



# Oracle Marketing Cloud Service - Service Descriptions



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## GLOSSARY

### METRICS

**\$B in Assets Under Management:** \$B in Assets Under Management: is defined as one Billion in US Dollars (1,000,000,000 Base Unit) of the total value of assets You manage, and administer for Yourself and that You manage and administer on behalf of Your customers, as disclosed in Your company's annual report and/or regulatory filings.

**Brand:** A pharmaceutical drug, biologic brand, medical device name, medical supply product or category name as defined in the [FDA database](http://www.accessdata.fda.gov/scripts/cder/drugsatfda/index.cfm) (<http://www.accessdata.fda.gov/scripts/cder/drugsatfda/index.cfm>) or equivalent government medical product regulatory database in countries outside the U.S.A. or as defined in your website product section.

**Contact:** is defined as a single record in the contact table of the Oracle Eloqua Cloud Service database, consisting of the identity of a lead, prospect, customer or person to whom you are directing marketing activities. The Contact band stated in the ordering document defines the maximum number of Contacts that can be in the contact table of the Oracle Eloqua Cloud Service database at any one time. Contacts may sometimes be referred to as “buyers under management”.

**Hosted Named User:** is defined as an individual authorized by You to access the hosted service, regardless of whether the individual is actively accessing the hosted service at any given time.

**Test:** is defined as a single test performed by You within the Test Environment of the capabilities of the Oracle Eloqua Cloud Services.

**Test Environment:** is defined as a single test environment provided to You as part of the Cloud Services. A test environment is used for testing and validating changes prior to promotion to the production environment, as well as for recreating events and duplicating issues occurring in the production environment for the purposes of trouble shooting and facilitating incident resolution.

**Activation Vendor:** is defined as a third party vendor to which Oracle passes data campaigns for media execution within the vendor's platform.

**Audience Analytics:** is defined as a series of reports that enables You to gain insight across all of Your audiences.

**Category:** is defined as the smallest targetable unit of data available within the Oracle Data Cloud Marketplace. Categories may include Oracle unbranded and branded data and third party and first party data.

**Channel:** is defined as a set of integrations in a particular vertical that encompass data endpoints for activation in attribution, display, email, mobile, search, site optimization, social or standalone video.

**Domain:** is defined as a unique name that identifies a single website. A domain can be a parent site (e.g., for display: [www.example.com](http://www.example.com); and for mobile: [www.example.mobi](http://www.example.mobi)), a subdomain site (e.g., [west.example.com](http://west.example.com)); a country specific domain (e.g., for Canada: [www.example.ca](http://www.example.ca)); and each of these examples would be considered one domain.

**File Format:** is defined as the pattern and convention by which a computer program stores information in a file.

**Instance:** is defined as a single deployment of an Oracle Cloud Service ordered by You.

**Look-alike Modeling:** is defined as Using 1<sup>st</sup>, 2<sup>nd</sup>, and/or 3<sup>rd</sup> party data, to train a multivariate model to find a prospecting audience that is similar to Your customers and converters.

**Marketing Channel:** is defined as a set of integrations which allow You to send data end points for activation to vendors within media targeting (which includes display, mobile, and video), search, social, site optimization, attribution, and email networks.

**Match, Matching or Matched:** is defined as a process that enables You to port Your off-line data into an Oracle Marketing Cloud Service in order to achieve greater reach and scale when targeting anonymous user audiences.

**Model:** is defined as a single model request submitted to the Look-alike model activation vendor.

**Profiles Stored:** Total unique profile records stored within CX Unity. Customers will be able to import their customer data from multiple sources (e.g. CRM, Marketing Automation, Support/Service, eCommerce, etc.). CX Unity provides capabilities for profile unification and generation of a set of Master Customer Profiles (based on applying a set of configurable deduplication and promotion rules). Profiles Stored is the count of unique Master Customer Profiles within CX Unity. While there are many ways in which CX Unity delivers value (export of intelligent master customer profiles; export of hyper-targeted segments to be used within Marketing Automation or AdTech (either through native integration or data exports); real-time API calls from CRM, eCommerce, Support/Service, etc. systems.), pricing is based on number of unique profiles stored within CX Unity.

CX Unity also enables the Master Profiles to be enriched through 3<sup>rd</sup> party data sources. The mechanism for accomplishing this is to export the Master Profiles to the 3<sup>rd</sup> party system(s) for enrichment purposes, and import the enriched profiles back into CX Unity.

**Profiles Used:** This is a consumption-based metric, wherein pricing is based on value derived by customer from usage of CX Unity. There are many ways in which CX Unity delivers value: export of intelligent master customer profiles; export of hyper-targeted segments to be used within Marketing Automation or AdTech (either through native integration or data exports); real-time API calls from CRM, eCommerce, Support/Service, etc. systems.

This will be non-unique count, thus every export of a profile out of CX Unity counts towards the volume. CX Unity also enables the Master Profiles to be enriched through 3<sup>rd</sup> party data sources. The mechanism for accomplishing this is to export the Master Profiles to the 3<sup>rd</sup> party system(s) for enrichment purposes, and import the enriched profiles back into CX Unity.

A **Server Call** is generated each time data is sent to Oracle servers to process. Typically, all pages on a digital property are tagged and that tag will gather information from the browser and fire a server call, sending all data for the page on a single Server Call. However, many clients have other page interactions tagged, which can generate additional Server Calls from within a single page. Examples that will generate additional server calls include: link tracking, file downloads, hover events, partial form fills, and video completion %, among others.

**Tag Management:** is defined as an Oracle Marketing Cloud Service feature which You use to manage tags.

**Taxonomy:** is defined as the way in which data is classified within the Your Oracle Cloud Service.

**1,000 Impressions:** is defined as 1,000 Impressions per Month, where one Impression means as a single measure of the number of times an ad is displayed. Whether or not an ad is clicked on is not relevant for counting number of Impressions. Each time an ad displays it is counted as one Impression.

**1,000 Page Views:** is defined as 1,000 Page Views per Month, where one Page View means one visit by a unique internet user to a particular page on a website.

**1,000 Interactions:** is defined as 1,000 units of an Interaction, where an Interaction is the number of times a decision is made on which content to serve within an active optimization campaign. For example, an Interaction is counted when a page is served that contains campaign content, or when a mobile application containing active optimization campaigns performs a content fetch.

**1,000 Messages:** 1,000 Messages, collected from data providers and categorized by the Oracle Social Cloud system during the contract term. Unused or partially used messages expire at the end of the annual Service Period and do not rollover, and are not otherwise applied, to a new annual term. The annual quantity purchased is the quantity that is identified on the order form. The price identified is the per unit price.

**1,000 Recommendations:** is defined as 1,000 Recommendations where one recommendation represents a single decision by the recommendation engine to determine what widget content is served to a visitor.

**1,000 Sessions:** is defined as 1,000 online sessions to a website or mobile app. A session is counted each time a user visits a site or mobile app. We associate all of the events collected within a single session that can be attributed to the same user or device, and count each session once. We identify uniqueness using 1<sup>st</sup>-party cookie, followed by fall-back sessionization based on IP-address and user agent, in the event

that cookies are not accepted. Sessions are timed out after 30 minutes of inactivity, 2 hours or 5000 events, whichever comes first. Units of service are sold per 1000 sessions and can be used at any time during the term of the subscription. Any unused sessions will not rollover to the next contract term.

**Unsampled Reports:** is defined as reports that return results on the entire population of users, providing more granular report results on users for smaller data sets

**OHash ID** means a non-personally identifiable unique identifier derived from a piece of personal information (such as an email address or telephone number) using Oracle's proprietary OHash or other hashing techniques.

**OHash Linkage Data** means a mapping between two or more non-personally identifiable unique identifiers, consisting of at least one OHash ID and at least one Unique User ID.

**Participants** means You and other third parties participating in the Oracle Match Multiplier program.

**Unique User** means a user of a website or mobile application or a recipient of an email.

**Unique User ID** means a non-personally identifiable identifier (usually captured in alpha-numeric symbols) assigned to a Unique User.

**Production Environment:** is defined as the combination of systems that is used by Oracle to perform Oracle Cloud Services, and configured for

- the Oracle Social Cloud Service programs operating on it, and
- for specific uses as part of the Oracle Cloud Services.

## ELOQUA SERVICE DESCRIPTIONS

### Oracle Eloqua Marketing Basic Cloud Service (formerly known as Eloqua Marketer)

Applicable Part #'s B74155, 40100000 Oracle Marketing Basic Cloud Service, 40100000 Eloqua Marketer Users of Oracle Eloqua Marketing Basic Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- Secure one customer provided SSL Certificate
- Oracle Cloud Support
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Business Intelligence Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Marketing Users (10 Hosted Named Users)
- Oracle Eloqua Integration API Cloud Service
- Oracle Eloqua Engage Cloud Service (5 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (5 Hosted Named Users)
- Oracle Eloqua Standard Branding and Configuration Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing Basic Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per production instance:

	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 1,000,000	Up to 2,000,000	Up to 50,000*	Up to 100,000	Up to 1,000	Up to 20,000

\*Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Marketing Standard Cloud Service (formerly known as Eloqua Team)

Applicable Part #'s B74156, 40300000 Oracle Marketing Standard Cloud Service, 40300000 Eloqua Team

Users of Oracle Eloqua Marketing Standard Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- Secure one customer provided SSL Certificate
- Oracle Eloqua Standard Branding and Configuration Cloud Service
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Marketing Approvals Cloud Service
- Oracle Eloqua Engage Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Guided Campaigns Cloud Service (5 Hosted Named Users)

**Usage Limits:** The Oracle Eloqua Marketing Standard Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production	Up to 5,000,000	Up to 10,000,000	Up to 250,000**	Up to 500,000	Up to 5,000	Up to 100,000

Environment						
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\*Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Marketing Enterprise Cloud Service (formerly known as Eloqua Enterprise)

Applicable Part #'s B74157, 40400000 Oracle Marketing Enterprise Cloud Service, B86668, B86669, Oracle Cloud Priority Service, 40400000 Eloqua Enterprise

Users of Oracle Eloqua Marketing Enterprise Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- Secure one customer provided SSL Certificate
- Oracle Eloqua Enterprise Branding and Configuration Cloud Service, High Volume
- Oracle Eloqua Event Management Cloud Service (*configured as needed for the customer*)
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Eloqua Business Intelligence Cloud Service (1000 Hosted Named Users) per environment – not to be pooled across environments
- Oracle Eloqua Marketing Users (1000 Hosted Named Users) per environment – not to be pooled across environments)
- Oracle Eloqua Standard Additional Test Environment Cloud Service
- Oracle Cloud Support
- Oracle Cloud Priority Service for Oracle Marketing Cloud Service
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Marketing Approvals Cloud Service
- Oracle Eloqua Engage Cloud Service (20 Hosted Named Users) per environment not to be pooled across environments
- Oracle Eloqua Customer Profiler Cloud Service (20 Hosted Named Users) per environment – not to be pooled across environments
- Oracle Eloqua Standard Branding and Configuration Cloud Service
- Oracle Eloqua Guided Campaigns Cloud Service (10 Hosted Named Users)

**Usage Limits:** The Oracle Eloqua Marketing Enterprise Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision up to 20 production environments for this Oracle Cloud Service where each production environment has access to all the modules and features listed as part of the Oracle Eloqua Marketing Enterprise Cloud Service (not including Oracle Cloud Priority Service). Additional production environments may be purchased subject to additional fees. See table below for usage limits allocated per licensed metric:

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Unlimited*	Unlimited**	Up to 1,250,000*	Unlimited**	25,000	Up to 500,000

\*Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

\*\*Subject to current platform limitations.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Enterprise Additional 5 Environments Cloud Service

Applicable Part # B76093

Users of Oracle Eloqua Enterprise Additional 5 Environments Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite per environment
- Oracle Eloqua Enterprise Branding and Configuration Cloud Service, High Volume
- Oracle Eloqua Event Management Cloud Service (*configured as needed for the customer*)
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Eloqua Business Intelligence Cloud Service (1000 Hosted Named Users) per environment – not to be pooled across environments
- Oracle Eloqua Marketing Users (1000 Hosted Named Users) per environment – not to be pooled across environments



- Oracle Eloqua Standard Additional Test Environment Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Marketing Approvals Cloud Service
- Oracle Eloqua Engage Cloud Service (20 Hosted Named Users) per environment -- not to be pooled across environments
- Oracle Eloqua Customer Profiler Cloud Service (20 Hosted Named Users) per environment – not to be pooled across environments

**Usage Limits:** The Oracle Eloqua Marketing Enterprise Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision up to 5 production environments for this Oracle Cloud Service where each production environment has access to all the modules and features listed as part of the Oracle Eloqua Enterprise Additional 5 Environments Cloud Service. Additional production environments may be purchased subject to additional fees. See table below for usage limits allocated per licensed metric:

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Unlimited*	Unlimited**	Up to 1,250,000*	Unlimited**	25,000	Up to 500,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

\*\*Subject to current platform limitations.

### 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](http://www.oracle.com/contracts).

### Oracle Eloqua Guided Campaigns Cloud Service—Hosted Named User

Applicable Part# B95256

This is an add on to a base Oracle Eloqua Marketing Cloud Service.

Users of Oracle Eloqua Guided Campaigns Cloud Service are authorized to access the following modules and features:

Eloqua Fusion Marketing Application

- Audience Segmentation
- Content Recommendations
- Campaign Management
- Campaign Analytics

### **Usage Limits:**

The Oracle Eloqua Guided Campaigns Cloud Service is subject to usage limits based on:

- The maximum number of Hosted Named Users as defined in your order
- Individual Hosted Named Users of Eloqua Guided Campaigns Cloud Service must be provisioned on one Oracle Eloqua Marketing Cloud Service environment.
- Oracle Eloqua Guided Campaigns Cloud Service is subject to the usage limits of the Oracle Eloqua Marketing Cloud Service environment it is provisioned for.

### **Oracle Cloud Policies:**

Oracle Cloud Policies: Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Marketing Automation Eloqua SMS Full-Serve Cloud Service Maintenance Fee – Maintenance Unit**

Applicable Part #B94180

Users of Oracle Marketing Automation Eloqua SMS Full-Serve Cloud Service Maintenance Fee are authorized to access the following modules subject to the terms set forth herein:

- Oracle Marketing Automation Eloqua SMS Dedicated Random Shortcode Cloud Service
- Oracle Marketing Automation Eloqua SMS Dedicated Vanity Shortcode Cloud Service
- Oracle Marketing Automation Eloqua SMS Dedicated Random Longcode Cloud Service
- Facilitate the setup of the applicable code with supported wireless carriers

Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

**Dedicated Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body for dedicated use by a single Customer to use for its campaigns only.

**Dedicated Vanity Shortcode:** is defined as a string of custom-selected numbers assigned by the short code administration body for dedicated use by a single Customer to use for its campaigns only. (additional cost compared to a dedicated random shortcode)

**Dedicated Random Longcode:** is defined as a string of randomly-selected numbers assigned by the long code administration body for dedicated use by a single Customer to use for its campaigns only.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode or Longcode and sent by a mobile device to trigger a marketing campaign.

### **Service Usage**

Your usage will be measured based on the maintenance units attributed to each country and code type for the wireless carriers that you have enabled to support your Oracle Marketing Automation Eloqua SMS Full-Serve Cloud Service with a given year. The actual number of Maintenance Units attributed to a country and code type combination are detailed in the table included in the appendix of this Service Description booklet. This Maintenance Unit table reflects 3rd party services and may be updated during Your Services Period to reflect changes in prices by the aggregators.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Eloqua SMS Full-Serve Cloud Service -- 1,000 Interactions**

Applicable Part #B94179

Users of Oracle Marketing Automation Eloqua Full Service SMS Service, in country indicated on order are authorized to access the following modules:

- Oracle Marketing Automation Eloqua SMS Messaging Cloud Service, MT Sent in specified countries
- Oracle Marketing Automation Eloqua SMS Messaging Cloud Service, MO Sent in specified countries

**Usage Limits:** The Oracle Marketing Automation Eloqua Cloud Service is subject to usage limits based on:

- A maximum number of multiples of 1,000 interactions as defined in Your order.

### **Overage**

This Cloud Service is subject to overage fees.

### **Usage Rates**

Your usage will be measured based on the number of interactions attributed to each SMS message that you send via the Oracle Marketing Automation Eloqua Full-Serve SMS Cloud Service client. The actual number of interactions attributed to any SMS message is based on the country you are sending to, the code type and aggregator (if multiple are available for one country), as described in the table included in the appendix of this Service Description booklet. This Interaction table reflects 3rd party Services and may be updated during Your Services Period to reflect changes in prices by the aggregators.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Eloqua Cloud Service – Additional Account**

Applicable Part #B94181

The Oracle Marketing Automation Eloqua Cloud Service - Additional Account provides Users with the capability to access the Oracle Marketing Automation Eloqua Interaction Cloud Service. The Additional Account requires you to maintain a subscription to Oracle Marketing Automation Eloqua Interaction Cloud Service (“Primary Account”).

**Usage Limits:** The Oracle Marketing Automation Eloqua Cloud Service Additional Account is subject to usage limits based on:

- The Oracle Marketing Automation Eloqua Cloud Service Additional Account is subject to usage limits specified for the Oracle Marketing Automation Eloqua SMS Full-Serve Cloud Service.

### **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](http://www.oracle.com/contracts).

## **Oracle Eloqua Advanced Lead Scoring Cloud Service (formerly known as Eloqua Multi-Model Lead Scoring and Routing Upgrade)**

Applicable Part #'s B74163, 30700000 Oracle Eloqua Advanced Lead Scoring Cloud Service, 30700000 Eloqua Multi-Model Lead Scoring and Routing Upgrade

Users of Oracle Eloqua Advanced Lead Scoring Cloud Service are authorized to access the following module and features:

- Multiple Model Lead Scoring

**Usage Limits:** The Oracle Eloqua Advanced Lead Scoring Cloud Service is subject to the following usage limits:

- A maximum number of Contacts as defined in your order
- Oracle will provision Oracle Eloqua Advanced Lead Scoring Cloud Service for one production environment of Oracle Eloqua Marketing Basic Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Advanced Lead Scoring Cloud Service is subject to usage limits specified for the Oracle Eloqua Marketing Basic Cloud Service for which it is provisioned. Additional storage capacity may be purchased for additional fees.

### **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](http://www.oracle.com/contracts).

## **Oracle Eloqua Data Tools Cloud Service (formerly known as Eloqua Custom Data Objects & Data Tools Upgrade)**

Applicable Part #'s B76464, B74164, 17700000 Oracle Eloqua Data Tools Cloud Service, 17700000 Eloqua

## Custom Data Tools Upgrade

Users of Oracle Eloqua Data Tools Cloud Service are authorized to access the following modules and features:

- Custom Data Objects
- Data Tools

**Usage Limits:** The Oracle Eloqua Data Tools Cloud Service is subject to the following usage limits:

- A maximum number of Contacts as defined in your order
- Oracle will provision Oracle Eloqua Data Tools Cloud Service for one production environment of Oracle Eloqua Marketing Basic Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Data Tools Cloud Service is subject to usage limits specified for the Oracle Eloqua Marketing Basic Cloud Service for which it is provisioned. Additional storage capacity may be purchased for additional fees.

### **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](http://www.oracle.com/contracts).

## **Oracle Eloqua Engage Cloud Service (formerly known as Eloqua Engage)**

Applicable Part #'s B74169, 16200000 Oracle Eloqua Engage Cloud Service, 16200000 Eloqua Engage  
Users of Oracle Eloqua Engage Cloud Service are authorized to access the following modules:

- Oracle Eloqua Engage

**Usage Limits:** The Oracle Eloqua Engage Cloud Service is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in your order
- Individual Hosted Named Users of Oracle Eloqua Engage Cloud Service must be provisioned on an existing Oracle Eloqua Marketing Cloud Service environment.
- The Oracle Eloqua Engage Cloud Service is subject to the usage limits of the Oracle Eloqua Marketing Cloud Service 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](http://www.oracle.com/contracts).

## **Oracle Eloqua Customer Profiler Cloud Service (formerly known as Eloqua Profiler)**

Applicable Part #'s B74170, 16100000 Oracle Eloqua Customer Profiler Cloud Service, 16100000 Eloqua Profiler  
Users of Oracle Eloqua Customer Profiler Cloud Service are authorized to access the following modules:

- Oracle Eloqua Customer Profiler

**Usage Limits:** The Oracle Eloqua Customer Profiler Cloud Service is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in your order
- Individual Hosted Named Users of Oracle Eloqua Customer Profiler Cloud Service must be provisioned on an existing Oracle Eloqua Marketing Cloud Service environment.
- The Oracle Eloqua Customer Profiler Cloud Service is subject to usage limits of the Oracle Eloqua Marketing Cloud Service 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](http://www.oracle.com/contracts).

