Digital Audience) in Your Order.
- A Pixel will be provided by Oracle, which You will implement, in order to pass back Online Activity to Oracle.
- You will be provided this Service within 30 days from Your (or, if applicable, Your Client's) Advertising Campaign end date, with Your Customer IDs that were exposed to Your (or, if applicable, Your Client's) Advertising Campaign.
- Oracle will pass to You Oracle Data containing the following attributes: Impression metrics tied to a user identification number which includes an offline customer identification number provided by You, and a timestamp or Y/N flag to identify who was exposed to an Impression online ("**Exposure Data File**").

**Usage Limit(s):** This Service is subject to the following usage limits:

- Available only for display Integrations that support the implementation of an Oracle supplied Pixel.
- This Service does not support ingestion of media partner log files with Exposure Data.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S
- You may only use the Exposure Data File to analyze and measure the effectiveness of Your online Advertising Campaigns on an aggregate basis. You may not link the Exposure Data File with any Personal Data or for any purpose beyond the scope identified in this document and Your order..

**Pre-Requisite(s):** This Service is subject to the following prerequisites:

- You must have purchased an Oracle Data Cloud OnRamp Service.
- Oracle Pixel must have been implemented correctly as per Your order in order for Oracle to be able to gather the Exposure Data.
  - **Pixel.** In order for Oracle to provide the Services You may be required to implement a Pixel (as defined and required in the Service Descriptions). You must properly implement the Pixel to capture data. Oracle assumes no responsibility regarding the implementation of the Pixel by You. Oracle shall use commercially reasonable efforts to assist You in resolving Pixel implementation issues, but cannot guarantee issues will be resolved. If Pixel(s) are implemented incorrectly, then Oracle's ability to perform the Services may be impacted. Oracle will have no liability if unable to perform the Services.
- Exposure Data is limited to Your OnRamp customer IDs. Oracle does not have information on IDs that were exposed to Your Advertising Campaign advertisement but not present in Your OnRamp input file.

**Unused Services:** You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay the total net fees (as identified in the table at the top of the order) during the Services Period. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under "Oracle Data Services Contracts") are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## CONCIERGE AUDIENCE MODELING

### Concierge Audience Modeling – 1000 Impressions

This Service uses Your Content (which includes Personal Data) to build an audience consisting of different individuals or Households that share the same or similar attributes.

**Pricing Model:** Usage Based (i.e., 1000 Impressions-based pricing)

**Description of Services:** This Service uses Your Content to determine associated attributes of the individuals or Households contained within Your Content. Based on Your feedback from the results of the determined attributes, Oracle will create new Segments containing different individuals or Households not present in Your Content. This Segment may be activated to the pre-integrated Destination of Your choice.

**Usage Limit(s):** This Service is subject to the following usage limits:

- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is not available for Destinations that are Execution Platform Providers or Facebook.

**Pre-Requisite(s):** This Service is subject to the following prerequisites:

- Provide Oracle with access to or transmit Your Content (e.g., CRM file, data transmitted through an Oracle-provided Pixel).
  - **Pixel.** In order for Oracle to provide the Services You may be required to implement a Pixel (as defined and required in the Service Descriptions). You must properly implement the Pixel to capture data. Oracle assumes no responsibility regarding the implementation of the Pixel by You. Oracle shall use commercially reasonable efforts to assist You in resolving Pixel implementation issues, but cannot guarantee issues will be resolved. If Pixel(s) are implemented incorrectly, then Oracle's ability to perform the Services may be impacted. Oracle will have no liability if unable to perform the Services.
- Your Content must contain at least 1,000 records prior to Oracle's commencement of this Service.
- Provide timely feedback to Oracle regarding Your preferred attributes to be used by Oracle to create the new Segments.
- You must enter into a separate agreement with the Destination in order to use the modeled output on such Destination.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under "Oracle Data Services Contracts") are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## AUDIENCE SUBSCRIPTION SERVICES

### Oracle Audience Subscription: Essentials - Destination

This Service grants Users access to a defined set of Oracle pre-built Segments, which use third-party data, for Targeting on select activation platforms on a fixed fee basis. Oracle does not use Your Content to deliver this Service.

**Pricing Model:** Fixed Fee

**Description of Services:** This Service provides Users with access to select "Oracle Demographic Audience" Segments (list available upon request) and one (1) Oracle Syndicated Audience Pack of Segments (list available upon request) with the ability to transmit those Segments to one (1) Destination.