## **Oracle Eloqua Marketing Additional User Cloud Service (formerly known as Eloqua Additional Marketing Users)**

Applicable Part #'s B74173, 15200000 Oracle Eloqua Marketing Additional User Cloud Service, 15200000 Eloqua Additional Marketing Users

Users of Oracle Eloqua Marketing Additional User Cloud Service are authorized to access the following modules:

- An Oracle Eloqua Platform Marketing Cloud Service production environment
- Oracle Business Intelligence Cloud Service - Insight

**Usage Limits:** The Oracle Eloqua Marketing Additional User Cloud Service is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in your order.
- Individual Hosted Named Users of Oracle Eloqua Marketing Additional User Cloud Service must be provisioned on an existing Oracle Eloqua Platform Marketing Cloud Service environment.
- The Oracle Eloqua Marketing Additional User Cloud Service is subject to the usage limits of the Oracle Eloqua Platform Marketing Cloud Service 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](http://www.oracle.com/contracts).

## **Oracle Eloqua Standard Additional Test Environment Cloud Service (formerly known as Eloqua Sandbox Team)**

Applicable Part #'s B76747, B74176, 10390000 Oracle Eloqua Standard Additional Test Environment Cloud Service, 10390000 Eloqua Sandbox Team

Users of Oracle Eloqua Standard Additional Test Environment Cloud Service are authorized to access the following modules:

- Sandbox Administration

**Usage Limits:** The Oracle Eloqua Standard Additional Test Environment Cloud Service is subject to usage limits based on:

- Oracle will provision 1 test environment for this Oracle Cloud Service
- Emails sent from the test environment will only be delivered to a specific list of users.
- Test environment features will be reflective of those of the associated production instance, within the limitation defined specifically for test instances.
- The test environment has the following usage limits:
  - 10,000 prospect records, contact records and account records
  - 25,000 Custom Data Objects
  - 2,000 e-mail sends per month
  - 5,000 form submits per month
  - 20,000 page views per month

### **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](http://www.oracle.com/contracts).

## **Oracle Eloqua Enterprise Branding and Configuration Cloud Service – High Volume (formerly known as Eloqua Enterprise Deliverability Cloud Service)**

Applicable Part #'s B74185, 15100000 Oracle Eloqua Enterprise Branding and Configuration Cloud Service – High Volume, 15100000 Eloqua Enterprise Deliverability Cloud Service

Users of Oracle Eloqua Enterprise Branding and Configuration Cloud Service – High Volume are authorized to access the following modules:

- Oracle Eloqua Enterprise Branding and Configuration Cloud Service – High Volume for one Oracle Eloqua Marketing Cloud Service Production Environment
- Up to 3 dedicated IP Addresses (one brand)
- Up to 20 Branded Bounceback Domains (one brand)
- Branded Reverse DNS
- Domain Keys/DKIM Support (up to 20 addresses)

**Usage Limits:** The Oracle Eloqua Enterprise Branding and Configuration Cloud Service – High Volume is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in your order.
- Oracle will provision Oracle Eloqua Enterprise Branding and Configuration Cloud Service – High Volume for one production environment of Oracle Eloqua Marketing Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Enterprise Branding and Configuration Cloud Service – High Volume is subject to the usage limits of the Oracle Eloqua Marketing Cloud Service 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](http://www.oracle.com/contracts).

## **Oracle Eloqua Premium Branding and Configuration Cloud Service – Multiple Brands (formerly known as Eloqua Premium Deliverability Cloud Service)**

Applicable Part #'s B74186, 15120000 Oracle Eloqua Premium Branding and Configuration Cloud Service – Multiple Brands, 15120000 Eloqua Enterprise Deliverability Cloud Service

Users of Oracle Eloqua Premium Branding and Configuration Cloud Service – Multiple Brands are authorized to access the following modules:

- Oracle Oracle Eloqua Enterprise Branding and Configuration Cloud Service – High Volume
- Custom IP Routing

**Usage Limits:** The Oracle Eloqua Premium Branding and Configuration Cloud Service – Multiple Brands is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in your order
- Oracle will provision Oracle Eloqua Premium Branding and Configuration Cloud Service – Multiple Brands for one production environment of Oracle Eloqua Marketing Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Premium Branding and Configuration Cloud Service – Multiple Brands is subject to the usage limits of the Oracle Eloqua Marketing Cloud Service 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](http://www.oracle.com/contracts).

## **Oracle Eloqua Advanced Data Security Cloud Service (formerly known as Eloqua Data Encryption At Rest)**

Applicable Part #'s B74179, 17200000 Oracle Eloqua Advanced Data Security Cloud Service, 17200000 Eloqua Data Encryption at Rest

Users of Oracle Eloqua Advanced Data Security Cloud Service are authorized to access the following modules:

- Configuration of Oracle Eloqua Advanced Data Security Cloud Service for one Oracle Eloqua Marketing Platform Cloud Service production environment
- Encryption of data at rest.
- Encryption of data files during import and export (Bulk API and SFTP).
- Site-to-site VPN data transmission.

**Usage Limits:** The Oracle Eloqua Advanced Security Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your Order
- Oracle will provision Oracle Eloqua Advanced Security Cloud Service for one production environment of Oracle Eloqua Platform Marketing Cloud Service and up to 2 Test Environments.. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Advanced Security Cloud Service is subject to the usage limits of the Oracle Eloqua Platform Marketing Cloud Service.



## 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](http://www.oracle.com/contracts).

## Oracle Eloqua HIPAA Advanced Data Privacy Cloud Service

Applicable Part # B78446 Oracle Eloqua HIPAA Advanced Data Privacy Cloud Service

Users of Oracle Eloqua Advanced Data Privacy Cloud Service are authorized to access the following modules:

- Oracle Eloqua Advanced Data Security Cloud Service
- Oracle Eloqua Secure Microsite
- HIPAA Contact Security preventing access to ePHI data
- HIPAA Secure Communication Application for delivery and viewing of emails through secure authenticated channels

Data files are encrypted at rest and during bulk API and SFTP import and export.

**Usage Limits:** The Oracle Eloqua Advanced Security Cloud Service is subject to usage limits based on:

- A maximum number of Brands as defined in your Order
- Oracle will provision this Oracle Eloqua Cloud Service for one production environment and up to 2 Test Environments of Oracle Eloqua Platform Marketing Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua HIPAA Advanced Data Privacy Cloud Service is subject to the usage limits of the Oracle Eloqua Platform Marketing Cloud Service.

## 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](http://www.oracle.com/contracts).

## Oracle Eloqua Advanced Data Privacy Cloud Service

Applicable Part # B82783 Oracle Eloqua Advanced Data Privacy Cloud Service

Users of Oracle Eloqua Advanced Data Privacy Cloud Service are authorized to access the following modules:

- Oracle Eloqua Advanced Data Security Cloud Service
- Oracle Eloqua Secure Microsite
- Contact Security preventing access to Protected Private Information (PPI) data
- Secure Communication for delivery and viewing of emails and content through secure authenticated channels and for managing contacts' access to those channels

Data files are encrypted at rest and during bulk API and SFTP import and export.

**Usage Limits:** The Oracle Eloqua Advanced Security Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision this Oracle Eloqua Cloud Service for one production environment and up to 2 Test Environments of Oracle Eloqua Platform Marketing Cloud Service. Additional environments may be purchased subject to additional fees.

- The Oracle Eloqua Advanced Data Privacy Cloud Service is subject to the usage limits of the Oracle Eloqua Platform Marketing Cloud Service.

### **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](http://www.oracle.com/contracts).

## **Oracle Eloqua Advanced Intelligence Cloud Service - Each**

Applicable Part B92791

The Oracle Eloqua Advanced Intelligence Cloud Service provides access to the following data science and predictive analytic functions:

- Send Time Optimization
- Subject Line Optimization
- Fatigue Dashboard and Analysis
- Account Performance Dashboard
- Content Generation

**Usage Limits:** The Oracle Eloqua Advanced Intelligence Cloud Service is a flat fee add-on to your base subscription. The usage restrictions are the same as the Oracle Eloqua Marketing Standard or Enterprise Cloud Service that this service is attached to.

Oracle will enable the Oracle Eloqua Advance Intelligence Cloud Service for all Oracle Eloqua environments provisioned under the base subscription that You are adding it to.

### **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](http://www.oracle.com/contracts).

## **Oracle Match Multiplier Cloud Service**

Applicable Part # B79671

Users of the Oracle Match Multiplier Cloud Service are authorized to access the following module and features in the platform:

- Oracle Match Multiplier Cloud Service

**Usage Limits:** The Oracle Match Multiplier Cloud Service is subject to the following usage limits:

- Oracle will enable and configure the Oracle Match Multiplier Cloud Service as part of the Oracle Marketing Cloud Service[s] You subscribe to
- Use of the Oracle Match Multiplier Cloud Service requires an Oracle Marketing Cloud Service licensee

The Oracle Match Multiplier Cloud Service enables you to:

- Generate oHashes
- Make Your oHash data available in the Match Multiplier oHash Pool
- Access oHash linkage Data in the Match Multiplier oHash Pool

- Link Anonymous user IDs with Unique User IDs for marketing purposes, including transferring Unique User IDs to external platforms or between Oracle Cloud Services, cross-device targeting, and matching offline or hashed PI data to online IDs

### 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](http://www.oracle.com/contracts).

## Advanced Support Assistance for Oracle Eloqua Marketing Cloud Service

Applicable Part #B85325

Advanced Support Assistance consists of:

- Advanced Technical Guidance and Assistance. One Advanced Support Engineer (“ASE”) will be assigned to you for the duration of the service period set forth in the ordering document. The ASE will serve as your primary contact for the delivery and administration of the services and will communicate with you in English (except where a local language is available).

Your ASE shall provide the following support services during core hours of operations within contracted region, 9:00 AM – 6:00 PM:

- Support Request (“SR”) analysis;
- Functionality guidance; and
- Operational workarounds for SRs;
- Emergency technical advice and guidance for system outages;
- Document the contact details for key Oracle contacts and up to 5 (five) technical and/or end user contacts (“Customer Contacts”) and Oracle’s escalation procedures (“Joint Contacts and Escalation Guide”);

Your ASE will also assist with the following:

- Conduct an orientation for your Customer Contacts;
- Maintain the Joint Contacts and Escalation Guide;
- Review all Oracle Support Services activity, including SR activity in connection with individual SRs logged by you or your Customer Contacts. The review may consist of status reports, next steps, if any, and review of your SR priorities;
- Serve as your designated point of contact for Severity 1 and mutually agreed upon Severity 2 SR (collectively, “Critical SRs”) and Oracle Cloud services incidents (“Incidents”). The ASE will provide assistance in managing Critical SRs and Incidents as follows:

- SR and Incident management, prioritization and escalation;
- Communicate the status of your priority SRs and Incidents to your Customer Contact(s); and
- Facilitate communications between Oracle and your Customer Contacts.

□ Other.

Advanced Support Assistance If you renew Advanced Support Assistance, your renewal fee for such services will be based on the Advanced Support Assistance pricing policies in effect at the time of renewal.

Advanced Support Assistance may not be available for all programs

### **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](http://www.oracle.com/contracts).

### **Eloqua Web Based Training Subscription**

Part # B74267, 3706003

Provides an unlimited user license to self-paced eLearning titles including:

- RPM Introduction (WBT);
- RPM Basics (WBT);
- or Eloqua Foundation (WBT)
- The Web Based Training (WBT) is provided in digital format to the customer for hosting. Customer is responsible for loading the digital files provided to their LMS and verifying compatibility using the Oracle WBT Test module prior to purchase.
- The license provides unlimited use of the content
- The customer may not , repurpose or provide the content to any 3<sup>rd</sup> party without the prior written consent of Oracle, which may be withheld at Oracle's sole discretion
- Upon expiration of the subscription term, the content is to be deleted and/or removed from the customer's systems. The customer will certify as to such deletion and/or removal upon written request from Oracle
- If Oracle updates licensed content during the subscription term, Oracle will provide the customer any updates to the underlying content that might have been made by Oracle during the term
- Initial license per title must be purchased for a minimum of 12 months.

## RESPONSYS SERVICE DESCRIPTIONS

### Oracle Responsys Connect Cloud Service for Salesforce.com Setup Fee - Account

Applicable Part # B78044

As part of the setup of this Oracle Cloud Service Oracle will perform the following:

- Establish the connection between an Oracle customer database and a Salesforce.com CRM database through the Salesforce.com API through a valid Salesforce.com username and password.

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](http://www.oracle.com/contracts).

### Oracle Responsys Connect Cloud Service for Salesforce.com-Account

Applicable Part # B78044

Users of Oracle Responsys Connect Cloud Service for Salesforce.com are authorized to access the following module:

- Oracle Responsys Connect Cloud Service for Salesforce.com

**Usage Limits:** The Oracle Responsys Connect Cloud Service for Salesforce.com is subject to usage limits based on:

- Every Oracle Responsys Marketing Platform Account can have access to only one active Salesforce.com account
- Connection to a Salesforce.com account is established through Salesforce.com. API authentication which requires a valid username, password and security token provided by You
- Data in a Salesforce.com report can be imported through the Oracle Responsys Marketing Platform UI into one Oracle Responsys Marketing Platform supplemental table
- Data from Salesforce.com Lead and Contact objects can be automatically imported/updated into an Oracle Responsys Marketing Platform Profile List table on a recurring basis up to six times a day

- Data from Salesforce.com Account, User and Member Status objects can be automatically imported/updated into three Oracle Responsys Marketing Platform supplemental tables on a recurring basis up to six times a day
- A Salesforce.com Campaign object can be associated with one Oracle Responsys Marketing Platform Campaign object
- User interaction data for a Oracle Responsys Marketing Platform campaign, such as contact and response events, are automatically updated for their corresponding Salesforce.com Campaign member object on a recurring basis up to six times a day
- Changes to recipient email opt-out status within a Oracle Responsys Marketing Platform profile list object are automatically pushed back to their corresponding objects in Salesforce.com account on a recurring basis up to six times a day

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Responsys Connect Cloud Service for Adobe Genesis-Primary Account Setup Fee-Account**

Applicable Part # B78045

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

Oracle will establish the connection between an Oracle customer database and an Adobe Analytics data warehouse through the Adobe Genesis API through a valid Adobe Analytics username and password.

The Services Start Date for this Cloud Service occurs once Oracle delivers the certificate signing request to You; however, the Cloud Service is not enabled for use until after you deliver the SSL certificate to Oracle.

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Responsys Connect Cloud Service for Adobe Genesis- Additional Account Setup Fee-Account**

Applicable Part # B78046

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

Oracle will establish the connection between an Oracle customer database and an Adobe Analytics data warehouse through the Adobe Genesis API through a valid Adobe Analytics username and password.

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Responsys Automatic Failover for Transactional Messages Cloud Service Setup Fee-Account**

Applicable Part # B78050

As part of the setup of this Oracle Cloud Service Oracle will perform the following:

- Create and set-up of a secondary failover account and automated data replication/syncing between the primary and failover account.

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Responsys BCC Enablement Cloud Service Setup Fee -Account**

Applicable Part # B78051

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- For Oracle Responsys Marketing Platform Accounts designated in Your order Oracle Responsys Accounts, enable the BCC Enablement Cloud Service feature

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Oracle Responsys Add to Address Book Cloud Service Setup Fee-Account**

Applicable Part # B78052

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- For an unbranded deployment, provide You with proper URL(s) of Add to Address Book landing pages.

- For a branded deployment:
  - Create a Customer-specific copy of the Add to Address Book landing pages, utilizing Your logo or updated creative as provided by Oracle Responsys Creative Services, as a deliverable under a separate order and Statement of Work.
  - Provide You with proper URL(s) of branded Add to Address Book pages.

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Responsys Add to Address Book Cloud Service-Account**

Applicable Part # B77903

Users of Oracle Responsys Add to Address Book Cloud Service are authorized to access the following modules:

- Oracle Responsys Add to Address Book Cloud Service

**Usage Limits:** The Oracle Oracle Responsys Add to Address Book Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Responsys Display Cloud Service – Additional Account – Account**

Applicable Part # B81026

As part of the Oracle Responsys Display Cloud Service, Users are authorized access the following modules and features:



- Oracle Responsys Display Cloud Service

Usage Limits:

The Oracle Responsys Display Cloud Service is subject to usage limits based on:

- A maximum of one (1) Account, unless specified otherwise in Your order

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Responsys Display Cloud Service - Activation Setup Fee - Account**

Applicable Part # B78927

The activation of this Oracle Responsys Display Cloud Service consists of the following:

- The enabling of the Display feature within the Account of the service by which You may use the service to obtain Impressions.

Usage Limits:

The Oracle Responsys Display Cloud Service is subject to usage limits based on:

- A maximum of one (1) Account, unless specified otherwise in Your order.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Cloud Display Media Budget Cloud Service – Currency Unit**

Applicable Part # B85967

This Oracle Marketing Cloud Display Cloud Service consists of the following:

- Your Display Media Budget shall be set forth in Your order and Oracle will use this budget to purchase Impressions on Your behalf via this Oracle Cloud Service, not to exceed the Display Media Budget.

Usage Limits:

This Oracle Marketing Cloud Display Cloud Service is subject to usage limits based on:

- A maximum Display Media Budget as defined in your order. You may increase your Display Media Budget to purchase additional Impressions and must contact your sales rep to increase your Display Media Budget. Although you and Oracle will make reasonable efforts to work within the Display Media Budget, you acknowledge that the cost of Impressions will vary based on bidding limits and other campaign parameters set by you as well as the availability of relevant Impressions in the marketplace. You agree to pay Oracle for any use or purchase of impressions that exceed the Display Media Budget.
- Oracle will provision 1 production environment for the Oracle Marketing Cloud Display Cloud Service. Additional environments may be purchased subject to additional fees.

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Cloud Display Ad Management Cloud Service – Currency Unit**

Applicable Part # B85974

This Oracle Marketing Cloud Display Cloud Service consists of the following:

- Functionality to configure, traffic, and optimize campaigns against client KPI goals and objectives. Allows for access to the Oracle Marketing Cloud Display account management team to address issues that might arise throughout the duration of the campaign(s), as well as the discussion of media strategy for past, current, and future campaign(s). Campaign delivery reports to be sent to the advertiser on a weekly basis, and Oracle/Advertiser meetings to be scheduled on a bi-weekly basis.

Usage Limits:

This Oracle Marketing Cloud Display Cloud Service is subject to usage limits based on:

- A maximum Display Ad Management budget as defined in your order. You may increase your Display Ad Management Cloud Service budget in conjunction with the Oracle Marketing Cloud Display Media Budget Cloud Service to manage additional Impressions purchased and must contact your sales rep to do so. Although you and Oracle will make reasonable efforts to work within the Ad Management Cloud Service budget, you acknowledge that the cost of Impressions will vary based on bidding

limits and other campaign parameters set by you as well as the availability of relevant Impressions in the marketplace. You agree to pay Oracle for any Ad Management Cloud Service used to manage purchase of impressions that exceed the Display Media Budget.

- Oracle will provision 1 production environment for the Oracle Marketing Cloud Display Cloud Service. Additional environments may be purchased subject to additional fees.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Responsys Enterprise Cloud Service - 1000 Interactions**

Applicable Part # B94183

Users of Oracle Marketing Automation Responsys Enterprise Cloud Service are authorized to access the following modules and features:

- Responsys Campaign
- Responsys Insight's Interactive Dashboards
- Responsys API/Connect
- Responsys CX Apps platform
- Responsys Collaboration Cloud Service
- Access to a network of aggregators to select from as part of our self-service SMS model (aka SPAN)
- Oracle Responsys Mobile SDK

Within 7 days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

Usage Limits: The Oracle Marketing Automation Responsys Enterprise Cloud Service is subject to usage limits based on:

- A maximum number of Messages as defined in your order.
- A maximum number of seven (7) Authorized Users one of which is an automatically generated admin@ user. Additional Users may be added upon request.
- 1 Promotional sending IP address, which may be associated with a maximum of five (5) domains/subdomains assigned to your Responsys Account1 Response Handler URL for all personalization.
- Unlimited email from each IP address varied by username within the domain/sub-domain assigned to the Responsys account.
- Unlimited Responsys hosted reply to addresses varied by username within the domain/Sub- domain assigned to the Responsys account.

- Unlimited Responsys hosted reply to addresses varied by username within the domain/sub-domain assigned to the Responsys account.
- Oracle will provision 1 production environment for this Cloud Service. Additional environments may be purchased subject to additional fees.

As part of the Cloud Support for this Oracle Cloud Service, Oracle will address the following basic email deliverability issues with ISP's (Internet Service Providers):

- Configure promotional email IP address for a new account.
- Set up all necessary authentication (DKIM, SPF, DMARC)
- Monitor critical industry blacklists
- Monitor deliverability metrics, complaints, bounces - this service will identify abnormal rates, and Oracle will work with Customer to use capabilities of the Oracle Cloud Service to improve email deliverability and will:
- Interface with ISPs on behalf of senders
- Open tickets and manages the individual ISP ticket/support process
- Work with Customer to administer changes within the capabilities of the Oracle Cloud Service to improve email deliverability based on feedback from ISP
- Transport Layer Security ("TLS ") is used when communicating via SMTP with ISPs.
- TLS is not used when communicating within the Oracle networks prior to sending the message over the internet to the ISPs

You shall comply with the following usage guidelines:

- Supplemental Tables – You may maintain a maximum of 30 supplemental tables per account. Each supplemental table may contain up to a maximum of 35 fields.
- Profile Extension Tables – You may maintain a maximum of 100 profile extension tables per list table.
- SQL Views – Oracle's written approval is required before using the "SQL Views" feature of the Oracle Cloud Service.
- Join Views – The "Join View" feature of the Hosted Service may be used to join up to a maximum of three tables.
- Responsys Connect – Each Connect job may not be run more often than four times per day. Each Connect data upload may only contain incremental data (i.e., updates to existing data or inserts of new data). The aggregate size of daily Interact Connect data uploads may not exceed 1GB per day.
- Responsys Program – It may be used to publish only programs that result in campaign messaging activity.
- Responsys API – It may only be used in compliance with Oracle Responsys's API Developer Guide.
- RPL and Built-In Functions – It may only be used in compliance with Oracle Responsys's RPL and Built-In Functions Guide.

- ANSI SQL Standards – All use of Structured Query Language (SQL) within the Oracle Cloud Service must comply with American National Standards Institute (ANSI) SQL standards.
- IP Address Restriction – For added security, you must enable and use two-step authentication to access the Hosted Service or use the IP Address Restriction feature of the Oracle Responsys Cloud Service.
- Mobile Apps integrated with Oracle Responsys must use the Oracle Responsys Mobile SDK
- Usage guidelines specified for Oracle Responsys Marketing Platform Cloud Service
- A shortened URL's maximum lifespan is 30 calendar days.
- Those customers using our aggregator network to serve their SMS messaging needs must procure code(s) directly from an aggregator available in the network. The aggregator(s) will invoice the customer directly.
- Customer is responsible for any usage charge incurred with the aggregator(s) and must directly pay the aggregator(s). Oracle will not pay the aggregator(s) on your behalf. The aggregator(s) usage fees are not part of the Responsys Interaction SKU.

### **Overage**

This Cloud Service is subject to overage fees.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Responsys Advanced Intelligence Enterprise Cloud Service – Each**

Applicable Part # B94185

The Oracle Marketing Automation Responsys Advanced Intelligence Enterprise Cloud Service – Each is an add-on to the Oracle Marketing Automation Responsys Enterprise Cloud Service that provides access to the following data science and predictive analytic functions:

- Intelligent Audiences
- Customer Lifetime Value Dashboard (CLV)
- Send Time Optimizations
- Predictive Subject Line
- Intelligent Switch
- Fatigue Dashboard

**Usage Limits:** This service is a flat fee add-on to your base subscription. The usage restrictions are the same as the Oracle Marketing Automation Responsys Advanced Intelligence Enterprise Cloud Service that this service is attached to.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Marketing Automation Responsys Marketing Platform Cloud Service - Additional Brand - Each

Applicable Part # B94186

The “Oracle Marketing Automation Responsys Marketing Platform Cloud Service - Additional Brand” provides Customers with an additional Brand in their Account.

**Usage Limits:** The Oracle Marketing Automation Responsys Marketing Platform Cloud Service - Additional Brand is subject to usage limits based on:

- One Unique IP address for sending promotional Messages for such Brand, and one Unique IP address for sending transactional Messages for such Brand.
- Oracle will make available 1 IP address for sending promotional Messages, and 1 IP address for sending transactional Messages, which may be associated with a maximum of one (1) unique domain/sub-domain.
- All Brands in an account must be wholly owned by one Customer. Agencies or white label entities are not supported.
- Each Brand must be an independent, standalone Brand.
- Each Brand must send a minimum of 100,000 email messages per month.
- Each Responsys Account can have a maximum of 10 Brands.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

### Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Marketing Automation Responsys SMS Full-Serve Cloud Service - 1000 Interactions

Applicable Part # B94187

Users of Oracle Marketing Automation Responsys SMS Full-Serve Cloud Service, in country indicated on order are authorized to access the following modules:

- Oracle Responsys SMS Messaging Cloud Service, MT Sent in specified countries
- Oracle Responsys SMS Messaging Cloud Service, MO Sent in specified countries

**Usage Limits:** The Oracle Marketing Automation Responsys SMS Full-Serve Cloud Service is subject to usage limits based on:

- A maximum number of multiples of 1,000 interactions as defined in Your order.

### Overage

This Cloud Service is subject to overage fees.

### Usage Rates

Your usage will be measured based on the number of interactions attributed to each SMS message that you send via the Oracle Marketing Automation Responsys SMS Full-Serve Cloud Service client. The actual number of interactions attributed to any SMS message is based on the country you are sending to, the code type and aggregator (if multiple are available for one country), as described in the table included in the appendix of this Service Description booklet. This Interaction table reflects 3rd party Services and may be updated during Your Services Period to reflect changes in prices by the aggregators.

### Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Marketing Automation Responsys SMS Full-Serve Cloud Service Maintenance Fee - Maintenance Unit

Applicable Part #B94188

Users of Oracle Marketing Automation Responsys SMS Full-Serve Cloud Service Maintenance Fee are authorized to access from the following modules subject to the terms set forth herein:

- Oracle Responsys SMS Dedicated Random Shortcode Cloud Service
- Oracle Responsys SMS Shared Shortcode Cloud Service
- Oracle Responsys SMS Longcode Cloud Service
- Facilitate the setup of the applicable code with supported wireless carriers

Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Random Longcode:** is defined as a string of randomly-selected numbers assigned by the long code administration body.

**Dedicated Longcode:** is defined as a longcode phone number owned by a single Customer to use for its campaigns only.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode or Longcode and sent by a mobile device to trigger a marketing campaign.

### Service Usage

Your usage will be measured based on the maintenance units attributed to each country and code type for the wireless carriers that you have enabled to support your Oracle Marketing Automation Responsys SMS Full-Serve Cloud Service Maintenance Fee with a given year. The actual number of Maintenance Units attributed to a country and code type combination are detailed in the table included in the appendix of this Service Description. This Maintenance Unit table reflects 3<sup>rd</sup> party services and may be updated during Your Services Period to reflect changes in prices by the aggregators.

### Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Marketing Automation Responsys Notifications for Channel Events Cloud Service – Account

Applicable Part #B94189

Users of Oracle Marketing Automation Responsys Notifications for Channel Events Cloud Service are authorized to receive the following services:

- Monitoring the events outlined below
- Calls back the client's designated WS API with information about each event listed below
- Events monitored:
  - EMAIL\_BOUNCED
  - EMAIL\_FAILED
  - EMAIL\_SKIPPED
  - EMAIL\_CLICKED
  - SMS\_FAILED
  - SMS\_SKIPPED
  - SMS\_MO\_FW\_FAILED
  - MMS\_SKIPPED
  - MMS\_FAILED
  - PUSH\_SKIPPED
  - PUSH\_FAILED
  - PUSH\_BOUNCED
  - WEBPUSH\_FAILED
  - WEBPUSH\_SKIPPED
  - WEBPUSH\_BOUNCED
  - WEBPUSH\_CLOSED
  - EMAIL\_OPTOUT
  - EMAIL\_OPTIN
  - EMAIL\_COMPLAINT
  - PUSH\_OPT\_IN
  - PUSH\_OPT\_OUT
  - SMS\_OPT\_IN
  - SMS\_OPT\_OUT
  - WEBPUSH\_OPTIN
  - WEBPUSH\_OPTOUT
  - WEBPUSH\_FAILED

Usage Limits: The Oracle Marketing Automation Responsys Notification for Channel Events Cloud Service is subject to usage limits based on:



- Only one service per one Responsys account.
- Oracle will provision one production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Responsys Collaboration Cloud Service Platform Fee – Account**

Applicable Part # B94190

Users of Oracle Marketing Automation Responsys Collaboration Cloud Service Platform Fee Platform Fee are authorized to access the following module:

- Oracle Responsys Distributed Marketing Cloud Service

Usage Limits: Oracle Marketing Automation Responsys Collaboration Cloud Service Platform Fee is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- This Oracle Cloud Service can associate with only one (1) profile table in the associated Oracle Responsys Account.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- Users of this Oracle Cloud Service may only access the Oracle Responsys Distributed Marketing Cloud Service Platform.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Responsys BCC Enablement Cloud Service - Account**

Applicable Part # B94191

Users of Oracle Marketing Automation Responsys BCC Enablement Cloud Service are authorized to access the following module:

- Oracle Marketing Automation Responsys BCC Enablement Cloud Service

Usage Limits: The Oracle Responsys BCC Enablement Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Responsys Behavioral Data Restore Cloud Service - Each**

Applicable Part # B93598

Provide historical information for events supported by the Contact Event Data export. Data are provided in a raw data format, and is limited to the amount of historical data retained in the Data Warehouse database and/or tape backups.

Usage Limits:

- Requests for data from multiple date ranges may be in a single request, provided all data ranges are requested at the same time.
- Request for multiple event types may be in a single request, provided all event types are requested at the same time.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Responsys Marketing Cloud Deliverability Plus Premium Cloud Service – Each**

Applicable Part # B94192

Users of Oracle Marketing Automation Responsys Marketing Cloud Deliverability Plus Premium Cloud Service are authorized to access the following modules:

- Competitive Tracker
- Inbox Tracker (unlimited test events)

**Usage Limits** : The Oracle Marketing Automation Responsys Marketing Cloud Deliverability Plus Premium Cloud Service is subject to usage limits based on:

- Maximum of 50 user logins created per production environment
- Oracle will provision 1 production environment for this Oracle Cloud Service.  
Additional environments may be purchased subject to additional fees.

### **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](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Responsys Transactional Messaging Cloud Service – Account**

Applicable Part # B93597

This Oracle Cloud Service provides a secondary environment of Oracle Marketing Automation Express Cloud Service to which You may send existing API-triggered transactional campaigns while Your primary environment is not available. You cannot log-in to this secondary environment, and its only purpose is for sending emails and collecting response data. The response data will automatically be synchronized back to Your primary environment when that environment becomes available.

Within seven (7) days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Marketing Automation Responsys Transactional Messaging Cloud Service is subject to usage limits based on:

- Oracle will provision one production environment for this Oracle Cloud Service.  
Additional environments may be purchased subject to additional fees.
- This Oracle Cloud Service applies only to Messages triggered via a specific endpoint and API function provided by Oracle. It does not cover other API functions. This service does not cover Messages triggered via the Oracle Responsys Marketing Platform Cloud Service or bulk email launches.
- This Oracle Cloud Service supports personalization using data values passed-in to the API function and from the campaign's profile list table. It does not support personalization from Profile Extension Tables or Supplemental Tables.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Enterprise Cloud Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## **Oracle Marketing Automation Responsys Cloud Service - Additional Account**

## – Account

Applicable Part # B93599

The Oracle Marketing Automation Responsys Cloud Service - Additional Account provides Authorized Users with the capability to access the Oracle Responsys Interaction Cloud Service. The Additional Account requires you to maintain a subscription to Oracle Responsys Interaction Cloud Service (“Primary Account”). The Additional Account includes an additional IP address with its own domain branding and SSL enablement. The Additional Account is connected to the Primary Account with the same contact person, Order Form, and “bill to”. Within seven (7) days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Marketing Automation Responsys Cloud Service - Additional Account is subject to usage limits based on:

- a maximum number of one (1) Authorized Users which is an automatically generated admin@ user. Additional Users may be purchased subject to additional fees or allocated from their Primary Account.
- The Oracle Marketing Automation Responsys Cloud Service - Additional Account is subject to usage limits specified for the Oracle Marketing Automation Responsys Express

### 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](http://www.oracle.com/contracts).

## Oracle Marketing Automation Responsys Send Time Optimization Cloud Service - 1,000 Records

Applicable Part # B93595

Oracle Marketing Automation Responsys Send Time Optimization Cloud Service are authorized to access the following modules:

- “Program” (when Hourly Elapse Timer and Get Data are activated)
- Profile Extension Table (PET)

**Usage Limits:** The Oracle Marketing Automation Responsys Send Time Optimization Cloud Service is subject to usage limits based on:

- A maximum number of 1,000 Records as defined in Your order. Additional fees apply if this quantity is exceeded.

### Overage

This Cloud Service is subject to overage fees.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, including the *Oracle SaaS Public Cloud Services Pillar Document*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Marketing Automation Responsys Marketing Cloud Deliverability Plus Cloud Service – Each

Applicable Part # B93601

Users of Oracle Marketing Automation Responsys Marketing Cloud Deliverability Plus Cloud Service are authorized to access the following modules:

- Inbox Tracker (unlimited test events)

**Usage Limits**

The Oracle Marketing Automation Responsys Marketing Cloud Deliverability Plus Cloud Service is subject to usage limits based on:

- Maximum of 50 user logins created per production environment.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, including the *Oracle SaaS Public Cloud Services Pillar Document*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Marketing Automation Responsys Automatic Failover for Transactional Messages Cloud Service – Account

Applicable Part # B93596

Oracle will begin provisioning a domain based on the branding information provided by you within seven (7) days of Your order, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Marketing Automation Responsys Automatic Failover for Transactional Messages Cloud Service is subject to usage limits based on:

- Oracle will provision one production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- This Oracle Cloud Service applies only to Messages triggered via a specific endpoint and API function provided by Oracle. It does not cover other API functions. This service does not cover Messages triggered via the Oracle Responsys Marketing Platform Cloud Service or bulk email launches.

- This Oracle Cloud Service provides a secondary environment of Oracle Marketing Automation Responsys Automatic Failover for Transactional Messages Cloud Service to which You may send existing API-triggered transactional campaigns while Your primary environment is not available. You cannot log-in to this secondary environment, and its only purpose is for sending email, push, or sms messages and collecting response data. The response data will automatically be synchronized back to Your primary environment when that environment becomes available.

This Oracle Cloud Service supports personalization using data values passed-in to the API function and from the campaign's profile list table. It does not support personalization from Profile Extension Tables or Supplemental Tables.

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Responsys Mobile App Platform Cloud Service - Additional Application Setup Fee**

Applicable Part # B83366

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Setup of additional Applications.
- Create additional Applications and define the requested platforms within that Mobile App account

**Usage Limits:** The Oracle Responsys Mobile App Platform Cloud Service - Additional Application Setup Fee is subject to usage limits based on

- The Number of Applications 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, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Push Cloud Service-Standalone Setup Fee- Additional Applications**

Applicable Part # B83367

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Includes setup of additional app(s). 1st one is included with the Push subscription purchase.
- Create additional app(s) and define the requested platforms within that Push IO account

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Cloud Push Cloud Service Standalone- Account**

Applicable Part # B77876

Users of Oracle Push Cloud Service Standalone are authorized to access the following module:

- Oracle Push Cloud Service
- Create initial Application and define the requested platforms within the Account

**Usage Limits:** The Oracle Push Cloud Service Standalone is subject to usage limits based on:

- 1 Primary Account with an unlimited number of sub-users.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- 1 Application. Additional Applications may be purchased subject to additional fees.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Cloud Push Cloud Service Oracle Store - Account**

Applicable Part # B78984

Users of Oracle Push Cloud Service Oracle Store are authorized to access the following module:

- Oracle Push Cloud Service

**Usage Limits:** The Oracle Push Cloud Service Oracle Store is subject to usage limits based on:

- 1 Primary Account with an unlimited number of sub-users.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

#### **Overage**

This Cloud Service is subject to overage fees.

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Cloud Push Messaging Cloud Service Standalone- 1,000 Messages**

Applicable Part # B77877

Users of Oracle Push Cloud Service Standalone are authorized to access the following module:

- Oracle Push Cloud Service

**Usage Limits:** The Oracle Push Cloud Service Standalone is subject to usage limits based on:

- 1 Primary Account with an unlimited number of sub-users.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees

#### **Overage**

This Cloud Service is subject to overage fees.

#### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Push Messaging Cloud Service Standalone- 1,000 Messages**

Applicable Part # B78985

Users of Oracle Push Cloud Service Oracle Store are authorized to access the following module:

- Oracle Push Cloud Service



**Usage Limits:** The Oracle Push Cloud Service Oracle Store is subject to usage limits based on:

- 1 Primary Account with an unlimited number of sub-users.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees
- Maximum of 1,000,000 Messages per month. Greater usage requires You to move to Integrated or Standalone versions of Responsys Push

### **Overage**

This Cloud Service is subject to overage fees.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Responsys Web Retargeting Cloud Service SetUp Fee - Account**

Applicable Part # B78075

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Account Configuration
  - Oracle will configure your WRS account(s)
- Database Table Configuration
  - Oracle will configure three (3) WRS database table per WRS Account. The tables will be created

and available within Your Oracle Responsys account.

Oracle recommends the use of no more than three (3) PET tables in a single campaign.

- Raw Event History Retention
  - The raw events collected by the Event Listener will be retained by Oracle for up to thirty calendar (30) days from the time of event collection.

Oracle will provide the following cloud support services as part of this Oracle Cloud Service:

- Address and correct occasional errors in the transfer of files.
- Correct any material defects in T-WRS, based on the priority of the defect.
- Make changes to T-WRS required as a direct result of a process or platform change by Oracle.
- Restart T-WRS event collector due to interruptions caused by Oracle system maintenance.

The Oracle Cloud Services *do not* include:

- Manual production support or manual intervention required to accomplish non-standard tasks
- Investigation, troubleshooting, re-work, or development effort caused by or related to changes or errors by You. Such errors/issues might include:
  - Changes to Your Campaign(s)
    - Bad or non-conforming data passed into T-WRS
- Investigation, troubleshooting, re-work, or development effort caused by or related to You changes to hardware infrastructure, operating system environments, or source systems
- Development effort required for migration of Your systems to a new Oracle release (point release or major release)
- Investigation or monitoring of specific data elements, data-quality, or data relationships resulting from the normal operation of T-WRS. Oracle will monitor the proper functioning of T-WRS, however Oracle does not perform investigation or assessment of specific results and/or possible data quality issues

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies,

including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Responsys Web Retargeting Cloud Service- 1,000 Events

Applicable Part # B77936

Users of Oracle Responsys Web Retargeting Cloud Service are authorized to access the following modules:

- Web Retargeting Event Listener
- Web Retargeting Event Processor
- Personalization Data Tables

**Usage Limits:** The Oracle Responsys Web Retargeting Cloud Service is subject to usage limits based on:

- A maximum number of 1,000 Events as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

### Overage

This Cloud Service is subject to overage fees.

### Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Responsys Travel Retargeting Cloud Service- 1,000 Events

Applicable Part # BB85223

Users of Oracle Responsys Travel Retargeting Cloud Service are authorized to access the following features:

- Collect conversion path events transmitted by You from Your website to Oracle.
- Periodically process conversion events into a format usable by the Oracle Responsys Cloud Service.
- Upload events into the Your instance of the Oracle Responsys Cloud Service.

**Usage Limits:** The Oracle Responsys Travel Retargeting Cloud Service is subject to usage limits based on OMC Service Descriptions 110724

on:

- A maximum number of 1,000 Events as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

### **Overage**

This Cloud Service is subject to overage fees.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Responsys for Social Cloud Service Set Up Fee-Account**

Applicable Part # B78073

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Enable the Social Campaigns feature within the specified Responsys account(s) so You may connect the specified Responsys account(s) with Your Facebook and/or Twitter pages.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Responsys for Social Cloud Service-Account**

Applicable Part # B78702

Users of Oracle Responsys Social Cloud Service are authorized to access the following modules:

- Social Campaigns for Facebook
- Social Campaigns for Twitter

**Usage Limits:** The Oracle Responsys Social Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.

- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- Up to 10 Facebook pages per Account.
- Up to 10 Twitter Pages per Account.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Responsys for Social Cloud Service Sub Account-Account**

Applicable Part # B77934

Users of Oracle Responsys Social Cloud Service are authorized to access the following modules:

- Social Campaigns for Facebook
- Social Campaigns for Twitter

**Usage Limits:** The Oracle Responsys Social Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- Up to 10 Facebook pages per Account.
- Up to 10 Twitter Pages per Account.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Responsys Real-Time Messaging Cloud Service Set Up Fee-Account**

Applicable Part # B78074

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Enable Oracle Responsys Real-Time Messaging Account

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Responsys Real-Time Messaging-Messages Per Minute

Applicable Part # B77881, B77882

Users of Oracle Responsys Real-Time Messaging Cloud Service are authorized to access the following modules:

- Oracle Responsys Interact
- Oracle Responsys Real-Time Messaging

**Usage Limits:** The Oracle Responsys Real-Time Messaging Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

### Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Responsys Send Time Optimization Cloud Service - STO Connector - Account

Applicable Part # B81594

Users of the Oracle Responsys Send Time Optimization Cloud Service - STO Connector are authorized to access the following modules:

- Connect

As a prerequisite for this Oracle Cloud Service, You must also separately purchase Cloud Professional Services for the set up and configuration of this service.

**Usage Limits:** Oracle Responsys Send Time Optimization Cloud Service - STO Connector is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.

## Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Audience Segmentation Cloud Service – 1 GB of Data Storage

Applicable Part # B93539

The Oracle Audience Segmentation Cloud Service provides Customers with an account for the Oracle Audience Segmentation Cloud Service.