- Segments used for delivering advertisements to Targeted Users are based on Cookie IDs, Mobile Advertiser IDs, or Destination registration IDs provided by Oracle.

**Delivery:** Segments will be fulfilled to the Destination identified in Your order.

**Usage Limit(s):**

- This Service may only be used to deliver advertisements to Targeted Users in digital Advertising Campaigns.
- Segments may not be used for any other purposes, such as optimization, analytics, modeling, or other non-Targeted advertising purposes
- Segments may only be delivered to pre-integrated Destinations. The list of these partners is available upon request.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

**Oracle Audience Subscription: Branded - Destination**

This Service grants Users access to a defined set of pre-built Branded Data Segments or limited number of custom Branded Data Segments, which use third-party data, for Targeting on select activation platforms on a fixed fee basis. Oracle does not use Your Content to deliver the Oracle Audience Subscription Services.

**Pricing Model:** Fixed Fee

**Description of Services:** This Service provides Users with access to either: (a) a defined set of Branded Data Segments; or (b) up to fifty (50) custom Branded Data Segments; from one (1) Branded Provider with the ability to transmit those Segments to one (1) Destination.

- Segments used for delivering advertisements to Targeted Users are based on Cookie IDs, Mobile Advertiser IDs, or Destination registration IDs provided by Oracle.
- Custom Segments are comprised of:
  - A Boolean operation (i.e. AND, OR, or NOT) of eligible Oracle Syndicated Targeting Segments (list available upon request); or
  - Modeled audiences using Branded Data

**Delivery:** Segments will be fulfilled to the Destination identified in Your order.

**Usage Limit(s):**

- This Service may only be used to deliver advertisements to Targeted Users in digital Advertising Campaigns.
- Segments may not be used for any other purposes, such as optimization, analytics, modeling, or other non-Targeted advertising purposes
- Segments may only be delivered to pre-integrated Destinations. The list of these partners is available upon request.
- This Service is dependent on the continuing supply of Branded Data from third-party data providers, and if access to such Branded Data becomes unavailable, as determined by Oracle in its sole discretion, then Oracle may stop providing the applicable Branded Data without any liability to You, including terminating this Service at such time. You are responsible for all payments prior to when Oracle ceased making the applicable Branded Data available to You.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

**Oracle Audience Subscription: Plus - Destination**

This Service is an add-on service that grants Users access to one (1) additional Audience Pack of Oracle pre-built Segments for Targeting on select activation platforms on a fixed fee basis. Oracle does not use Your Content to deliver this Service.

**Pricing Model:** Fixed Fee



**Description of Services:** This Service is an add-on service that provides Users with access to one (1) Oracle Syndicated Audience Pack of Segments (list available upon request) for Targeting with the ability to transmit the Segments contained in the pack to same single Destination as the underlying pre-requisite Service.

- Segments used for delivering advertisements to Targeted Users are based on Cookie IDs, Mobile Advertiser IDs, or Destination registration IDs provided by Oracle.

**Delivery:** Segments will be fulfilled to the same single Destination as the underlying pre-requisite Service.

**Usage Limit(s):**

- This Service may only be used to deliver advertisements to Targeted Users in digital Advertising Campaigns.
- Segments may not be used for any other purposes, such as optimization, analytics, modeling, or other non-Targeted advertising purposes
- Segments may only be delivered to pre-integrated Destinations. The list of these partners is available upon request.
- All usage limits, pre-requisites and policies of the underlying pre-requisite service apply to this add-on.

**Pre-requisites:**

- Oracle Audience Subscription: Essentials - Destination

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle Audience Subscription: Custom – Destination

This Service is an add-on service that grants Users access to a limited number of custom Segments, created from pre-built Oracle Segments, which use third-party data, or Your Content (which includes Personal Data) for Targeting on select activation platforms on a fixed fee basis.

**Pricing Model:** Fixed fee

**Description of Services:** This Service is an add-on service that provides Users with access to up to fifty (50) custom Segments created from pre-built Oracle Segments and delivered to the same single Destination as the underlying pre-requisite Service.

- Segments used for delivering advertisements to Targeted Users are based on Cookie IDs, Mobile Advertiser IDs, or Destination registration IDs provided by Oracle.
- Custom Segments are comprised of:
  - A Boolean operation (i.e. AND, OR, or NOT) of eligible Oracle Syndicated Targeting Segments (list available upon request); or
  - Modeled audiences using Oracle Data, Your first party data, or both for digital Targeting.