Users are authorized to access the following modules and features:

- Data
- Segmentation
- Account Management
- Integrate

Streaming Entities API is used to ingest specific data into the platform to update relevant data objects. Real-time event API is used to ingest real-time data streams into the platform.

**Usage Limits:** The Oracle Audience Segmentation Cloud Service is subject to usage limits based on:

- 20 concurrent jobs and a maximum of 500 jobs in a calendar day.
- A maximum of 350 records/sec for the Streaming Entities API .
- A maximum of 500 records/sec for the Real-time event API.
- All user created custom tables count towards total usage against storage limits.
- If Your usage exceeds any or all of the maximum number of concurrent jobs, maximum jobs in a calendar day, maximum number of records per second as set forth herein, Oracle may, in its sole discretion, take proportionate remediation action including limiting Your use of the affected services.

## Overage

This cloud service is subject to overage fees.

## Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Responsys AppCloud Platform Fee Cloud Service -- Account

Applicable Part Number: B91244

Description:

Provides access to AppCloud platform which enables access to Responsys apps available in the Marketplace.

## Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies,

including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Responsys AppCloud Framework Services Cloud Service – 1,000 Messages

Applicable Part Number: B91243

### Description:

Provides for usage of apps that are enabled in an authorized account on a CPM basis.

Users of Oracle Responsys Interaction Cloud Service are authorized to access the following modules and features:

- AMS: Application Management Services
  - o Manages the application's registration by the app developer, and installation by the user from the marketplace/catalog into a customer's account
- AES: Application Execution Service
  - o Framework to host and execute apps at run time. App developers can use AES in place of finding their own application server to host and execute the application, and all that goes along with that like scalability, redundancy, logging, reporting, encryption, etc.
- AIS: Application Integration Service
  - o A global service that allows a product to exchange needed information with one or more application. AIS will use the state of the systems, the QoS rules and the filters defined in AMS to proceed with or deny the requests. AIS also exposes a single set of APIs for the developers to work and translate/transform as needed.
- Action Service
  - o Execute an action in an external system (e.g. add someone to a Facebook Custom Audience)
- Decision Service
  - o Provide workflow branching decision based on external data (e.g. has someone attended a WebEx)
- Content Service
  - o Insert content in a campaign asset (landing page or email) from external system (e.g. open time content from a vendor like Moveable Ink)
- Menu Service
  - o Augment a core product interface via a contextual link (e.g. Open a Direct Mail campaign designer from the New Campaign workflow)

### Usage Limits:

Maximum number of messages as set forth in Your order. Message use is tracked and limits are burned down based on the predetermined usage schedule as set forth in Your order. Usage is CPM-based.

### Overage:

Overages are charged at the contracted CPM.

### Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, OMC Service Descriptions 110724



including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## UNITY SERVICE DESCRIPTIONS

### Oracle Unity Customer Data Orchestration Platform Cloud Service – 1000 Profiles

#### Applicable Part # B109580

Users of Oracle Unity Customer Data Orchestration Platform Cloud Service are authorized to access the following modules and features:

#### Account Management

- Account settings and access controls

#### Data Management

- Data model, data visibility, data exploration, events
- Profile Explorer, Master entities, intelligent attributes
- Ingest, Export, Enrichment: Jobs, Feeds, Publishing

#### Data Science

- Intelligent workbench
- Intelligent attributes

#### Segmentation & Activation

- Segmentation canvas
- Campaign personalization

#### Analytics

- Analytics Dashboard, Campaign analysis, Campaign performance

#### Integrations

- All integration methods: sources, destinations, batch, API access
- Streaming Entities API is used to ingest specific data into the platform to update relevant data objects. Real-time event API is used to ingest real-time data streams into the platform.

#### Usage Limits:

Oracle Unity Customer Data Orchestration Platform Cloud Service is subject to usage limits based on:

- A maximum number of Profiles Stored as set forth in your order.
- Oracle will provision one production environment for this Oracle Cloud Service. Oracle will provision up to two (2) test environments for this Oracle Cloud Service.
- A maximum of 100 concurrent jobs across all environments.
- A maximum of 1500 records/sec for the Streaming Entities API.
- A maximum of 2000 records/sec for the Real-time event API.
- If Your usage exceeds any or all of the number of maximum concurrent jobs, maximum jobs in a calendar day, maximum number of records per second as set forth herein, Oracle may, in its sole discretion, take proportionate remediation action including limiting Your use of the affected services.
- If You use a Third-Party Service in connection with the Services (e.g., You use the Services to transmit data to a third party) then You must adhere to all applicable third party terms (e.g., Terms of Use, Advertising Policies, and/or their equivalents).

Usage of Oracle Unity Behavioral Intelligence Cloud Service Part #B93568 under this contract is subject to the usage limits set forth in the service description for that service.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, including the *Oracle SaaS Public Cloud Services Pillar Document*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Unity Behavioral Intelligence Cloud Service – 1,000 Sessions

Applicable Part # B93568

Users of the Oracle Unity Behavioral Intelligence are authorized to access the following modules or features:

- Data Streaming pipeline, fed by
  - Oracle CX Tag with Infinity module for web-based data collection
  - Oracle CX mobile SDK ( iOS / Android)
  - Data Collection API
- Connections module and all Connectors contained therein
- Actions module
- Settings
- Analytics
- Testing\* & Personalization
- Marketing Recommendations

\*The Testing feature will be deprecated as of May 31, 2024.

Usage Limits: Oracle Unity Behavioral Intelligence Cloud Service is subject to usage limits based upon:

- Number of 1,000 Sessions as set forth in Your order
- Row Limits on REST API data extraction in Infinity Analytics – There is a limit of 3M rows per data extraction
- 25 months of event-level data retention
- Oracle Cloud Operations may temporarily regulate incoming client traffic for the Content Generator service if such action required to maintain service performance and/or service stability.
- Oracle can regulate maximum number of products used to train algorithms and produce recommendations based on the customer configuration and level of incoming runtime traffic
- Oracle can regulate incoming client traffic for the runtime service if such action required to maintain service performance and/or service stability.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Unity Streams Cloud Service – 1,000 Sessions

Applicable Part # B93569

Users of the Oracle Unity Streams Cloud Service are provided access to the following:

- Data Streaming pipeline, fed by
  - Oracle CX Tag with Infinity module for web-based data collection
  - Oracle CX mobile SDK (iOS / Android)
  - Data Collection API
- Connections module and all Connectors contained therein
- Actions module, limited to rules-based Actions on live streaming data
- Settings
- Analytics

**Usage Limits:**

- Limit of 100 distinct Streams running at any one time, which includes all running Actions and queries against the Infinity API
- 3 months of data retention

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Unity Data Connector Cloud Service – 1,000 Sessions

Applicable Part # B93571

Users of the Oracle Unity Data Connector are provided the following:

- Connections – Each connection consists of two elements
- The query that defines the data to be included in the transfer
- The location, format and schedule for the transfer

Usage Limits: The Oracle Unity Data Connector Cloud Services is subject to usage limits based upon:

- Licensing of Unity Data Connector uses the same metric as the Infinity base services, and is limited to the number of 1,000 Sessions as set forth in Your order
- Maximum of 5 active Connections at any time
- 48 hour time limit from the time at which the data is recorded by Oracle in which to retrieve data

Client must have a system capable of consuming the volumes and velocity of data being delivered. Oracle is only responsible for the transmission of the data.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Unity Extended Data Retention Cloud Service – 1,000 Sessions

Applicable Part # B93570

Users of the Oracle Unity Extended Data Retention are provided access to the following:

- Additional 12 months of data beyond standard retention of 25 months, for a total retention of 37 months
- Access to retained data through the calendar selector within the reports
- Export of retained report data through REST API, subject to the 3M row API export limits

Usage Limits: The Oracle Unity Extended Data Retention is subject to usage limits based upon:

- Licensing of Unity Data Connector uses the same metric as the Unity Behavioral Intelligence or Unity Streams base services, and is limited to the number of 1,000 Sessions as set forth in Your order
- Data will be deleted on a monthly basis to maintain a rolling 37 months
- 

#### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## **Oracle B2B Orchestration Cloud Service – 1000 Contacts**

### **Applicable Part # B109581**

Users of Oracle B2B Orchestration Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- Oracle Eloqua Standard Branding and Configuration Cloud Service
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Eloqua Advanced Intelligence Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service
- Oracle Eloqua Marketing Users
- Oracle Eloqua Marketing Approvals Cloud Service
- Oracle Eloqua Engage Cloud Service
- Oracle Eloqua Customer Profiler Cloud Service
- Oracle Eloqua Guided Campaigns Cloud Service

**Usage Limits:** The Oracle B2B Orchestration Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order

- Oracle will provision 1 production environment and 1 non-production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000**	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

**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](http://www.oracle.com/contracts)

## Oracle HIPAA for B2B Orchestration Cloud Service – Each

### Applicable Part # B109583

Users of Oracle HIPAA Advanced Data Privacy Cloud Service are authorized to access the following modules:

- Oracle Eloqua Advanced Data Security Cloud Service
- HIPAA Contact Security preventing access to ePHI data
- HIPAA Secure Communication Application for delivery and viewing of emails through secure authenticated channels

**Usage Limits:** The Oracle Advanced Security Cloud Service is subject to usage limits based on:

- A maximum number of Brands as defined in your Order.
- Oracle will provision this for one production environment and up to 2 Test Environments of Oracle B2B Orchestration Platform. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua HIPAA Advanced Data Privacy Cloud Service is subject to the usage limits of the Oracle Eloqua Platform Marketing Cloud Service.

**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](http://www.oracle.com/contracts) .

## Oracle B2C Orchestration Cloud Service - 1000 Interactions

### Applicable Part # B109582

Users of Oracle Marketing Automation B2C Cloud Service are authorized to access the following modules and features:

- Campaign
- Insight’s Interactive Dashboards
- API/Connect
- CX Apps platform
- Collaboration Cloud Service

- Access to a network of aggregators to select from as part of our self-service SMS model (aka SPAN)
- Mobile SDK
- Within 7 days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle B2C Orchestration Cloud Service is subject to usage limits based on:

- A maximum number of Messages as defined in your order.
- A maximum number of seven (7) Authorized Users one of which is an automatically generated admin@ user. Additional Users may be added upon request.
- 1 Promotional sending IP address.
- Email from addresses varied by username within the domain/sub-domain assigned to the Responsys account.
- Responsys hosted reply to addresses varied by username within the domain/Sub- domain assigned to the Responsys account.
- Oracle will provision 1 production environment for this Cloud Service. Additional environments may be purchased subject to additional fees.
- As part of the Cloud Support for this Oracle Cloud Service, Oracle will address the following basic email deliverability issues with ISP's (Internet Service Providers):
  - Configure promotional email IP address for a new account.
  - Set up all necessary authentication (DKIM, SPF, DMARC)
  - Monitor critical industry blacklists
  - Monitor deliverability metrics, complaints, bounces - this service will identify abnormal rates, and Oracle will work with Customer to use capabilities of the Oracle Cloud Service to improve email deliverability and will:
    - Interface with ISPs on behalf of senders
    - Open tickets and manages the individual ISP ticket/support process
    - Work with Customer to administer changes within the capabilities of the Oracle Cloud Service to improve email deliverability based on feedback from ISP
    - Transport Layer Security ("TLS ") is used when communicating via SMTP with ISPs, if the target ISP supports TLS with SMTP.
    - TLS is not used when communicating within the Oracle networks prior to sending the message over the internet to the ISPs
  - You shall comply with the following usage guidelines:
    - Supplemental Tables – You may maintain a maximum of 30 supplemental tables per account. Each supplemental table may contain up to a maximum of 35 fields.
    - Profile Extension Tables – You may maintain a maximum of 100 profile extension tables per list table.
    - SQL Views – Oracle's written approval is required before using the "SQL Views" feature of the Oracle Cloud Service.
    - Join Views – The "Join View" feature of the Hosted Service may be used to join up to a maximum of three tables.

- Responsys Connect – Each Connect job may not be run more often than four times per day. Each Connect data upload may only contain incremental data (i.e., updates to existing data or inserts of new data). The aggregate size of daily Interact Connect data uploads may not exceed 1GB per day.
- Responsys Program – It may be used to publish only programs that result in campaign messaging activity.
- Responsys API – It may only be used in compliance with Oracle Responsys’s API Developer Guide.
- RPL and Built-In Functions – It may only be used in compliance with Oracle Responsys’s RPL and Built-In Functions Guide.
- ANSI SQL Standards – All use of Structured Query Language (SQL) within the Oracle Cloud Service must comply with American National Standards Institute (ANSI) SQL standards.
- IP Address Restriction – For added security, you must enable and use two-step authentication to access the Hosted Service or use the IP Address Restriction feature of the Oracle Responsys Cloud Service.
- Mobile Apps integrated with Oracle Responsys must use the Oracle Responsys Mobile SDK
- Usage guidelines specified for Oracle Responsys Marketing Platform Cloud Service
- A shortened URL’s maximum lifespan is 30 calendar days.
- Those customers using our aggregator network to serve their SMS messaging needs must procure code(s) directly from an aggregator available in the network. The aggregator(s) will invoice the customer directly.
- Customer is responsible for any usage charge incurred with the aggregator(s) and must directly pay the aggregator(s). Oracle will not pay the aggregator(s) on your behalf. The aggregator(s) usage fees are not part of the Responsys Interaction SKU.

### **Overage**

This Cloud Service is subject to overage fees.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Full Service Maintenance Messaging Cloud Service – Maintenance Unit**

### **Applicable Part # B109584**

Users of Oracle Full Service Maintenance Messaging Cloud Service – Maintenance Unit are authorized to access from the following modules subject to the terms set forth herein:

- Oracle Responsys SMS Dedicated Random Shortcode Cloud Service
- Oracle Responsys SMS Shared Shortcode Cloud Service
- Oracle Responsys SMS Longcode Cloud Service



- Facilitate the setup of the applicable code with supported wireless carriers

**Your Obligations:**

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Random Longcode:** is defined as a string of randomly-selected numbers assigned by the long code administration body.

**Dedicated Longcode:** is defined as a longcode phone number owned by a single Customer to use for its campaigns only.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode or Longcode and sent by a mobile device to trigger a marketing

**Service Usage**

Your usage will be measured based on the maintenance units attributed to each country and code type for the wireless carriers that you have enabled to support your Oracle Marketing Automation Responsys SMS Full-Serve Cloud Service Maintenance Fee with a given year. The actual number of Maintenance Units attributed to a country and code type combination are detailed in the table included in the appendix of this Service Description. This Maintenance Unit table reflects 3rd party services and may be updated during Your Services Period to reflect changes in prices by the aggregators.

**Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Full Service Messaging Cloud Service – 1000 Interactions

**Applicable Part # B109585**

Users of Oracle Full Service Messaging Cloud Service, in country indicated on order are authorized to access the following modules:

- Oracle Full Service Messaging Cloud Service, MT Sent in specified countries
- Oracle Full Service Messaging Cloud Service, MO Sent in specified countries

**Usage Limits:** The Full-Service Messaging Cloud Service is subject to usage limits based on:

- A maximum number of multiples of 1,000 interactions as defined in Your order.

**Overage**

This Cloud Service is subject to overage fees.

## Usage Rates

Your usage will be measured based on the number of interactions attributed to each SMS, WhatsApp or Rich Communication Service (RCS) message that you send via the Oracle Marketing Automation Responsys SMS Full-Serve Cloud Service client. The actual number of interactions attributed to any SMS, WhatsApp or RCS message is based on the country you are sending to, the code type and aggregator (if multiple are available for one country), as described in the table included in the appendix of this Service Description booklet. This Interaction table reflects 3rd party Services and may be updated during Your Services Period to reflect changes in prices by the aggregators.

## Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Automatic Failover for Transactional Messages Cloud Service – Account

### Applicable Part # B109586

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Create and set-up of a secondary failover account and automated data replication/syncing between the primary and failover account.
- Oracle will begin provisioning a domain based on the branding information provided by you within seven (7) days of Your order, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Automatic Failover for Transactional Messages Cloud Service is subject to usage limits based on:

- Oracle will provision one production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- This Oracle Cloud Service applies only to Messages triggered via a specific endpoint and API function provided by Oracle. It does not cover other API functions. This service does not cover Messages triggered via the Oracle Responsys Marketing Platform Cloud Service or bulk email launches.
- This Oracle Cloud Service provides a secondary environment of Oracle Marketing Automation Responsys Automatic Failover for Transactional Messages Cloud Service to which You may send existing API-triggered transactional campaigns while Your primary environment is not available. You cannot log-in to this secondary environment, and its only purpose is for sending email, push, or SMS messages and collecting response data. The response data will automatically be synchronized back to Your primary environment when that environment becomes available.

This Oracle Cloud Service supports personalization using data values passed-in to the API function and from the campaign's profile list table. It does not support personalization from Profile Extension Tables or Supplemental Tables.

- Oracle Cloud Policies

- Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## RETIRED SERVICE DESCRIPTIONS

### Responsys SMS Messaging Cloud Service-MT Sent in Brazil Shortcode-1,000 Messages

Applicable Part # B77922

Users of Oracle Responsys SMS Messaging Cloud Service, MT Sent in Brazil Shortcode authorized to access the following module:

- Oracle Oracle Responsys SMS Messaging Cloud Service, MT Sent in Brazil Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

### Responsys SMS Messaging Cloud Service-MO Sent in Brazil -1,000 Messages

Applicable Part # B77923

Users of Oracle Responsys SMS Messaging Cloud Service, MO Sent in Brazil authorized to access the following module:

- Oracle Oracle Responsys SMS Messaging Cloud Service, MO Sent in Brazil

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

### Responsys SMS Messaging Cloud Service-MO/MT Sent in Brazil Shortcode-1,000 Messages

Applicable Part # B77924

Users of Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in Brazil Shortcode authorized to access the following module:

- Oracle Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in Brazil Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-Brazil Shortcode Setup Fee -Account**

- Applicable Part # B78071

As part of this Oracle Cloud Service, Oracle will do the following:

- Setup the short URL within the account with the settings as per client requirements.
- Create a test campaign to demonstrate usage of the solution.
- One hour conference call with the client to explain usage and reporting. Your Obligations:
- Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).
- Delegate the short URL domain to Oracle

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](http://www.oracle.com/contracts).

Responsys Premium Mobile Tracking Cloud Service-Brazil Shortcode -1,000 Messages

Applicable Part # B77928

Users of Oracle Responsys Premium Mobile Tracking Cloud Service Brazil Shortcode authorized to access the following module:

- Oracle Responsys Premium Mobile Tracking Cloud Service Brazil Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-Poland Setup Fee - Account**

- Applicable Part # B79571

As part of this Oracle Cloud Service, Oracle will do the following:

- Setup the short URL within the account with the settings as per client requirements.
- Create a test campaign to demonstrate usage of the solution.
- One hour conference call with the client to explain usage and reporting.

Your Obligations:

- Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).
- Delegate the short URL domain to Oracle

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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-Poland -1,000 Messages**

Applicable Part # B79575

Users of Oracle Responsys Premium Mobile Tracking Cloud Service Poland authorized to access the following module:

- Oracle Responsys Premium Mobile Tracking Cloud Service Poland

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-China Setup Fee - Account**

- Applicable Part # B79572

As part of this Oracle Cloud Service, Oracle will do the following:

- Setup the short URL within the account with the settings as per client requirements.
- Create a test campaign to demonstrate usage of the solution.
- One hour conference call with the client to explain usage and reporting.

Your Obligations:

- Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).
- Delegate the short URL domain to Oracle

## 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](http://www.oracle.com/contracts).

## Responsys Premium Mobile Tracking Cloud Service-China -1,000 Messages

Applicable Part # B79576

Users of Oracle Responsys Premium Mobile Tracking Cloud Service China authorized to access the following module:

- Oracle Responsys Premium Mobile Tracking Cloud Service China

### Overage

This Cloud Service is subject to overage fees.

## 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](http://www.oracle.com/contracts).

## Responsys Premium Mobile Tracking Cloud Service-Germany Setup Fee - Account

- Applicable Part # B79573

As part of this Oracle Cloud Service, Oracle will do the following:

- Setup the short URL within the account with the settings as per client requirements.
- Create a test campaign to demonstrate usage of the solution.
- One hour conference call with the client to explain usage and reporting.

### Your Obligations:

- Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).



- Delegate the short URL domain to Oracle

#### 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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-Germany -1,000 Messages**

Applicable Part # B79577

Users of Oracle Responsys Premium Mobile Tracking Cloud Service Germany authorized to access the following module:

- Oracle Responsys Premium Mobile Tracking Cloud Service Germany

#### Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-Japan Setup Fee - Account**

- Applicable Part # B79574

As part of this Oracle Cloud Service, Oracle will do the following:

- Setup the short URL within the account with the settings as per client requirements.
- Create a test campaign to demonstrate usage of the solution.
- One hour conference call with the client to explain usage and reporting.

Your Obligations:

- Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).
- Delegate the short URL domain to Oracle

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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-Japan -1,000 Messages**

Applicable Part # B79578

Users of Oracle Responsys Premium Mobile Tracking Cloud Service Japan authorized to access the following module:

- Oracle Responsys Premium Mobile Tracking Cloud Service Japan

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Oracle Responsys Display Cloud Service – Account Setup - Account**

Applicable Part # B78796

This Oracle Responsys Display Cloud Service consists of the following:

- Set up of one (1) Account

Usage Limits:

This Oracle Responsys Display Cloud Service is subject to usage limits based on:

- For one (1) Account, up to four (4) Oracle Responsys Marketing Platform Cloud Service campaigns, inclusive of one (1) add display campaign step and one (1) remove display campaign step

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](http://www.oracle.com/contracts).

## Responsys SMS Dedicated Random Shortcode Cloud Service - sent in Brazil -Shortcode

Applicable Part # B77908

Users of Oracle Responsys SMS Dedicated Random Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Dedicated Random Shortcode Cloud Service

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Responsys SMS Dedicated Random Shortcode Cloud Service - sent in Brazil Setup Fee-Shortcode

Applicable Part # B78060

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

#### 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](http://www.oracle.com/contracts).

## Oracle Push Cloud Service Standalone Setup Fee-Platform

Applicable Part # B78198

As part of this Oracle Cloud Service, Oracle will perform the following:

- Provision a Push IO account
- Create one or more app(s) and define the requested platforms within that Push IO account
- Set up the initial users and assign the specified user permissions for the app
- Push IO Manager SDK and API integration support.

#### 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](http://www.oracle.com/contracts).

## Oracle Push Cloud Service-Integrated Setup Fee-Platform

Applicable Part # B78197

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Provision a Push IO account
- Create one or more app(s) and define the requested platforms within that Push IO account

- Set up the initial users and assign the specified user permissions for the app
- Push IO Manager SDK and API integration support.

#### 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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service- Generic – 1000 Messages**

(Use for countries other than USA, UK, Australia)

Applicable Part # B79931, B79932, B79933, B79934, B79935, B79936, B79937, B79941, B79945, B79949

Users of Oracle Responsys Premium Mobile Tracking Cloud Service are authorized to access the following modules as set forth in Your order:

Oracle Responsys Premium Mobile Tracking Cloud Service

Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

## **Oracle Responsys SMS Cloud Service Setup Fee - Account**

Applicable Part # B78055

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Provision of mobile data gateway account at mobile service provider to access a Shortcode for SMS messaging.
- Setup of MOMT report log (connect job, supplemental table) per Table 1 below.

- Setup of Welcome message flow (one opt-in keyword flow), Stop (one opt-out keyword flow), Help and Invalid responses.
- Setup of Mobile PET (holds mobile specific data).
- One hour call with the Your product consultant to review the the data deliverables stated in Table 1.

Table 1 : Data Definition

This table will serve as the master record description of the mobile transaction data that will be loaded into the Oracle Responsys Cloud Service. These are obtained from the SMS aggregator.

Table 1

Column Name	Data Type	Description
A2W_RL_ID	NUMBER	Shows mobile originated messages, mobile-terminated messages, or both.
MESSAGE_DATE	Time Stamp Field (date)	Shows the date a message was delivered.
MESSAGE_TIME	Time Stamp Field (time)	Shows the time a message was delivered.
SHORTCODE	VARCHAR2(255)	Displays the short code a message was delivered from.
MOBILE_NUMBER	NUMBER	Shows the mobile number of the mobile device.
MESSAGE_BODY	VARCHAR2(255)	Displays the body of text in a message.
CARRIER	VARCHAR2(255)	Shows the carrier that delivers the message.
LAST_STATUS_CODE	NUMBER	Displays the status code of the last message.
STATUS_DESCRIPTION	VARCHAR2(255)	Gives a description of the message status.
STATUS_INFO	VARCHAR2(255)	Provides info about the message status.
ISMT	NUMBER	Displays whether the message is mobile-terminated.
ISSUCCESS	NUMBER	Displays whether the message was delivered successfully.
ISBILLABLE	NUMBER	Displays whether the message is billable (premium).
CAMPAIGN_NAME	VARCHAR2(255)	Shows the name of the campaign.
POLL_NAME	VARCHAR2(255)	Shows the name of the poll.
BROADCAST_NAME	VARCHAR2(255)	Shows the name of the broadcast message.

Your Obligations:

You are responsible for developing any additional integrations or campaigns required to utilize mobile data imported into the Oracle Responsys Cloud Service.

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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Cloud Service - Account

Applicable Part # B77906

Users of Oracle Responsys SMS Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Cloud Service

**Usage Limits:** The Oracle Responsys SMS Cloud Service Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- You are limited to one Shortcode and one Longcode.
- You are limited to basic campaign types.
- There is no API access.

You shall comply with the following usage guidelines for the Oracle Cloud Service:

- Usage guidelines specified for Oracle Responsys Marketing Platform Cloud Service
- A shortened URL's maximum lifespan is 30 calendar days.

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Enterprise Cloud Service Setup Fee - Account

Applicable Part # B78056

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Provision of mobile data gateway account at mobile service provider to access a Shortcode for SMS messaging.
- Setup of MOMT report log (connect job, supplemental table) per Table 1 below.
- Setup of Welcome message flow (one opt-in keyword flow), Stop (one opt-out keyword flow), Help and Invalid responses.
- Setup of Mobile PET (holds mobile specific data).
- One hour call with Your product consultant to review the data deliverables stated in Table 1.
- Table 1 below will serve as the master record description of the mobile transaction data that will be loaded into the Oracle Responsys Cloud Service. These are obtained from the SMS aggregator.
- 
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Table 1

Column Name	Data Type	Description
A2W_RL_ID	NUMBER	Shows mobile originated messages, mobile-terminated messages, or both.
MESSAGE_DATE	Time Stamp Field (date)	Shows the date a message was delivered.
MESSAGE_TIME	Time Stamp Field (time)	Shows the time a message was delivered.
SHORTCODE	VARCHAR2(255)	Displays the short code a message was delivered from.
MOBILE_NUMBER	NUMBER	Shows the mobile number of the mobile device.
MESSAGE_BODY	VARCHAR2(255)	Displays the body of text in a message.
CARRIER	VARCHAR2(255)	Shows the carrier that delivers the message.
LAST_STATUS_CODE	NUMBER	Displays the status code of the last message.
STATUS_DESCRIPTION	VARCHAR2(255)	Gives a description of the message status.
STATUS_INFO	VARCHAR2(255)	Provides info about the message status.
ISMT	NUMBER	Displays whether the message is mobile-terminated.
ISSUCCESS	NUMBER	Displays whether the message was delivered successfully.



ISBILLABLE	NUMBER	Displays whether the message is billable (premium).
CAMPAIGN_NAME	VARCHAR2(255)	Shows the name of the campaign.
POLL_NAME	VARCHAR2(255)	Shows the name of the poll.
BROADCAST_NAME	VARCHAR2(255)	Shows the name of the broadcast message.

Your Obligations:

You are responsible for developing any additional integrations or campaigns required to utilize mobile data imported into Oracle Responsys Cloud service.

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](http://www.oracle.com/contracts).

Responsys Premium Mobile Tracking Cloud Service-USA Shortcode Setup Fee - Account

Applicable Part # B78067

As part of this Oracle Cloud Service, Oracle will do the following:

- Setup the short URL within the account with the settings as per client requirements.
- Create a test campaign to demonstrate usage of the solution.
- One hour conference call with the client to explain usage and reporting. Your Obligations:
  - Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).
  - Delegate the short URL domain to Oracle

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](http://www.oracle.com/contracts).

## Responsys Premium Mobile Tracking Cloud Service-USA Shortcode -1,000 Messages

Applicable Part # B77871

Users of Oracle Responsys Premium Mobile Tracking Cloud Service USA Shortcode authorized to access the following module:

- Oracle Responsys Premium Mobile Tracking Cloud Service USA Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-UK Shortcode Setup Fee - Account**

Applicable Part # B78068

As part of this Oracle Cloud Service, Oracle will perform the following:

- Setup the shortcode within the account with the settings.
- Create a test campaign to demonstrate usage of the Oracle Responsys Premium Mobile Tracking Cloud Service.
- One hour conference call with You to explain usage and reporting.

Your Obligations:

- Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).
- Delegate the shortURL domain for use with the Oracle Responsys Premium Mobile Tracking Cloud Service

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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-UK Shortcode -1,000 Messages**

Applicable Part # B77872

Users of Oracle Responsys Premium Mobile Tracking Cloud Service UK Shortcode authorized to access the following module:

- Oracle Responsys Premium Mobile Tracking Cloud Service UK Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-UK Longcode Setup Fee - Account**

Applicable Part # B78069

As part of this Oracle Cloud Service, Oracle will perform the following:

- Setup the short URL within the account with the settings.
- Create a test campaign to demonstrate usage of the Oracle Responsys Premium Mobile Tracking Cloud Service.
- One hour conference call with You to explain usage and reporting.

Your Obligations:

- Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).
- Delegate the shortURL domain for use with the Oracle Responsys Premium Mobile Tracking Cloud Service

## 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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-UK Longcode -1,000 Messages**

Applicable Part # B77873

Users of Oracle Responsys Premium Mobile Tracking Cloud Service UK Longcode authorized to access the following module:

Overage

This Cloud Service is subject to overage fees.

## 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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-Australia Longcode Setup Fee - Account**

Applicable Part # B78070

As part of this Oracle Cloud Service, Oracle will perform the following:

- Setup the short URL within the account with the settings as.
- Create a test campaign to demonstrate usage of the Oracle Responsys Premium Mobile Tracking Cloud Service.
- One hour conference call with You to explain usage and reporting.

Your Obligations:

- Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).

- Delegate the short URL domain to Oracle.

#### 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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-Australia Longcode - 1,000 Messages**

Applicable Part # B77927

Users of Oracle Responsys Premium Mobile Tracking Cloud Service Australia Longcode authorized to access the following module:

- Oracle Responsys Premium Mobile Tracking Cloud Service Australia Longcode

#### Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

## **Responsys Premium Mobile Tracking Cloud Service-Country Generic Setup Fee -**

### **Account**

Applicable Part # B79955

As part of this Oracle Cloud Service, Oracle will perform the following:

- Setup the shortcode within the account with the settings.
- Create a test campaign to demonstrate usage of the Oracle Responsys Premium Mobile Tracking Cloud Service.
- One hour conference call with You to explain usage and reporting.

Your Obligations:

- Procure a short URL domain (or sub-domain). Please note that the URL construction process will add 9 characters (not including the scheme – http://, https://).
- Delegate the shortURL domain for use with the Oracle Responsys Premium Mobile Tracking Cloud Service

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](http://www.oracle.com/contracts).

## Oracle Responsys Return Path Email Intelligence Cloud Service-Event

Applicable Part #s B77937

Users of Oracle Responsys Return Path Email Intelligence Cloud Service are authorized to access the following modules:

- Reputation Monitor
- InBox Monitor
- InBox Preview
- Email Client Monitor

**Usage Limits:** The Oracle Responsys Return Path Email Intelligence Cloud Service is subject to usage limits based on:

- A maximum number of Events as defined in Your order.
- Includes 2,000,000 Pixels Per Month. Additional Pixels may be purchased subject to additional fees.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Oracle Responsys Return Path Additional Pixels for Email Client Monitor Cloud Service-1,000 Pixels**

Applicable Part #B77939

Users of Oracle Responsys Return Path Additional Pixels for Email Client Monitoring Cloud Service are authorized to access the following modules:

- Oracle Responsys Return Path for Email Client Monitoring Cloud Service

**Usage Limits:** The Oracle Responsys Return Path Additional Pixels for Email Client Monitoring Cloud Service is subject to usage limits based on:

- A maximum number of Events as defined in Your order.
- Includes 2,000,000 Pixels Per Month. Additional Pixels may be purchased subject to additional fees.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts)

## **Oracle Responsys Display Cloud Service – Recurring Ad Management Fee – Account**

Applicable Part # B81027

Users of this Oracle Responsys Display Cloud Service are authorized to access the following:

- Functionality to traffic campaigns and to configure campaigns against client KPI goals, and access to Oracle Responsys Display account management team to address issues that might arise throughout the duration of the campaign(s).

Usage Limits:

This Oracle Responsys Display Cloud Service is subject to usage limits based on:

- A maximum of one (1) Account, unless specified otherwise 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](http://www.oracle.com/contracts).

## **Oracle Responsys Display Cloud Service - Ad Management Fee – 1000 Impressions**

Applicable Part # B78797

Users of this Oracle Responsys Display Cloud Service are authorized to access the following:

- Functionality to traffic campaigns and to configure campaigns against client KPI goals, and access to the Oracle Responsys Display account management team to address issues that might arise throughout the duration of the campaign(s).

Usage Limits:

- A maximum number of Impressions up to the Total Authorized Budget as defined in Your order. You may purchase and use additional Impressions for additional fees, subject to the Total Authorized Budget. Although You and Oracle will make reasonable efforts to work within the Total Authorized Budget, You acknowledge that the cost of Impressions may vary based on bidding limits and other campaign parameters set by You as well as the availability of relevant Impressions in the marketplace. You agree to pay Oracle for any use or purchase of Impressions that exceed the Total Authorized Budget.

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](http://www.oracle.com/contracts).



## Oracle Responsys Display Cloud Service - Max Average Exchange (eCPM) Costs – 1000 Impressions

Applicable Part # B78798

Users of this Oracle Responsys Display Cloud Service are authorized to access the following:

- Impressions purchased by Oracle on Your behalf via this Oracle Cloud Service, subject to the Total Authorized Budget.

Usage Limits:

- A maximum number of Impressions up to the Total Authorized Budget as defined in Your order. You may purchase and use additional Impressions for additional fees, subject to the Total Authorized Budget. Although You and Oracle will make reasonable efforts to work within the Total Authorized Budget, You acknowledge that the cost of Impressions may vary based on bidding limits and other campaign parameters set by You as well as the availability of relevant Impressions in the marketplace. You agree to pay Oracle for any use or purchase of Impressions that exceed the Total Authorized Budget.

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](http://www.oracle.com/contracts).

## OMC Display Cloud Service – Max Average Exchange (eCPM) Costs - 1000 Impressions

Applicable Part # B85343

Users of this OMC Display Cloud Service are authorized to access the following:

- Impressions purchased by Oracle on Your behalf via this Oracle Cloud Service, subject to the Total Authorized Budget.

Usage Limits:

- A maximum number of Impressions up to the Total Authorized Budget as defined in Your order. You may purchase and use additional Impressions for additional fees, subject to the Total Authorized

Budget. Although You and Oracle will make reasonable efforts to work within the Total Authorized Budget, You acknowledge that the cost of Impressions may vary based on bidding limits and other campaign parameters set by You as well as the availability of relevant Impressions in the marketplace. You agree to pay Oracle for any use or purchase of Impressions that exceed the Total Authorized Budget.

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](http://www.oracle.com/contracts).

## **Oracle Responsys Display Cloud Service – Cross Channel Program Setup Fee - Account**

Applicable Part # B81660

This Oracle Responsys Display Cloud Service – Cross Channel Program Setup Fee consists of the following:

- Set up of one (1) Account

Usage Limits:

This Oracle Responsys Display Cloud Service is subject to usage limits based on:

- For one (1) Account, up to four (4) Oracle Responsys Marketing Platform Cloud Service campaigns, inclusive of one (1) add display campaign step and one (1) remove display campaign step

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](http://www.oracle.com/contracts).

Oracle Responsys Unique IP Address Cloud Service Setup Fee-IP Address

Applicable Part # B78047

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Provision a new unique sending IP address based on Customer's need for an additional promotional sending IP address or transactional sending IP address

- Oracle will Submit IP address(es) to ISP's for white listing (subject to each ISP's own policies)
- Associate proper sending IP address to designated Oracle Responsys Account(s)

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Unique IP Address Cloud Service-IP Address

Applicable Part # B77855

Users of Oracle Responsys Unique IP Address Cloud Service are authorized to access the following module:

Oracle Responsys Unique IP Address Cloud Service

**Usage Limits:** The Oracle Responsys Unique IP Address Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Marketing Platform Cloud Service-1,000 Messages

Applicable Part # B77854

A one-time custom order for professional services is required when ordering this Cloud Service offering.

Users of Oracle Responsys Marketing Platform Cloud Service are authorized to access the following modules and features:

- Interact Campaign
  - Interact Program
  - Interact Profile
  - Interact Content
  - Interact Insight
- 
- Interact API/Connect

Within 7 days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Responsys Marketing Platform Cloud Service is subject to usage limits based on:

- A maximum number of Messages as defined in your order.
- a maximum number of seven (7) Authorized Users one of which is an automatically generated admin@<riAccountName> user. Additional Users may be purchased subject to additional fees.
- 1 Promotional sending IP address, which may be associated with a maximum of five (5) domains/sub-domains assigned to Your Responsys Account. Additional transactional sending IP addresses may be purchased subject to additional fees.
- 1 Response Handler URL for all personalizations.
- Unlimited email from each IP address varied by username within the domain/sub-domain assigned to the Responsys Account.
- Unlimited Responsys hosted reply to addresses varied by username within the domain/sub-domain assigned to the Responsys Account.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

As part of the Cloud Support for this Oracle Cloud Service, Oracle will address the following basic email deliverability issues with ISP's (Internet Service Providers):

- Configuring and 'warming up' IP address for a new Customer or when adding new IP addresses to an existing Customer
- Set up all necessary authentication (DKIM, SPF, DMARC)
- Monitor important industry blacklists
- Monitor deliverability metrics, complaints, bounces - this service will identify abnormal rates, and Oracle will work with Customer to use capabilities of the Oracle Cloud Service to improve email deliverability and will:
  - Interface with ISPs on behalf of senders
  - Open tickets and manages the individual ISP ticket/support process
- Work with Customer to administer changes within the capabilities of the Oracle Cloud Service to improve email deliverability based on feedback from ISP

You shall comply with the following usage guidelines:

- Supplemental Tables – You may maintain a maximum of 30 supplemental tables per account. Each supplemental table may contain up to a maximum of 35 fields.
- Profile Extension Tables – You may maintain a maximum of 100 profile extension tables per list table.
- SQL Views – Oracle's written approval is required before using the "SQL Views" feature of the Oracle Cloud Service.
- Join Views – The "Create Join View" feature of the Hosted Service may be used to join up to a maximum of three tables.
- Interact Connect – Each Interact Connect job may not be run more often than four times per day. Each Interact Connect data upload may only contain incremental data (i.e., updates to existing data or inserts of new data). The aggregate size of daily Interact Connect data uploads may not exceed 1GB per day.
- Interact Program – Interact Program may be used to publish only programs that result in campaign messaging activity.

- Interact API – Interact API may only be used in compliance with Oracle’s Interact API Developer

Guide.

- Built-In Functions – Built-in functions may only be used in compliance with Oracle’s Built-In Functions Guide.
- ANSI SQL Standards – All use of Structured Query Language (SQL) within the Oracle Cloud Service must comply with American National Standards Institute (ANSI) SQL standards.
- IP Address Restriction – For added security, You must enable and use two-step authentication to access the Hosted Service or use the IP Address Restriction feature of the Oracle Cloud Service.

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Enterprise Cloud Service - Account

Applicable Part # B77860

Users of Oracle Responsys SMS Enterprise Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Enterprise Cloud Service
- Access to a network of aggregators to select from

**Usage Limits:** The Oracle Responsys SMS Enterprise Cloud Service Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.

You shall comply with the following usage guidelines for the Oracle Cloud Service:

- Usage guidelines specified for Oracle Responsys Marketing Platform Cloud Service
- A shortened URL’s maximum lifespan is 30 calendar days.
- The customer can access the aggregator network and procure code(s) directly from an aggregator available in the network. The aggregator(s) will invoice the customer directly.

- Customer is responsible for any usage charge incurred with the aggregator(s) and must directly pay the aggregator(s). Oracle will not pay the aggregator(s) on your behalf. The aggregator(s) usage fees are not part of the Responsys Interaction SKU.

#### Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Mobile App Platform Cloud Service

Applicable Part # B77874

Users of Oracle Responsys Mobile App Platform Cloud Service are authorized to access the following module:

- Oracle Responsys Mobile App Cloud Service
- Oracle Responsys Mobile SDK

**Usage Limits:** The Oracle Responsys Mobile App Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.

#### Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

Oracle Responsys Mobile App Messaging Cloud Service - 1,000 Messages

Applicable Part # B77875

Users of Oracle Responsys Mobile App Messaging Cloud Service are authorized to access the following module:

- Responsys Mobile App Cloud Service

## Usage Limits:

The Oracle Responsys Mobile App Cloud Service is subject to usage limits based on:

- 1 Primary Account with an unlimited number of sub-users.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

## Overage

This Cloud Service is subject to overage fees.

## 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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MT Sent in USA Shortcode-1,000 Messages**

Applicable Part # B77865

Users of Oracle Responsys SMS Messaging Cloud Service, MT Sent in USA Shortcode authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MT Sent in USA Shortcode

## Overage

This Cloud Service is subject to overage fees.