**Delivery:** Segments will be fulfilled to the same single Destination as the underlying pre-requisite Service.

**Usage Limit(s):**

- This Service may only be used to deliver advertisements to Targeted Users in digital Advertising Campaigns.
- Segments may not be used for any other purposes, such as optimization, analytics, modeling, or other non-Targeted advertising purposes
- Segments may only be delivered to pre-integrated Destinations. The list of these partners is available upon request.
- All usage limits, pre-requisites and policies of the underlying pre-requisite service apply to this add-on.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services pillar documentation (which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts) under “Oracle Cloud Services”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## RETIRED SERVICES

## Oracle BlueKai Marketplace Analytics Subscription: All Categories

Oracle BlueKai Marketplace Analytics Subscription: All Categories Services allows You to access and use all eligible Categories (i.e. groupings of pre-built Segments based on shared attributes compiled using third-party data) available in the BlueKai Marketplace solely for non-Targeting advertising activities such as optimization, analytics, or modeling. Your Content is not used to deliver these Services.

### Pricing Model:

Destination (i.e., Unit Net Price per Integration pricing)

Usage Based (i.e., 1000 Impressions-based pricing)

**Description of Services:** Users of the Oracle BlueKai Marketplace Analytics Subscription: All Categories offering are authorized to access the following module and features in the Platform:

- Delivery of all Categories of Curated Data to You each calendar month during Your Services Period.
- Content Optimization Destination feature for Curated Data. You can confirm eligible content optimization Services at [partner.bluekai.com](https://partner.bluekai.com) or by contacting Oracle at [daas-subscriptionmgmt\\_ww@oracle.com](mailto:daas-subscriptionmgmt_ww@oracle.com) (or such other address identified by Oracle).

**Usage Limit(s):** The Oracle BlueKai Marketplace Analytics Subscription: All Categories is subject to the following usage limits:

- Per each quantity of Service purchased: each calendar month, Oracle will send Categories of Curated Data to one (1) Integration for analytics purposes. The Service will be delivered to the specified Integration at a frequency mutually agreed upon by You and Oracle (e.g. hourly/daily/weekly), both as specified in Your order.
- You cannot use Oracle BlueKai Marketplace Analytics Subscription: All Categories to deliver advertisements to Targeted Users or anyone else. Categories may only be used for non-Targeted advertising purposes such as optimization, analytics, or modeling.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- Prior to Your use of this Service, You may be required to sign additional terms with Oracle that addresses the use of Curated Data of individuals located in different legal jurisdictions and associated privacy requirements.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Documentation (which may be viewed at [www.oracle.com/contracts/](https://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle Data Cloud Cookie Based OnRamp

The Oracle Data Cloud Cookie Based OnRamp Services use Your customer file (e.g. CRM file), which may contain Personal Data, and match those individual profiles to an Oracle ID which may be used for online digital advertising.

### Price Model:

**Options for Fixed Fee (i.e., pricing based on the maximum amount of Matched Records:** <1MM, up to 3MM, 5MM, 10MM, 15MM, 25MM, 50MM, 100MM, 200MM, or >200MM

**Description of Services:** Oracle Data Cloud OnRamp is a capability to ingest offline advertiser data or Oracle IDs that correlate to such advertiser data (“OnRamp Input File”) and match such data using Oracle Data to create an OnRamp digital audience. OnRamp digital audiences can be sent to approved fulfillment partners for the purpose of digital marketing Advertising Campaigns. OnRamp can be used by an advertiser or data compiler directly, or by an agency acting on the data compiler’s or advertiser’s behalf.

Oracle Data Cloud OnRamp allows clients to bring their offline transaction data online to show marketing ads to their in-store purchasers, or in the case of data providers, to monetize their offline data in an online environment.