## 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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MO Sent in USA -1,000 Messages**

Applicable Part # B77866

Users of Oracle Responsys SMS Messaging Cloud Service, MO Sent in USA authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MO Sent in USA



Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MO/MT Sent in USA Shortcode-1,000 Messages**

Applicable Part # B77867

Users of Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in USA Shortcode authorized to access the following module:

- Oracle Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in USA Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MT Sent in UK Shortcode-1,000 Messages**

Applicable Part # B77868

Users of Oracle Responsys SMS Messaging Cloud Service, MT Sent in UK Shortcode authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MT Sent in UK Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MT Sent in UK Longcode-1,000 Messages**

Applicable Part # B77869

Users of Oracle Responsys SMS Messaging Cloud Service, MO Sent in UK Longcode authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MO Sent in UK Longcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MO Sent in UK-1,000 Messages**

Applicable Part # B77870

Users of Oracle Responsys SMS Messaging Cloud Service, MO Sent in UK authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MO Sent in UK

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MO/MT Sent in UK Shortcode-1,000 Messages**

Applicable Part # B77917

Users of Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in UK Shortcode authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in UK Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MO/MT Sent in UK Longcode-1,000 Messages**

Applicable Part # B77918

Users of Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in UK Longcode authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in UK Longcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MT Sent in Australia Shortcode-1,000 Messages**

Applicable Part # B77919

Users of Oracle Responsys SMS Messaging Cloud Service, MT Sent in Australia Shortcode authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MT Sent in Australia Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MO Sent in Australia -1,000 Messages**

Applicable Part # B77920

Users of Oracle Responsys SMS Messaging Cloud Service, MO Sent in Australia authorized to access the following module:

- Oracle Oracle Responsys SMS Messaging Cloud Service, MO Sent in Australia

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MO/MT Sent in Australia Shortcode-1,000 Messages**

Applicable Part # B77921

Users of Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in Australia Shortcode authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MO/MT Sent in Australia Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Oracle Responsys SMS Transactional One Way Messaging Cloud Service – MT Sent in Brazil – 1,000 Messages**

Applicable Part # B88232

Users of Oracle Responsys SMS Transactional One Way Messaging Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Transactional One Way Messaging Cloud Service – MT Sent in Brazil

#### Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

## **Oracle Responsys SMS Promotional One way Messaging Cloud Service – MT Sent in Brazil – 1,000 Messages**

Applicable Part # B88233

Users of Oracle Responsys SMS Promotional One Way Messaging Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Promotional One Way Messaging Cloud Service - MT Sent in Brazil

#### Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

## **Responsys SMS Dedicated Vanity Shortcode Cloud Service - sent in USA Setup Fee-Shortcode**

Applicable Part # B78057

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
  - Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

#### Oracle Cloud Policies

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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](http://www.oracle.com/contracts)

Responsys SMS Dedicated Vanity Shortcode Cloud Service - sent in USA -Shortcode

Applicable Part # B77861

Users of Oracle Responsys SMS Dedicated Vanity Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Dedicated Vanity Shortcode Cloud Service

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Vanity Shortcode:** is defined as a string of customer-selected numbers which can spell out a word or brand. Ex: "56457" = kohl's.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Responsys SMS Dedicated Random Shortcode Cloud Service - sent in USA Setup Fee-Shortcode

Applicable Part # B78058

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

Responsys SMS Dedicated Random Shortcode Cloud Service - sent in USA -Shortcode

Applicable Part # B77862

Users of Oracle Responsys SMS Dedicated Random Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Dedicated Random Shortcode Cloud Service

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Responsys SMS Dedicated Random Shortcode Cloud Service - sent in UK Setup Fee-Shortcode

Applicable Part # B78059

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Responsys SMS Dedicated Random Shortcode Cloud Service - sent in UK -

## Shortcode

Applicable Part # B77907

Users of Oracle Responsys SMS Dedicated Random Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Dedicated Random Shortcode Cloud Service

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Responsys SMS Shared Shortcode Cloud Service - sent in USA Setup Fee-Shortcode

Applicable Part # B78061

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
  - Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Responsys SMS Shared Shortcode Cloud Service - sent in USA -Shortcode

Applicable Part # B77909



Users of Oracle Responsys SMS Shared Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Shortcode Cloud Service

**Shared Shortcode:** is defined as a Responsys owned and shared and used by multiple customers to run various mobile marketing campaigns. Campaigns are guaranteed unique on a short code through the use of keywords. Typically only used temporarily while provisioning a customer dedicated Shortcode.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Responsys SMS Shared Shortcode Cloud Service - sent in UK Setup Fee-Shortcode

Applicable Part # B78062

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Responsys SMS Shared Shortcode Cloud Service - sent in UK -Shortcode

Applicable Part # B77863

Users of Oracle Responsys SMS Shared Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Shortcode Cloud Service

**Shared Shortcode:** is defined as a Responsys owned and shared and used by multiple customers to run various mobile marketing campaigns. Campaigns are guaranteed unique on a short code through the use of keywords. Typically only used temporarily while provisioning a customer dedicated Shortcode.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Responsys SMS Longcode Cloud Service - sent in UK Setup Fee-Longcode

Applicable Part # B78063

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Responsys SMS Longcode Cloud Service - sent in UK -Longcode

Applicable Part # B77864

Users of Oracle Responsys SMS Shared Longcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Longcode Cloud Service

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Responsys SMS Longcode Cloud Service - sent in Australia Setup Fee-Longcode

Applicable Part # B78064

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Responsys SMS Longcode Cloud Service - sent in Australia - Longcode

Applicable Part # B77910

Users of Oracle Responsys SMS Longcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Longcode Cloud Service

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## **Responsys SMS Shared Longcode Cloud Service - sent in UK Setup Fee-Longcode**

Applicable Part # B78065

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.
- You are responsible for developing any additional integrations or campaigns required to utilize mobile data imported into Oracle Responsys Cloud service.

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](http://www.oracle.com/contracts).

## **Responsys SMS Shared Longcode Cloud Service - sent in UK -Longcode**

Applicable Part # B77911

Users of Oracle Responsys SMS Shared Longcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Longcode Cloud Service

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Responsys SMS Shared Longcode Cloud Service - sent in Australia Setup Fee- Longcode

Applicable Part # B78066

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts).

## Responsys SMS Shared Longcode Cloud Service - sent in Australia - Longcode

Applicable Part # B77912

Users of Oracle Responsys SMS Shared Longcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Longcode Cloud Service

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Responsys SMS Platform - Code Subscription – Generic - Account

(use generic parts for countries other than USA, UK, Australia)

Applicable Part # B78737, B78740, B78743, B78746, B78749, B78752, B78755, B79940, B79944, B79948, B84069, B84073, B84077, B84081, B84085, B84089, B84093, B84097, B84101, B84105, B84109, B84113, B84117, B84121, B84125, B84129, B84133, B84137, B84141, B84145

Dedicated Shortcode

Users of Oracle Responsys SMS Dedicated Random Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Dedicated Random Shortcode Cloud Service

Shared Shortcode

Users of Oracle Responsys SMS Shared Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Shortcode Cloud Service

Longcode

Users of Oracle Responsys SMS Shared Longcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Longcode Cloud Service

## Shared Longcode

Users of Oracle Responsys SMS Shared Longcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Longcode Cloud Service

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Shared Shortcode:** is defined as a Responsys owned and shared and used by multiple customers to run various mobile marketing campaigns. Campaigns are guaranteed unique on a short code through the use of keywords. Typically only used temporarily while provisioning a customer dedicated Shortcode.

**Random Longcode:** is defined as a string of randomly-selected numbers assigned by the long code administration body.

**Dedicated Longcode:** is defined as a longcode phone number owned by a single Customer to use for its campaigns only.

**Shared Longcode:** is defined as a Responsys owned and shared and used by multiple customers to run various mobile marketing campaigns. Campaigns are guaranteed unique on a short code through the use of keywords. Typically only used temporarily while provisioning a customer dedicated Longcode.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode or Longcode and sent by a mobile device to trigger a marketing campaign.

## 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](http://www.oracle.com/contracts)

## Responsys SMS Platform - Code Setup Fee – Generic - Account

(use generic parts for countries other than USA, UK, Australia)

Applicable Part # B78769, B78770, B78771, B78772, B78773, B78774, B78775, B79952, B79953, B79954, B84155, B84156, B84157, B84158, B84159, B84160, B84161, B84162, B84163, B84164, B84165, B84166, B84167, B84168, B84169, B84170, B84171, B84172, B84173, B84174

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## **Oracle Responsys MMS Dedicated Shortcode Cloud Service – Sent in USA - Setup Fee-Account**

Applicable Part # B81117

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with US wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from US wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts).

## **Oracle Responsys MMS Dedicated Shortcode Cloud Service – Sent in USA-Account**

Applicable Part # B81114

Users of Oracle Responsys MMS Dedicated Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys MMS Dedicated Shortcode Cloud Service



**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

Oracle Responsys MMS Messaging Cloud Service – MT Sent in the USA-1,000 Messages

Applicable Part # B81115

Users of Oracle Responsys MMS Messaging Cloud Service are authorized to access the following module:

- Oracle Responsys MMS Messaging Cloud Service

**Usage Limits:** The Oracle Responsys Cloud Service is subject to usage limits based on:

- A maximum number of Messages (Per 1000 Messages) as defined in your order.

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Oracle Responsys MMS Messaging Cloud Service – MT Direct Connection-1,000 Messages**

Applicable Part # B81116

Users of Oracle Responsys MMS Messaging Cloud Service are authorized to access the following module:

- Oracle Responsys MMS Messaging Cloud Service

**Usage Limits:** The Oracle Responsys Cloud Service is subject to usage limits based on:

- A maximum number of Messages (Per 1000 Messages) as defined in your order.

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MT Sent in Generic Shortcode-1,000 Messages**

Applicable Part # B78735, B78738, B78741, B78744, B78747, B78750, B78753, B79938, B79942, B79946, B84067, B84071, B84075, B84079, B84083, B84087, B84091, B84095, B84099, B84103, B84107, B84111, B84115, B84119, B84123, B84127, B84131, B84135, B84139, B84143

Users of Oracle Responsys SMS Messaging Cloud Service, MT Sent in country indicated on order Shortcode authorized to access the following module:

Oracle Oracle Responsys SMS Messaging Cloud Service, MT Sent in generic Shortcode

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MO Sent in Generic -1,000 Messages**

Applicable Part # B78736, B78739, B78742, B78745, B78748, B78751, B78754, B79939, B79943, B79947, B84068, B84072, B84076, B84080, B84084, B84088, B84092, B84096, B84100, B84104, B84108, B84112, B84116, B84120, B84124, B84128, B84132, B84136, B84140, B84144

Users of Oracle Responsys SMS Messaging Cloud Service, MO Sent in country indicated on order authorized to access the following module:

- Oracle Oracle Responsys SMS Messaging Cloud Service, MO Sent in generic

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MO/MT Direct Connection -1,000 Messages**

Applicable Part # B77925

Users of Oracle Responsys SMS Messaging Cloud Service, MO/MT authorized to access the following module:

- Oracle Oracle Responsys SMS Messaging Cloud Service, MO/MT
- Fee does not include message termination (delivery) fees

Users of Oracle Responsys SMS Messaging Cloud Service, MO/MT agree to the following:

- The 3rd party aggregator should have Direct Connectivity and Partnership with local Telecom operators
- The 3rd party aggregator should support connectivity to and from Oracle at a rate of no less than 1,000 TPS (transactions per second)
- The 3rd party aggregator should be able to accept messages (MT's) to be terminated to end-recipients from Oracle Responsys using HTTP protocol. Similarly, they should

be able to send messages originating from end-recipients (MO's) to Oracle Responsys system through HTTP protocol

- The 3rd party aggregator provides a daily feed of numbers that are de-activated by the corresponding carriers
- The 3rd party aggregator should have 24/7 support channel (email, phone, portal) with a Guaranteed Response time (SLA)
- Oracle will not manage SMS delivery support issues related to the 3rd party aggregator, and You understand that SMS delivery issues and costs are the responsibility of the 3rd party aggregator
- You are responsible for all aspects of managing Your relationship with the 3rd party aggregator

#### Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

## **Responsys SMS Messaging Cloud Service-MT Sent in USA Shortcode-1,000 Messages**

Applicable Part # B77865

Users of Oracle Responsys SMS Messaging Cloud Service, MT Sent in USA Shortcode authorized to access the following module:

- Oracle Oracle Responsys SMS Messaging Cloud Service, MT Sent in USA Shortcode

#### Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Shared Shortcode Cloud Service– Sent in Brazil - Shortcode

Applicable Part # B88223

Users of Oracle Responsys SMS Shared Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Shortcode Cloud Service – Sent in Brazil

**Shared Shortcode:** is defined as a Responsys owned and shared and used by multiple customers to run various mobile marketing campaigns. Campaigns are guaranteed unique on a short code through the use of keywords. Typically only used temporarily while provisioning a customer dedicated Shortcode.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

Oracle Responsys SMS Shared Shortcode Cloud Service– Sent in Brazil Setup Fee - Shortcode

Applicable Part # B88241

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers.

Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Oracle Responsys SMS Transactional One Way Cloud Service – Sent in Brazil

Applicable Part # B88224

Users of Oracle Responsys SMS Transactional One Way Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Transactional One Way Cloud Service – Sent in Brazil

**Transactional:** Defined as a MT (outbound) only message used for the purposes of transactional messages (ex: shipping confirmation, balance alert, payment reminder etc). The MO (inbound) functionality will not be enabled.

**One way:** is defined as a MT only route.

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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Transactional One way Cloud Service – Sent in Brazil Setup Fee- - Shortcode

Applicable Part # B88242

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the transactional one way code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Oracle Responsys SMS Promotional One Way Cloud Service – Sent in Brazil

Applicable Part # B88225

Users of Oracle Responsys SMS Promotional One Way Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Promotional One Way Cloud Service – Sent in Brazil

**Promotional:** is defined as a MT (outbound) only message used for the purposes of marketing and promotional messages. The MO (inbound) functionality will not be enabled.

**One way:** is defined as a MT only route.

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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Promotional One way Cloud Service – Sent in Brazil Setup Fee

Applicable Part # B88243

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the Promotional One Way code with supported wireless carriers.

Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

Oracle Responsys SMS Shared Shortcode Cloud Service – Sent in France - Shortcode

Applicable Part # B88226

Users of Oracle Responsys SMS Shared Shortcode Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Shortcode Cloud Service – Sent in France

**Shared Shortcode:** is defined as a Responsys owned and shared and used by multiple customers to run various mobile marketing campaigns. Campaigns are guaranteed unique on a short code through the use of keywords. Typically only used temporarily while provisioning a customer dedicated Shortcode.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode and sent by a mobile

device to trigger a marketing campaign.

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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Shared Shortcode Cloud Service – Sent in France Setup Fee - Shortcode

Applicable Part # B88244

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the short code with supported wireless carriers.

Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Oracle Responsys SMS Transactional One-way Cloud Service - Sent in France – One Way

Applicable Part # B88227

Users of Oracle Responsys SMS Transactional One Way Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Transactional One Way Cloud Service – Sent in France

**Transactional:** Defined as a MT (outbound) only message used for the purposes of transactional

messages (ex: shipping confirmation, balance alert, payment reminder etc). The MO (inbound) functionality will not be enabled.

**One way:** is defined as a MT only route.

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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Transactional One-way Cloud Service - Sent in France Setup Fee – One Way

Applicable Part # B88245

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the transactional one way code with supported wireless carriers.

Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Oracle Responsys SMS Promotional One Way Cloud Service – Sent in France – One Way

Applicable Part # B88228

Users of Oracle Responsys SMS Promotional One Way Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Promotional One Way Cloud Service – Sent in France

**Promotional:** is defined as a MT (outbound) only message used for the purposes of marketing and promotional messages. The MO (inbound) functionality will not be enabled.

**One way:** is defined as a MT only route.

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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Promotional One Way Cloud Service – Sent in France

## Setup Fee – One Way

Applicable Part # B88246

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the Promotional One Way code with supported wireless carriers.

Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Oracle Responsys SMS Shared Shortcode Messaging Cloud Service – MO/MT Sent in France – 1,000 Messages

Applicable Part # B88234

Users of Oracle Responsys SMS Shared Shortcode Messaging Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Shared Shortcode Messaging Cloud Service – MO/MT Sent in France

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Transactional One Way Messaging Cloud Service – MT Sent in France – 1,000 Messages

Applicable Part # B88235

Users of Oracle Responsys SMS Transactional One Way Messaging Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Transactional One Way Messaging Cloud Service – MT Sent in France

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Oracle Responsys SMS Promotional One Way Messaging Cloud Service –MT Sent in France – 1,000 Messages**

Applicable Part # B88236

Users of Oracle Responsys SMS Promotional One Way Messaging Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Promotional One Way Messaging Cloud Service – MT Sent in France

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Oracle Responsys SMS Promotional Code Cloud Service – Sent in India - Code**

Applicable Part # B88229

Users of Oracle Responsys SMS Promotional Code Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Promotional Code Cloud Service – Sent in India

**Promotional:** is defined as a MT (outbound) only message used for the purposes of marketing and promotional messages. The MO (inbound) functionality will not be enabled.

## 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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Promotional Code Cloud Service – Sent in India Setup Fee - Code

Applicable Part # B88247

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the Promotional code with supported wireless carriers.

Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

## 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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Transactional Code Cloud Service - Sent in India - Code

Applicable Part # B88230

Users of Oracle Responsys SMS Transactional Code Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Transactional Code Cloud Service – Sent in India

**Transactional:** Defined as a MT (outbound) only message used for the purposes of transactional

messages (ex: shipping confirmation, balance alert, payment reminder etc). The MO (inbound) functionality will not be enabled.

**One way:** is defined as a MT only route.

## 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](http://www.oracle.com/contracts).

## Oracle Responsys SMS Transactional Code Cloud Service - Sent in India Setup Fee - Code

Applicable Part # B88248

As part of this Oracle Cloud Service, Oracle will do the following:

- Facilitate the setup of the transactional code with supported wireless carriers. Your Obligations:
- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

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](http://www.oracle.com/contracts)

## Oracle Responsys SMS Messaging Cloud Service –MO/MT Sent in India – 1,000 Messages

Applicable Part # B88237

Users of Oracle Responsys SMS Messaging Cloud Service are authorized to access the following module:

- Oracle Responsys SMS Messaging Cloud Service - MO/MT Sent In India

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## Oracle Responsys Marketing Platform Cloud Service Additional Account Bundle -

### Account

Applicable Part #B77904

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The Oracle Responsys Marketing Platform Cloud Service Additional Account Bundle (“Additional Account Bundle”) provides Users with the capability to access the Oracle Responsys Marketing Platform Cloud Service. The Additional Account Bundle requires You to maintain a subscription to Oracle Responsys Marketing Platform Cloud Service (“Primary Account”). The Additional Account Bundle includes an additional IP address with its own domain branding and SSL enablement. The Additional Account Bundle is connected to the Primary Account with the same contact person, Order Form, and “bill to”. Within 7 days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Responsys Marketing Platform Cloud Service Additional Account Bundle is subject to usage limits based on:

- a maximum number of one (1) Authorized Users which is an automatically generated admin@<riAccountName> user. Additional Users may be purchased subject to additional fees or allocated from their Primary Account.
- The Oracle Responsys Marketing Platform Cloud Service Additional Account Bundle is subject to usage limits specified for the Oracle Responsys Marketing Platform Cloud Service

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](http://www.oracle.com/contracts).

## Responsys Free to End User Cloud Service for Verizon-Month

Applicable Part # B77913

Users of Oracle Responsys Free to End User Cloud Service for Verizon are authorized to access the following module:

- Oracle Oracle Responsys Free to End User Cloud Service for Verizon

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](http://www.oracle.com/contracts).

## Responsys Free to End User Cloud Service for AT&T-1,000 Messages

Applicable Part # B77914

Users of Oracle Responsys Free to End User Cloud Service for AT&T are authorized to access the following module:

- Oracle Oracle Responsys Free to End User Cloud Service for AT&T

**Usage Limits:** The Oracle Responsys Cloud Service is subject to usage limits based on:

A maximum number of Authorized Users (Per 1000 Messages) as defined in your order.

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys Free to End User Cloud Service for T-Mobile-1,000 Messages**

Applicable Part # B77915

Users of Oracle Responsys Free to End User Cloud Service for T-Mobile are authorized to access the following module:

Oracle Oracle Responsys Free to End User Cloud Service for T-Mobile

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Responsys Free to End User Cloud Service for Sprint-1,000 Messages**

Applicable Part # B77916

Users of Oracle Responsys Free to End User Cloud Service for Sprint are authorized to access the following module:

Oracle Oracle Responsys Free to End User Cloud Service for Sprint

Overage

This Cloud Service is subject to overage fees.

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](http://www.oracle.com/contracts).

## **Oracle Responsys Collaboration Cloud Service Setup Fee - Account**

Applicable Part # B78048

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Create an Oracle Responsys Distributed Marketing Account

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](http://www.oracle.com/contracts).

## **Oracle Responsys Notifications for Undelivered Transactional Emails Cloud Service – Setup Fee**

Applicable Part # B85448

As part of the setup of this Oracle Cloud Service, Oracle will:

- Enable an existing Oracle Responsys account for this service
- Register in the Responsys account an end-point URL for calling the client's WS API
- Start monitoring delivery of all API-triggered transactional emails

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](http://www.oracle.com/contracts).