Users of Oracle Data Cloud Cookie Based OnRamp are authorized to access the following modules and features:

- You will send Oracle an OnRamp Input File through one of these mechanisms:
  - Oracle BlueKai Marketplace
  - Secure File Transfer Protocol

- Your OnRamp Input File may include data such as first name, last name, address, city, postal, state, email, or customer IDs. In some cases, Your OnRamp Input File may include Oracle IDs.
- Oracle will convert Your OnRamp Input File into an OnRamp digital audience consisting of Oracle IDs, Cookie IDs, or Partner IDs, as applicable, and transmit the audience to the Destination(s) or Platform(s) agreed to by You and Oracle.
- You will have access to Oracle OnRamp match metrics on the OnRamp Input File such as percentage of the OnRamp Input File records that matched to an Oracle ID.
- You may obtain a refreshed OnRamp digital audience once per month by transmitting an updated OnRamp Input File to Oracle for matching new Oracle IDs, Cookie IDs, or Partner IDs (as applicable). The refreshed OnRamp digital audience will be fulfilled to the same Destination(s) or Platform(s) as the initial OnRamp digital audience. Additional refreshes require Oracle approval.
- You will have access to the BlueKai Marketplace as described below in this document.

**Usage Limit(s):** Oracle Data Cloud Cookie Based OnRamp is subject to the following usage limits:

- You must adhere to approved OnRamp file configurations, file upload limitations, and Oracle OnRamp Input File specifications as defined by Oracle.
- You shall not fulfill OnRamp Input Files to digital audiences with less than 1,000 records.
- Oracle OnRamp CPM fulfillment of digital audiences is limited to pre-integrated Oracle OnRamp CPM Platforms and Destinations. The list of these partners is available upon request.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.

**Pre-Requisite(s):** For use of the audience modeling feature in the BlueKai Marketplace, You must provide to Oracle the OnRamp Input File.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Documentation (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle Data Cloud Mobile IDs Based OnRamp

The Oracle Data Cloud Mobile IDs Based OnRamp Services use Your customer file (e.g. CRM file), which may contain Personal Data, and match those individual profiles to an Oracle ID which may be used for online digital advertising.

### Price Model:

**Options for Fixed Fee (i.e., pricing based on the maximum amount of Matched Records:** records <1MM, up to 3MM, 5MM, 10MM, 15MM, 25MM, 50MM, 100MM, 200MM, or >200MM

**Description of Services:** Oracle Data Cloud OnRamp is a capability to ingest offline advertiser data or Oracle IDs that correlate to such advertiser data (“OnRamp Input File”) and match such data using Oracle Data to create an OnRamp digital audience. OnRamp digital audiences can be sent to approved fulfillment partners for the purpose of digital marketing Advertising Campaigns. OnRamp can be used by an advertiser or data compiler directly, or by an agency acting on the data compiler’s or advertiser’s behalf.

Oracle Data Cloud OnRamp allows clients to bring their offline transaction data online to show marketing ads to their in-store purchasers, or in the case of data providers, to monetize their offline data in an online environment.

Users of Oracle Data Cloud Mobile IDs Based OnRamp are authorized to access the following modules and features:

- You will send Oracle an OnRamp Input File through one of these mechanisms:
  - Oracle BlueKai Marketplace
  - Secure File Transfer Protocol
- Your OnRamp Input File may include data such as first name, last name, address, city, postal, state, email, or customer IDs. In some cases, Your OnRamp Input File may include Oracle IDs.
- Oracle will convert Your OnRamp Input File into an OnRamp digital audience consisting of Oracle IDs, Mobile Advertiser IDs, or Partner IDs, as applicable, and transmit the audience to the Destination(s) or Platform(s) agreed to by You and Oracle.
- You will have access to Oracle OnRamp match metrics on the OnRamp Input File such as percentage of the OnRamp Input File records that matched to an Oracle ID.

- You may obtain a refreshed OnRamp digital audience once per month by transmitting an updated OnRamp Input File to Oracle for matching new Oracle IDs, Mobile Advertiser IDs, or Partner IDs (as applicable). The refreshed OnRamp digital audience will be fulfilled to the same Destination(s) or Platform(s) as the initial OnRamp digital audience. Additional refreshes require Oracle approval.

**Usage Limit(s):** Oracle Data Cloud Mobile IDs Based OnRamp is subject to the following usage limits:

- You must adhere to approved OnRamp file configurations, file upload limitations, and Oracle OnRamp Input File specifications as defined by Oracle.
- You shall not fulfill OnRamp Input Files to digital audiences with less than 1,000 records.
- Oracle OnRamp CPM fulfillment of digital audiences is limited to pre-integrated Oracle OnRamp CPM Platforms and Destinations. The list of these partners is available upon request.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Documentation (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle Data Cloud Registration Based OnRamp (ordered prior to August 1, 2017)

The Oracle Data Cloud Registration Based OnRamp services use Your customer file (e.g. CRM file), which may contain Personal Data, and match those individual profiles to an Oracle ID which may be used for online digital advertising.

### Price Model:

**Options for Fixed Fee (i.e., pricing based on the maximum amount of Matched Records:** <1MM, up to 3MM, 5MM, 10MM, 15MM, 25MM, 50MM, 100MM, 200MM, or >200MM

**Description of Services:** Oracle Data Cloud OnRamp is a capability to ingest offline advertiser data or Oracle IDs that correlate to such advertiser data (“OnRamp Input File”) and match such data using Oracle Data to create an OnRamp digital audience. OnRamp digital audiences can be sent to approved fulfillment partners for the purpose of digital marketing Advertising Campaigns. OnRamp can be used by an advertiser or data compiler directly, or by an agency acting on the data compiler’s or advertiser’s behalf.

Oracle Data Cloud OnRamp allows clients to bring their offline transaction data online to show marketing ads to their in-store purchasers, or in the case of data providers, to monetize their offline data in an online environment.

Users of Oracle Data Cloud Registration Based OnRamp are authorized to access the following modules and features:

- You will send Oracle an OnRamp Input File through one of these mechanisms:
  - Oracle BlueKai Marketplace
  - Secure File Transfer Protocol
- Your OnRamp Input File may include data such as first name, last name, address, city, postal, state, email, or customer IDs. In some cases, Your OnRamp Input File may include Oracle IDs.
- Oracle will convert Your OnRamp Input File into an OnRamp digital audience consisting of Oracle IDs, email addresses, Partner IDs, or other identifiers, as applicable, and transmit the audience to the Destination(s) or Platform(s) agreed to by You and Oracle.
- You will have access to Oracle OnRamp match metrics on the OnRamp Input File such as percentage of the OnRamp Input File records that matched to an Oracle ID.
- You may obtain a refreshed OnRamp digital audience once per month by transmitting an updated OnRamp Input File to Oracle for matching new Oracle IDs, email addresses, or Partner IDs (as applicable). The refreshed OnRamp digital audience will be fulfilled to the same Destination(s) or Platform(s) as the initial OnRamp digital audience. Additional refreshes require Oracle approval.

**Usage Limit(s):** Oracle Data Cloud Registration Based OnRamp is subject to the following usage limits:

- You must adhere to approved OnRamp file configurations, file upload limitations, and Oracle OnRamp Input File specifications as defined by Oracle.
- You shall not fulfill OnRamp Input Files to digital audiences with less than 1,000 records.
- Oracle OnRamp CPM fulfillment of digital audiences is limited to pre-integrated Oracle OnRamp CPM Platforms and Destinations. The list of these partners is available upon request.

- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.

**Auto-Renewal:** Unless otherwise stated in Your Ordering Document, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Documentation (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## Oracle Data Cloud Registration Based OnRamp (ordered on or after August 1, 2017)

The Oracle Data Cloud Registration Based OnRamp services use Your customer file (e.g. CRM file), which may contain Personal Data, and match those individual profiles to an Oracle ID which may be used for online digital advertising.

### Price Model:

**Options for Fixed Fee (i.e., pricing based on the maximum amount of Matched Records:** <1MM, up to 3MM, 5MM, 10MM, 15MM, 25MM, 50MM, 100MM, 200MM, or >200MM

**Description of Services:** Oracle Data Cloud OnRamp is a capability to ingest offline advertiser data or Oracle IDs that correlate to such advertiser data (“OnRamp Input File”) and match such data using Oracle Data to create an OnRamp digital audience. OnRamp digital audiences can be sent to approved fulfillment partners for the purpose of digital marketing Advertising Campaigns. OnRamp can be used by an advertiser or data compiler directly, or by an agency acting on the data compiler’s or advertiser’s behalf.

Oracle Data Cloud OnRamp allows clients to bring their offline transaction data online to show marketing ads to their in-store purchasers, or in the case of data providers, to monetize their offline data in an online environment.