## **Oracle Responsys Marketing Platform Cloud Service Additional Account Bundle Setup Fee-Account**

Applicable Part #B78054



As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Activate Account(s) according to preferences provided by You
- Oracle will Submit IP address(es) to ISP's for white listing (subject to each ISP's own policies)
- Create Oracle Responsys Interact data mart Account
- Test new Account(s)

As part of the setup of this Oracle Cloud Service, You will provide the following as required by Oracle:

- White-listing information requested by Oracle
- Contact details of Your administrators
- Preferences for transactional messaging (*if purchased*)
- Preferences for required product features, including:
  - External tracking
  - Reply-to processing
  - Dynamic reply-to processing
  - From address
  - Customer-hosted reply-to address
  - Oracle Responsys-hosted reply-to address
- Preferences for optional product features, including:
  - Conversion tracking
- Domain Branding
- Name of sub-domain delegated to Oracle
- Confirmation of DNS delegation of sub-domain

- SSL certificate support
- Customer purchases and delivers SSL certificate information to Oracle
- SSL certificate purchase requires a certificate signing request (CSR), produced by Oracle, based on sub-domain information
- The Services Start Date for this Cloud Service occurs once Oracle delivers the CSR to You; however, the Cloud Service is not enabled for use until after you deliver the SSL certificate to Oracle.
  - Interact Connect details
    - Public SSH key without password requirement

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Encryption at Rest Cloud Service Setup Fee -Account

Applicable Part # B87852

As part of the setup of this Oracle Cloud Service Oracle will perform the following:

- Set up Oracle Encryption at Rest Cloud Service

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](http://www.oracle.com/contracts).

## Oracle Responsys Rapid Retargeter Cloud Service-1000 Events

Applicable Part # B81592

Users of the Oracle Responsys Rapid Retargeter Cloud Service are authorized to access the following features and modules:

- Capability to capture user web events and identify product browsed, cart abandonment, and product purchased retargeting opportunities.

As a prerequisite for this Oracle Cloud Service, You must also separately purchase Cloud Professional Services for the set up and configuration of this service.

**Usage Limits:** Oracle Responsys Rapid Retargeter Cloud Service is subject to usage limits based on:

- A maximum number of 1,000 Events as defined in Your order. Additional fees apply if this quantity is exceeded.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Rapid Retargeter Cloud Service, Additional Account

Applicable Part # B85963

Users of the Oracle Responsys Rapid Retargeter, Additional Account Cloud Service are authorized to access the following features and modules:

- Oracle Responsys Rapid Retargeter

As a prerequisite for this Oracle Cloud Service, You must also separately purchase Cloud Professional Services for the set up and configuration of this service.

**Usage Limits:** Oracle Responsys Rapid Retargeter Cloud Service, Additional Account is subject to usage limits based on:

- The Oracle Responsys Rapid Retargeter Cloud Service, Additional Account is subject to usage limits specified for the Oracle Responsys Rapid Retargeter Cloud Service- 1000 Events
- A maximum number of 1,000 Events as defined in Your order. Additional fees apply if this quantity is exceeded.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Transactional Messaging Cloud Service Setup Fee-Account

Applicable Part # B78049

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- Associate transactional sending IP address to designated Oracle Responsys Account
- Provision a new transactional sending IP address if necessary (for example, if one does not already exist for the given Account).
- Oracle will Submit IP address(es) to ISP's for white listing (subject to each ISP's own policies)
- Enable Transactional Messaging feature for designated Oracle Responsys Account

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](http://www.oracle.com/contracts).

## Oracle Audience Segmentation Cloud Service – 1 GB of Data Storage

Applicable Part # B90261

The “Oracle Audience Segmentation Cloud Service” provides Customers with an account for the Oracle CX Audience platform.

Users are authorized to access the following modules and features:

- Filter Designer
- Audience Designer
- Audience Insights
- Connect

**Usage Limits:** The Oracle Customer Experience Audience Data & Segmentation Cloud Service is subject to usage limits based on:

- A maximum amount of storage as defined in your order.
- A maximum of one profile list per account that integrates with Responsys and Datalogix data.
- A maximum of 100 profile extension tables per account.
- A maximum of 50 custom tables per account.
- All user created custom tables count towards total usage against storage limits.
-

## Overage

This cloud service is subject to overage fees.

### 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](http://www.oracle.com/contracts).

## Oracle Responsys Marketing Platform Cloud Service Additional Report-Only User - Hosted Named User

Applicable Part #B77905

The Oracle Responsys Marketing Platform Cloud Service Additional Report provides Users with the capability to access an Additional Report in the Oracle Responsys Marketing Platform Cloud Service.

### Usage Limits:

- The Oracle Oracle Responsys Marketing Platform Cloud Service Additional Users is subject to usage limits specified for the Oracle Responsys Marketing Platform Cloud Service.
- A maximum number of Hosted Named Users as defined in Your order.
- Each additional Hosted Named User will have account access to a single Oracle Responsys Account.
- A Hosted Named User may only access or view Insight Reports. There is no ability to launch campaigns, edit data, or edit assets.

### 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](http://www.oracle.com/contracts).

## Oracle Responsys BCC Enablement Cloud Service -Account

Applicable Part # B77902

Users of Oracle Responsys BCC Enablement Cloud Service are authorized to access the following module:

- Oracle Responsys BCC Enablement Cloud Service

**Usage Limits:** The Oracle Responsys BCC Enablement Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Automatic Failover for Transactional Messages Cloud Service-Account

Applicable Part # B77901

Within 7 days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Responsys Automatic Failover for Transactional Messages Cloud Service is subject to usage limits based on:

- Oracle will provision one production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- This Oracle Cloud Service applies only to Messages triggered via a specific endpoint and API function provided by Oracle. It does not cover other API functions. This service does not cover Messages triggered via the Oracle Responsys Marketing Platform Cloud Service or bulk email launches.
- This Oracle Cloud Service provides a secondary environment of Oracle Responsys Transactional Messaging Cloud Service to which You may send existing API-triggered transactional campaigns while Your primary environment is not available. You cannot log-in to this secondary environment, and its only purpose is for sending emails and collecting response data. The response data will automatically be synchronized back to Your primary environment when that environment becomes available.

- This Oracle Cloud Service supports personalization using data values passed-in to the API function and from the campaign's profile list table. It does not support personalization from Profile Extension Tables or

Supplemental Tables.

Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Enterprise Cloud Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Responsys Transactional Messaging Cloud Service-Account

Applicable Part # B77900

Users of Oracle Responsys Transactional Messaging Cloud Service are authorized to access the following features:

- Features of this Oracle Cloud Service that enable You to configure transactional email campaigns within the Oracle Responsys Marketing Platform Cloud Service and send transactional Messages from such email campaigns

Within 7 days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Responsys Transactional Messaging Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order
- One Unique IP address for sending transactional Messages from an Oracle Responsys Account
- Standard footers for transactional campaign emails do not contain unsubscribe links
- Oracle will make available 1 Transactional sending IP address, which may be associated with a maximum of five (5) domains/sub-domains assigned to Your account. Additional transactional sending IP addresses may be purchased subject to additional fees

- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service will apply to this Oracle Cloud Service

#### 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](http://www.oracle.com/contracts).

## **Oracle Responsys Connect Cloud Service for Adobe Genesis- Additional Account-Account**

Applicable Part # B77899

Users of Oracle Responsys Connect Cloud Service for Adobe Genesis Sub Account are authorized to access the following module:

- Oracle Responsys Connect for Adobe Genesis

**Usage Limits:** The Oracle Responsys Connect Cloud Service for Adobe Genesis Additional Account is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- To use this Oracle Cloud Service, You must have a valid set of credentials to authenticate to Adobe Analytics Genesis API.

#### 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](http://www.oracle.com/contracts).

## **Oracle Responsys Connect Cloud Service for Adobe Genesis-Primary Account-**



Applicable Part # B77898

Users of Oracle Responsys Connect Cloud Service for Adobe Genesis Primary Account are authorized to access the following module:

- Oracle Responsys Connect for Adobe Genesis

**Usage Limits:** The Oracle Responsys Connect Cloud Service for Adobe Genesis Primary Account is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- To use this Oracle Cloud Service, You must have a valid set of credentials to authenticate to Adobe Analytics Genesis API.

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](http://www.oracle.com/contracts).

## **Oracle Responsys Marketing Platform Cloud Service - Additional Full User - Hosted**

### **Named User**

Applicable Part #B77859

The Oracle Responsys Marketing Platform Cloud Service - Additional Full User provides Users with the capability to access the Oracle Responsys Marketing Platform Cloud Service.

Usage Limits:

The Oracle Responsys Marketing Platform Cloud Service - Additional Full User is subject to usage limits specified for the Oracle Responsys Marketing Platform Cloud Service.

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](http://www.oracle.com/contracts).

## Oracle Responsys Barcode Enablement Cloud Service -Account

Applicable Part #B77858

Users of Oracle Responsys Barcode Enablement Cloud Service are authorized to access the following modules:

Oracle Responsys Barcode Enablement Cloud Service

**Usage Limits:** The Oracle Responsys Barcode Enablement Cloud Service is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- If requested by You, Oracle will configure the Barcode generator to notify You by email in the event the thresholds specified in the monitoring configuration, specified during account setup, are reached.
- Oracle will provide one (1) up to 6 hour training session on use of the Barcode generator. Training will be provided remotely via teleconference.
- Oracle will configure 5 coupon code database tables in the Barcode generator.
- If requested by You, Oracle will configure the Barcode generator to log certain use and error information. Logs will be made available to You for download from the location, and at the frequency, specified during Account setup. Logs will be retained for 14 days from the date they are created.

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](http://www.oracle.com/contracts).

## Oracle Responsys Marketing Platform Cloud Service - Limited User - Hosted Named User

Applicable Part # B77857

Users of Oracle Responsys Marketing Platform Cloud Service - Limited User are authorized to access the following module:

- Oracle Responsys Distributed Marketing Cloud Service

**Usage Limits:** The Oracle Responsys Marketing Platform Cloud Service - Limited User is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in Your order.
- This Oracle Cloud Service can associate with only one (1) profile table in the associated Oracle Responsys account.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- Users of this Oracle Cloud Service may only access the Oracle Responsys Distributed Marketing Cloud Service Platform
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

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](http://www.oracle.com/contracts).

## Oracle Responsys Collaboration Cloud Service Platform Fee -Account

Applicable Part # B77856

Users of Oracle Responsys Collaboration Cloud Service Platform Fee are authorized to access the following module:

- Oracle Responsys Distributed Marketing Cloud Service

**Usage Limits:** The Oracle Responsys Collaboration Cloud Service Platform Fee is subject to usage limits based on:

- A maximum number of Accounts as defined in Your order.

- This Oracle Cloud Service can associate with only one (1) profile table in the associated Oracle Responsys Account.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- Users of this Oracle Cloud Service may only access the Oracle Responsys Distributed Marketing Cloud Service Platform.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Barcode Enablement Cloud Service Setup Fee-Account

Applicable Part #B78053

As part of the setup of this Oracle Cloud Service, Oracle will perform the following:

- If requested by You, Oracle will configure the Barcode Generator to notify You by email in the event the thresholds specified in the monitoring configuration, specified during account setup, are reached. Emails will be sent to the recipients specified in during account setup.
- Oracle will provide one (1) up to 6-hour training session on use of the Barcode Generator. This training will be provided remotely by teleconference and will address uploading coupon codes into database tables, using the built-in function in emails, and other topics related to usage of this service.
- Oracle will configure five (5) coupon code database table for You pursuant to the pricing table below and configurations established during account setup. For performance reasons and ease of administration, Oracle recommends that each coupon code database table support no more than three (3) campaigns.

- If requested by You, Oracle will configure the Barcode Generator to log certain use and error information. Logs will be made available to You for download from the location, and at the frequency, specified during account setup. Logs will be retained for 14 days from the date they are created.

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Send Time Optimization Cloud Service-1000 Records

Applicable Part # B81593

Users of the Oracle Responsys Send Time Optimization Cloud Service are authorized to access the following modules:

- “Program” (when Hourly Elapse Timer and Get Data are activated)
- Profile Extension Table (PET)

As a prerequisite for this Oracle Cloud Service, You must also separately purchase Cloud Professional Services for the set up and configuration of this service.

**Usage Limits:** The Oracle Responsys Send Time Optimization Cloud Service is subject to usage limits based on:

- A maximum number of 1,000 Records as defined in Your order. Additional fees apply if this quantity is exceeded.

#### 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](http://www.oracle.com/contracts).

## Oracle Marketing Cloud Platinum Intelligence Deliverability Plus Premium Cloud Service -- Each

Applicable Part # B85220

Users of Oracle Marketing Cloud Deliverability Plus Premium Cloud Service are authorized to access the following modules:

- Competitive Tracker
- Inbox Tracker (unlimited test events)

### **Usage Limits**

The Oracle Marketing Cloud Platinum Intelligence Deliverability Plus Premium Service is subject to usage limits based on:

- Maximum of 50 user logins created per production environment.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

### **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](http://www.oracle.com/contracts).

## **Oracle Marketing Cloud Gold Deliverability Plus Monitoring Cloud Service -- Each**

Applicable Part # B85221

Users of Oracle Marketing Cloud Deliverability Plus Cloud Service are authorized to access the following modules:

- Inbox Tracker (unlimited test events)

### **Usage Limits**

The Oracle Marketing Cloud Deliverability Plus Cloud Service is subject to usage limits based on:

- Maximum of 50 user logins created per production environment.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

## 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](http://www.oracle.com/contracts).

## Oracle Marketing Cloud Deliverability Plus Additional Events Cloud Service

Applicable Part # B85222

Users of Oracle Marketing Cloud Deliverability Plus Additional Events Cloud Service are authorized to access the following modules:

- Inbox Tracker
- Design Tracker: If You purchased this service prior to November 21, 2020 you will be able to access and use Design Tracker as further described in the Program Documentation until the end of Your current Services Term or November 21, 2021 whichever is earlier. If You purchased this service after November 21, 2020 but prior to March 1, 2021, You shall only be able to access and use Design Tracker as further described in the Program Documentation until the end of Your current Services Term or November 21, 2022 whichever is earlier.

## Usage Limits

The Oracle Marketing Cloud Deliverability Plus Additional Events Cloud Service is subject to usage limits based on:

- 350 events annually to be used with Inbox Tracker and, where applicable, Design Tracker.
- Events are to be used with existing production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

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](http://www.oracle.com/contracts).

## Oracle Responsys Notification Service for Undelivered Transactional Emails Cloud Service -- Account

Applicable Part # B85447

Users of Oracle Responsys Notification Service for Undelivered Transactional Emails are authorized to receive the following services:

- Monitoring of the delivery of all API-triggered transactional emails
- Determination of which API-triggered transactional emails failed to reach their intended recipients
- Calls back the client's designated WS API with information about API-triggered transactional emails that failed to reach their intended recipients

Usage Limits: The Oracle Responsys Notification Service for Undelivered Transactional Emails is subject to usage limits based on:

- Only one service per one Responsys account.
- Oracle will provision one production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud

Service.

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](http://www.oracle.com/contracts)

## Oracle Responsys Encryption at Rest Cloud Service - Account

Applicable Part # B87734

Oracle Responsys Encryption at Rest Cloud Service enables data encryption in Your Oracle Responsys production environment.

The following capabilities are available to Users of Oracle Responsys Encryption at Rest Cloud Service:



- Configuration of Oracle Responsys Encryption at Rest Cloud Service for one Oracle Responsys Marketing Platform Cloud Service production environment
- Encryption of data at rest in production environment

**Usage Limits:** The Oracle Responsys Encryption at Rest Cloud Service is subject to usage limits based on:

- Oracle will provision Oracle Responsys Encryption at Rest Cloud Service for one production environment of Oracle Responsys Platform Marketing Cloud Service.
- Additional environments may be purchased subject to additional fees.

#### 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](http://www.oracle.com/contracts)

## Oracle Responsys Behavioral Data Restore Cloud Service

Applicable Part # B89013

Provide historical information for events supported by the Contact Event Data export. Data are provided in a raw data format, and is limited to the amount of historical data retained in the Data Warehouse database and/or tape backups.”

#### Usage Guidelines

- Requests for data from multiple date ranges may be in a single request, provided all data ranges are requested at the same time.
- Request for multiple event types may be in a single request, provided all event types are requested at the same time.

**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](http://www.oracle.com/contracts).

## Oracle Responsys Interaction Cloud Service-1,000 Interactions

Applicable Part # B89416

Users of Oracle Responsys Interaction Cloud Service are authorized to access the following modules and features:

- Responsys Campaign
- Responsys Program
- Responsys Insight’s Interactive Dashboards

- Responsys API/Connect
- Access to a network of aggregators to select from
- Oracle Responsys Mobile SDK

Within 7 days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

Usage Limits: The Oracle Responsys Interaction Cloud Service is subject to usage limits based on:

- A maximum number of Messages as defined in your order.
- A maximum number of seven (7) Authorized Users one of which is an automatically generated admin@ user. Additional Users may be purchased subject to additional fees.
- 1 Promotional sending IP address, which may be associated with a maximum of five (5) domains/subdomains assigned to your Responsys Account1 Response Handler URL for all personalization.
- Unlimited email from each IP address varied by username within the domain/sub-domain assigned to the Responsys account.
- Unlimited Responsys hosted reply to addresses varied by username within the domain/Sub-domain assigned to the Responsys account.
- Unlimited Responsys hosted reply to addresses varied by username within the domain/sub-domain assigned to the Responsys account.
- Oracle will provision 1 production environment for this Cloud Service. Additional environments may be purchased subject to additional fees.

As part of the Cloud Support for this Oracle Cloud Service, Oracle will address the following basic email deliverability issues with ISP's (Internet Service Providers):

- Configure promotional email IP address for a new account.
- Set up all necessary authentication (DKIM, SPF, DMARC)
- Monitor critical industry blacklists
- Monitor deliverability metrics, complaints, bounces - this service will identify abnormal rates, and Oracle will work with Customer to use capabilities of the Oracle Cloud Service to improve email deliverability and will:
  - Interface with ISPs on behalf of senders
  - Open tickets and manages the individual ISP ticket/support process
- Work with Customer to administer changes within the capabilities of the Oracle Cloud Service to improve email deliverability based on feedback from ISP
- Transport Layer Security ("TLS ") is used when communicating via SMTP with ISPs.
- TLS is not used when communicating within the Oracle networks prior to sending the message over the internet to the ISPs.

You shall comply with the following usage guidelines:

- Supplemental Tables – You may maintain a maximum of 30 supplemental tables per account. Each supplemental table may contain up to a maximum of 35 fields.
  - Profile Extension Tables – You may maintain a maximum of 100 profile extension tables per list table.
  - SQL Views – Oracle’s written approval is required before using the “SQL Views” feature of the Oracle Cloud Service.
  - Join Views – The “Join View” feature of the Hosted Service may be used to join up to a maximum of three tables.
  - Responsys Connect – Each Connect job may not be run more often than four times per day. Each Connect data upload may only contain incremental data (i.e., updates to existing data or inserts of new data). The aggregate size of daily Interact Connect data uploads may not exceed 1GB per day.
  - Responsys Program – It may be used to publish only programs that result in campaign messaging activity.
  - Responsys API – It may only be used in compliance with Oracle Responsys’s API Developer Guide.
  - RPL and Built-In Functions – It may only be used in compliance with Oracle Responsys’s RPL and Built-In Functions Guide.
  - ANSI SQL Standards – All use of Structured Query Language (SQL) within the Oracle Cloud Service must comply with American National Standards Institute (ANSI) SQL standards.
  - IP Address Restriction – For added security, you must enable and use two-step authentication to access the Hosted Service or use the IP Address Restriction feature of the Oracle Responsys Cloud Service.
- Mobile Apps integrated with Oracle Responsys must use the Oracle Responsys Mobile SDK
  - Usage guidelines specified for Oracle Responsys Marketing Platform Cloud Service
- A shortened URL’s maximum lifespan is 30 calendar days.
  - The customer can access the aggregator network and procure code(s) directly from an aggregator available in the network. The aggregator(s) will invoice the customer directly.
  - Customer is responsible for any usage charge incurred with the aggregator(s) and must directly pay the aggregator(s). Oracle will not pay the aggregator(s) on your behalf. The aggregator(s) usage fees are not part of the Responsys Interaction SKU.

#### Overage

This Cloud Service is subject to overage fees.

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Cloud Service – Additional Account

Applicable Part # B89450

The Oracle Responsys Cloud Service - Additional Account provides Users with the capability to access the Oracle Responsys Interaction Cloud Service. The Additional Account requires you to maintain a subscription to Oracle Responsys Interaction Cloud Service (“Primary Account”). The Additional Account includes an additional IP address with its own domain branding and SSL enablement. The Additional Account is connected to the Primary Account with the same contact person, Order Form, and “bill to”. Within 7 days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Responsys Cloud Service Additional Account is subject to usage limits based on:

- a maximum number of one (1) Authorized Users which is an automatically generated admin@ user. Additional Users may be purchased subject to additional fees or allocated from their Primary Account.
- The Oracle Responsys Cloud Service Additional Account is subject to usage limits specified for the Oracle Responsys Interaction Cloud Service
- 

#### 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](http://www.oracle.com/contracts).

## Oracle Responsys Marketing Platform Cloud Service - Additional Brand - Each

Applicable Part # B90109

The “Oracle Responsys Marketing Platform Cloud Service – Additional Brand” provides Customers with an

additional Brand in their Account.