Users of Oracle Data Cloud Registration Based OnRamp are authorized to access the following modules and features:

- You will send Oracle an OnRamp Input File through one of these mechanisms:
  - Oracle BlueKai Marketplace
  - Secure File Transfer Protocol
- Your OnRamp Input File may include data such as first name, last name, address, city, postal, state, email, or customer IDs. In some cases, Your OnRamp Input File may include Oracle IDs.
- Oracle will convert Your OnRamp Input File into an OnRamp digital audience consisting of Oracle IDs, email addresses, Partner IDs, or other identifiers, as applicable, and transmit the audience to the Destination(s) or Platform(s) agreed to by You and Oracle.
- You will have access to Oracle OnRamp match metrics on the OnRamp Input File such as percentage of the OnRamp Input File records that matched to an Oracle ID.
- You may obtain a refreshed OnRamp digital audience once per month by transmitting an updated OnRamp Input File to Oracle for matching new Oracle IDs, email addresses, or Partner IDs (as applicable). The refreshed OnRamp digital audience will be fulfilled to the same Destination(s) or Platform(s) as the initial OnRamp digital audience. Additional refreshes require Oracle approval.

**Usage Limit(s):** Oracle Data Cloud Registration Based OnRamp is subject to the following usage limits:

- You must adhere to approved OnRamp file configurations, file upload limitations, and Oracle OnRamp Input File specifications as defined by Oracle.
- You shall not fulfill OnRamp Input Files to digital audiences with less than 1,000 records.
- Oracle OnRamp CPM fulfillment of digital audiences is limited to pre-integrated Oracle OnRamp CPM Platforms and Destinations. The list of these partners is available upon request.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- Transmission of the digital audience is limited to one (1) Destination or Platform for each individual quantity of the ordered Service

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Documentation (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

## INTEGRATION SERVICES

### Oracle BlueKai Pixel Integration

Oracle BlueKai Pixel Integration Services deliver (via a Pixel) Categories (i.e. a grouping of Segments based on shared attributes compiled using first and third-party data) to an Integrated Destination (i.e. a server directly connected to Your BlueKai hosted cloud profile). If the Destination is not Integrated, Oracle will assist in setting up the Pixel Integration. Your Content (which may include Personal Data) may be used to deliver these Services.

#### Description of Services:

The Oracle BlueKai Pixel Integration Service delivers Categories of Oracle Data to a Pixel Integration, either through an existing Integration via the BlueKai Marketplace or to a new Destination that requires Oracle to establish a Pixel Integration for You.

**Usage Limits:** The Oracle BlueKai Pixel Integration Service is subject to the following usage limits:

- Per each quantity of Service purchased: each calendar month, Oracle will set up one (1) Pixel to deliver Oracle Data to one (1) Destination. You will be charged a monthly fee as described in Your order for each Pixel Integration.
- With each Pixel Integration instance, Oracle will send Categories of Oracle Data You purchase to one (1) Destination via the BlueKai Marketplace or BlueKai Marketplace Subscription.
- You can confirm eligible Pixel Integration types supported by contacting Oracle at [daas-subscriptionmgmt\\_ww@oracle.com](mailto:daas-subscriptionmgmt_ww@oracle.com).

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

### Oracle BlueKai Server Data Transfer Integration

Oracle BlueKai Server Data Transfer Services deliver (via a direct data transfer integration) Categories (i.e. a grouping of Segments based on shared attributes compiled using first and third-party data) to an Integrated Destination (i.e. a server directly connected to Your BlueKai hosted cloud profile). If the Destination does not have an Integration, Oracle will assist in setting up the Server Data Transfer Integration. Your Content (which may include Personal Data) may be used to deliver these Services.

#### Description of Services:

Users of the Oracle BlueKai Server Data Transfer Integration are authorized to access the following module and features in the Platform:

- BlueKai Server Data Transfer Integration
  - Delivery of Category(s) of Oracle Data to a Destination through an existing Integration via the BlueKai Marketplace or to a new Destination requiring Oracle to establish a Server Data Transfer Integration for You.

**Usage Limits:** The Oracle BlueKai Server Data Transfer Integration Service is subject to the following usage limits:

- Per each quantity of Service purchased: each calendar month, Oracle will set up one (1) server to server Integration to deliver Oracle Data. You will be charged a monthly fee as outlined in Your order for each Integration.
- With each Server Data Transfer Integration instance, Oracle will send Categories of Oracle Data You purchase via the BlueKai Marketplace or BlueKai Marketplace Subscription to one (1) Destination.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.

**Auto-Renewal:** Unless otherwise stated in Your order, this Service is subject to auto renewal.

**Oracle Cloud Policies:** If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Cloud Services Pillar Document (which may be viewed at [www.oracle.com/contracts/](http://www.oracle.com/contracts/) under “Oracle Data Services Contracts”) are applicable to Your Content.

**Privacy Policy:** The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.