**Usage Limits:** The Oracle Responsys Marketing Platform Cloud Service – Additional Brand is subject to usage limits

based on:

- One Unique IP address for sending promotional Messages for such Brand, and one Unique IP address for sending transactional Messages for such Brand.
- Oracle will make available 1 IP address for sending promotional Messages, and 1 IP address for sending transactional Messages, which may be associated with a maximum of one (1) unique domain/sub-domain.
- All Brands in an account must be wholly owned by one Customer. Agencies or white label entities are not supported.

- Each Brand must be an independent, standalone Brand.
- Each Brand must send a minimum of 100,000 email messages per month.
- Each Responsys Account can have a maximum of 10 Brands.
- The usage guidelines of Oracle Responsys Marketing Platform Cloud Service apply to this Oracle Cloud Service.

**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](http://www.oracle.com/contracts).

## Oracle Marketing Advanced Intelligence Cloud Service - Each

Applicable Part # B92241

The Oracle Marketing Advanced Intelligence Cloud Service is an add-on to the Oracle Responsys Interaction Cloud Service that provides access to the following data science and predictive analytic functions:

- Intelligent Audiences
- CLV
- Send Time Optimizations
- Predictive Subject Line
- Native Intelligent Switch
- Fatigue Dashboard
- 

**Usage Limits:** This service is a flat fee add-on to your base subscription. The usage restrictions are the same as the Oracle Marketing Advanced Intelligence Cloud Service that this service is attached to.

Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Responsys SMS Full-Serve Cloud Service Maintenance Fee – Maintenance Unit

Applicable Part # B92518

Users of Oracle Responsys SMS Full-Serve Cloud Service Maintenance Fee are authorized to access from the following modules subject to the terms set forth herein:

- Oracle Responsys SMS Dedicated Random Shortcode Cloud Service
- Oracle Responsys SMS Shared Shortcode Cloud Service

- Oracle Responsys SMS Longcode Cloud Service
- Facilitate the setup of the applicable code with supported wireless carriers

Your Obligations:

- Work with the Oracle Mobile Team to answer questions from supported wireless carriers related to your code and mobile programs.

**Random Shortcode:** is defined as a string of randomly-selected numbers assigned by the short code administration body.

**Dedicated Shortcode:** is defined as a shortcode phone number owned by a single Customer to use for its campaigns only.

**Random Longcode:** is defined as a string of randomly-selected numbers assigned by the long code administration body.

**Dedicated Longcode:** is defined as a longcode phone number owned by a single Customer to use for its campaigns only.

**Keyword:** is defined as a word or name that is paired with a particular a Shortcode or Longcode and sent by a mobile device to trigger a marketing campaign.

#### Service Usage

Your usage will be measured based on the maintenance units attributed to each country and code type for the wireless carriers that you have enabled to support your Oracle Responsys SMS Full-Serve Cloud Service with a given year. The actual number of Maintenance Units attributed to a country and code type combination are detailed in the table included in the appendix of this Service Description booklet. This Maintenance Unit table reflects 3<sup>rd</sup> party services and may be updated during Your Services Period to reflect changes in prices by the aggregators.

#### Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Responsys SMS Full-Serve Cloud Service -- 1,000 Interactions

Applicable Part # B92239

Users of Oracle Responsys Full Service SMS Service, in country indicated on order are authorized to access the following modules:

- Oracle Oracle Responsys SMS Messaging Cloud Service, MT Sent in specified countries
- Oracle Oracle Responsys SMS Messaging Cloud Service, MO Sent in specified countries

**Usage Limits:** The Oracle Responsys Cloud Service is subject to usage limits based on:

- A maximum number of multiples of 1,000 interactions as defined in Your order.

#### Overage

This Cloud Service is subject to overage fees.

#### Usage Rates

Your usage will be measured based on the number of interactions attributed to each SMS message that you send via the Oracle Responsys Full-Serve SMS Cloud Service client. The actual number of interactions attributed to any SMS message is based on the country you are sending to, the code type and aggregator (if multiple are available for one country), as described in the table included in the appendix of this Service Description booklet. This Interaction table reflects 3rd party Services and may be updated during Your Services Period to reflect changes in prices by the aggregators.

#### Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Marketing Automation Responsys Marketing Cloud Deliverability Plus Additional Events Cloud Service - 350 Events**

Applicable Part # B94193

Users of Oracle Marketing Cloud Deliverability Plus Additional Events Cloud Service are authorized to access the following modules:

- Inbox Tracker

Usage Limits : The Oracle Marketing Automation Responsys Marketing Cloud Deliverability Plus Additional Events Cloud Service is subject to usage limits based on:

- 350 events annually to be used with Inbox Tracker and, where applicable, Design Tracker.
- Events are to be used with existing production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.

#### 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](http://www.oracle.com/contracts)

## **Oracle Marketing Automation Responsys Pro Cloud Service - 1000 Interactions**

Applicable Part # B94182

Users of Oracle Marketing Automation Responsys Pro Cloud Service are authorized to access the following modules and features:

- Responsys Campaign
- Responsys Insight's Interactive Dashboards
- Responsys API/Connect
- Responsys CX Apps platform
- Access to a network of aggregators to select from as part of our self-service SMS model (aka SPAN)
- Within 7 days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by you, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

Usage Limits: The Oracle Marketing Automation Responsys Pro Service is subject to usage limits based on:

- A maximum number of Messages as defined in your order.
- A maximum number of seven (7) Authorized Users one of which is an automatically generated admin@ user. Additional Users may be added upon request.
- 1 Promotional sending IP address, which may be associated with a maximum of five (5) domains/subdomains assigned to your Responsys Account1 Response Handler URL for all personalization.
- Unlimited email from each IP address varied by username within the domain/sub-domain assigned to the Responsys account.
- Unlimited Responsys hosted reply to addresses varied by username within the domain/Sub- domain assigned to the Responsys account.
- Unlimited Responsys hosted reply to addresses varied by username within the domain/sub- domain assigned to the Responsys account.
- Oracle will provision 1 production environment for this Cloud Service. Additional environments may be purchased subject to additional fees.

As part of the Cloud Support for this Oracle Cloud Service, Oracle will address the following basic email deliverability issues with ISP's (Internet Service Providers):

- Configure promotional email IP address for a new account.
- Set up all necessary authentication (DKIM, SPF, DMARC)
- Monitor critical industry blacklists
- Monitor deliverability metrics, complaints, bounces - this service will identify abnormal rates, and Oracle will work with Customer to use capabilities of the Oracle Cloud Service to improve email deliverability and will:
- Interface with ISPs on behalf of senders
- Open tickets and manages the individual ISP ticket/support process
- Work with Customer to administer changes within the capabilities of the Oracle Cloud Service to improve email deliverability based on feedback from ISP
- Transport Layer Security ("TLS ") is used when communicating via SMTP with ISPs.
- TLS is not used when communicating within the Oracle networks prior to sending the message over the internet to the ISPs.

You shall comply with the following usage guidelines:



- Supplemental Tables – You may maintain a maximum of 30 supplemental tables per account. Each supplemental table may contain up to a maximum of 35 fields.
- Profile Extension Tables – You may maintain a maximum of 100 profile extension tables per list table.
- SQL Views – Oracle’s written approval is required before using the “SQL Views” feature of the Oracle Cloud Service.
- Join Views – The “Join View” feature of the Hosted Service may be used to join up to a maximum of three tables.
- Responsys Connect – Each Connect job may not be run more often than four times per day. Each Connect data upload may only contain incremental data (i.e., updates to existing data or inserts of new data). The aggregate size of daily Interact Connect data uploads may not exceed 1GB per day.
- Responsys Program – It may be used to publish only programs that result in campaign messaging activity.
- Responsys API – It may only be used in compliance with Oracle Responsys’s API Developer Guide.
- RPL and Built-In Functions – It may only be used in compliance with Oracle Responsys’s RPL and Built-In Functions Guide.
- ANSI SQL Standards – All use of Structured Query Language (SQL) within the Oracle Cloud Service must comply with American National Standards Institute (ANSI) SQL standards.
- IP Address Restriction – For added security, you must enable and use two-step authentication to access the Hosted Service or use the IP Address Restriction feature of the Oracle Responsys Cloud Service.
- Usage guidelines specified for Oracle Responsys Marketing Platform Cloud Service
- A shortened URL’s maximum lifespan is 30 calendar days.
- Those customers using our aggregator network to serve their SMS messaging needs must procure code(s) directly from an aggregator available in the network. The aggregator(s) will invoice the customer directly.
- Customer is responsible for any usage charge incurred with the aggregator(s) and must directly pay the aggregator(s). Oracle will not pay the aggregator(s) on your behalf. The aggregator(s) usage fees are not part of the Responsys Interaction SKU.

### **Overage**

This Cloud Service is subject to overage fees.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Marketing Automation Responsys Advanced Intelligence Professional Cloud Service - Each**

Applicable Part # B94184

The Oracle Marketing Automation Responsys Advanced Intelligence Professional Cloud Service is an add-on to the Oracle Marketing Automation Responsys Pro Cloud Service that provides access to the following data science and predictive analytic functions:

- Customer Lifetime Value Dashboard (CLV)
- Predictive Subject Line
- Fatigue Dashboard

**Usage Limits:** This service is a flat fee add-on to your base subscription. The usage restrictions are the same as the Oracle Marketing Automation Responsys Advanced Intelligence Professional Cloud Service that this service is attached to.

### Oracle Cloud Policies

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Marketing Automation Responsys Express – 1,000 Interactions

Applicable Part # B93594

Users of Oracle Marketing Automation Responsys Express Cloud Service are authorized to access the following modules and features:

- Responsys Campaign
- Responsys Insight's Interactive Dashboards
- Responsys API/Connect
- Responsys CX Apps platform

Within seven (7) days from Oracle's acceptance of your order, Oracle will begin provisioning a domain based on the branding information provided by You, or if none is provided within that period, Oracle will begin provisioning a non-branded domain.

**Usage Limits:** The Oracle Marketing Automation Responsys Express is subject to usage limits based on:

- A maximum number of 1,000 Interactions as defined in your order.
- A maximum number of seven (7) Authorized Users one of which is an automatically generated admin@ user. Additional Users may be added upon request.
- 1 Promotional sending IP address, which may be associated with a maximum of five (5) domains/subdomains assigned to your Responsys Account1 Response Handler URL for all personalization.
- Oracle will provision 1 production environment for this Cloud Service. Additional environments may be purchased subject to additional fees.
- Supplemental Tables – You may maintain a maximum of 30 supplemental tables per account. Each supplemental table may contain up to a maximum of 35 fields.

- Profile Extension Tables – You may maintain a maximum of 100 profile extension tables per list table.
- Join Views – The “Join View” feature of the Hosted Service may be used to join up to a maximum of three tables.
- Responsys Connect – Each Connect job may not be run more often than four times per day. Each Connect data upload may only contain incremental data (i.e., updates to existing data or inserts of new data). The aggregate size of daily Interact Connect data uploads may not exceed 1GB per day.
- Responsys Campaign – It may be used to publish only programs that result in campaign messaging activity.
- ANSI SQL Standards – All use of Structured Query Language (SQL) within the Oracle Cloud Service must comply with American National Standards Institute (ANSI) SQL standards.
- IP Address Restriction – For added security, you must enable and use two-step authentication to access the Hosted Service or use the IP Address Restriction feature of the Oracle Responsys Cloud Service.
- A shortened URL’s maximum lifespan is 30 calendar days.

Oracle will make reasonable efforts with Internet Service Providers (ISPs) to address the following basic email deliverability issues:

- Configure promotional email IP address for a new account.
- Set up necessary authentication (DKIM, SPF, DMARC)
- Monitor critical industry blacklists
- Monitor deliverability metrics, complaints, and bounces. Where rates are abnormal, Oracle will:
  - make reasonable efforts with ISPs on behalf of senders to improve deliverability; and
  - Open tickets and manage the individual ISP ticket/support process
- Transport Layer Security (“TLS”) is used when communicating via SMTP with ISPs.
- TLS is not used when communicating within the Oracle networks prior to sending the message over the internet to the ISPs.

### **Overage**

This Cloud Service is subject to overage fees.

### **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](http://www.oracle.com/contracts).

## **Oracle Eloqua Marketing for Entertainment Cloud Service (formerly known as Eloqua All Star)**

Applicable Part #'s B74158, 40501000 Oracle Eloqua Marketing for Entertainment Cloud Service, 40501000 Eloqua All Star

Users of Oracle Eloqua Marketing for Entertainment Cloud Service are authorized to access the following OMC Service Descriptions 110724

modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Entertainment Industry Template Gallery
- Oracle Eloqua Enterprise Branding and Configuration Cloud Service, High Volume
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Cloud Support
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Engage Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Entertainment Cloud Service is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric:

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

**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](http://www.oracle.com/contracts).

**Oracle Eloqua Marketing for Asset Management Cloud Service (formerly**

## known as Eloqua Asset Management)

Applicable Part #'s B74161, 41001000 Oracle Eloqua Marketing for Asset Management Cloud Service, 41001000 Eloqua Asset Management

Users of Oracle Eloqua Marketing for Asset Management Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Asset Management Industry Template Gallery
- Oracle Eloqua Premium Branding and Configuration Cloud Service, Multiple Brands
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Secure Microsite
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Cloud Support
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Engage Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Asset Management Cloud Service is subject to usage limits based on:

- A maximum number of Assets under Management as defined in your order.
- A maximum number of 1,000,000 contacts in your production environment.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Marketing for Insurance Cloud Service (formerly known as Eloqua Insurance)

Applicable Part #'s B74159, 40600000 Oracle Eloqua Marketing for Insurance Cloud Service, 40600000 Eloqua Insurance

Users of Oracle Eloqua Marketing for Insurance Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Insurance Industry Template Gallery
- Oracle Eloqua Premium Branding and Configuration Cloud Service, Multiple Brands
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Secure Microsite
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Cloud Support
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Engage Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Insurance Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Metric	Page Views Per Month	Per Month	Sends Per Hour	Submissions Volume Per Month	Submissions Per Hour	Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Marketing for Non-Profit Cloud Service (formerly known as Eloqua Non-Profit)

Applicable Part #'s B74160, 40920000 Oracle Eloqua Marketing for Non-Profit Cloud Service, 40920000 Eloqua Non-Profit

Users of Oracle Eloqua Marketing for Non-Profit Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Non Profit Industry Template Gallery
- Oracle Eloqua Enterprise Branding and Configuration Cloud Service, High Volume
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Secure Microsite
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Cloud Support
- Oracle Eloqua Engage Cloud Service (5 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (5 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Non-Profit Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Marketing for Life Sciences Consumers Cloud Service

Applicable Part # 78447 Oracle Eloqua Marketing for Life Sciences Consumers Cloud Service  
Users of Oracle Eloqua Marketing for Life Sciences Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Life Sciences Consumers Industry Template Gallery
- Life Sciences Consumers Data Model Extensions
- Ora Oracle Eloqua Premium Branding and Configuration Cloud Service, Multiple Brands
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (50 Hosted Named Users)



- Oracle Eloqua Engage Cloud Service (50 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua HIPAA Advanced Data Privacy Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Life Sciences Cloud Service is subject to usage limits based on:

- A maximum number of Brands as defined in your order.
- A maximum number of 1,000,000 contacts in your production environment.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud- SaaS Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Eloqua Marketing for Life Sciences Professionals Cloud Service**

Applicable Part # B76385 Oracle Eloqua Marketing for Life Sciences Professionals Cloud Service Users of Oracle Eloqua Marketing for Life Sciences Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Life Sciences Professionals Industry Template Gallery
- Life Sciences Professionals Data Model Extensions
- Oracle Eloqua Premium Branding and Configuration Cloud Service, Multiple Brands
- Oracle Eloqua Event Management Cloud Service

- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Secure Microsite
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (50 Hosted Named Users)
- Oracle Eloqua Engage Cloud Service (50 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service
- Oracle Eloqua Identity Cloud Service for Salesforce

**Usage Limits:** The Oracle Eloqua Marketing for Life Sciences Cloud Service is subject to usage limits based on:

- A maximum number of Brands as defined in your order.
- A maximum number of 1,000,000 contacts in your production environment.
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud- SaaS Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Eloqua Marketing for Manufacturing Basic Cloud Service**

Applicable Part # B76388 Oracle Eloqua Marketing for Manufacturing Basic Cloud Service Users of Oracle Eloqua Marketing for Manufacturing Basic Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management

- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service (10 Hosted Named User)
- Manufacturing Industry Template Gallery
- Manufacturing Industry Data Model Extensions
- Oracle Eloqua Marketing Users (10 Hosted Named Users)
- Oracle Eloqua Engage Cloud Service (5 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (5 Hosted Named Users)
- Oracle Eloqua Integration API Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Manufacturing Basic Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 1,000,000	Up to 2,000,000	Up to 50,000*	Up to 100,000	Up to 1,000	Up to 20,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud- SaaS Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Eloqua Marketing for Manufacturing Standard Cloud Service**

Applicable Part # B76390 Oracle Eloqua Marketing for Manufacturing Standard Cloud Service Users of Oracle Eloqua Marketing for Manufacturing Standard Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management

- Marketing Effectiveness
  - CRM Integration
- System Management
- One secure microsite
- Manufacturing Industry Template Gallery
  - Manufacturing Industry Data Model Extensions
- Oracle Eloqua Standard Branding and Configuration Cloud Service
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Eloqua Engage Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service
- Oracle Eloqua Identity Cloud Service for Salesforce

**Usage Limits:** The Oracle Eloqua Marketing for Manufacturing Basic Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud- SaaS Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Eloqua Marketing for Wealth Management Cloud Service

Applicable Part # B76387 Oracle Eloqua Marketing for Wealth Management Cloud Service

Users of Oracle Eloqua Marketing for Wealth Management Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Wealth Management Industry Template Gallery
- Wealth Management Data Model Extensions
- Oracle Eloqua Premium Branding and Configuration Cloud Service, Multiple Brands
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Secure Microsite
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (30 Hosted Named Users)
- Oracle Eloqua Engage Cloud Service (30 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service
- Oracle Eloqua Identity Cloud Service for Salesforce

**Usage Limits:** The Oracle Eloqua Marketing for Wealth Management Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of OMC Service Descriptions 110724 Page 165 of 220

concurrent sending activities.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud- SaaS Hosting and Delivery Policies, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Eloqua Marketing for Communications Cloud Service**

Applicable Part # B77359 Oracle Eloqua Marketing for Utilities Standard Cloud Service

Users of Oracle Eloqua Marketing for Communications Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Communications Industry Template Gallery
- Communications Industry Data Model Extensions
- Oracle Eloqua Standard Branding and Configuration Cloud Service
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Engage Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Communications Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per	Up to	Up to	Up to	Up to 500,000	Up to 5,000	Up to

Production Environment	5,000,000	10,000,000	250,000*			100,000
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\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

## Oracle Eloqua Marketing for Utilities Cloud Service

Applicable Part # B77360 Oracle Eloqua Marketing for Utilities Standard Cloud Service

Users of Oracle Eloqua Marketing for Utilities Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- One secure microsite
- Utilities Industry Template Gallery
- Utilities Industry Data Model Extensions
- Oracle Eloqua Standard Branding and Configuration Cloud Service
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Engage Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Communications Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
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Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000
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\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

## Oracle Eloqua Marketing for Higher Education Cloud Service

Applicable Part # [B79843](#) Oracle Eloqua Marketing for Higher Education Standard Cloud Service  
Users of Oracle Eloqua Marketing for Higher Education Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- Integration
- System Management
- One secure microsite
- Higher Education Industry Template Gallery
- Higher Education Industry Data Model Extensions
- Oracle Eloqua Standard Branding and Configuration Cloud Service
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Cloud Support
- Oracle Eloqua Business Intelligence Cloud Service (50 Hosted Named User)
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Secure Microsite
- Oracle Eloqua Engage Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Higher Education Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric



Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

## Oracle Eloqua Business Intelligence Cloud Service (formerly known as Eloqua Insight Analyzer)

Applicable Part #'s B74168, 17300000 Oracle Eloqua Business Intelligence Cloud Service, 17300000 Eloqua Insight Analyzer User License

Users of Oracle Eloqua Business Intelligence Cloud Service are authorized to access the following modules:

- Custom Reports
- Custom Dashboards

**Usage Limits:** The Oracle Eloqua Business Intelligence Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision Oracle Eloqua Business Intelligence Cloud Service for one production environment of Oracle Eloqua Marketing Basic Cloud Service or Oracle Eloqua Marketing Standard Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Business Intelligence Cloud Service is subject to the usage limits of the service (Oracle Eloqua Marketing Basic Cloud Service or Oracle Eloqua Marketing Standard Cloud Service, as applicable) for which it is provisioned. Additional storage capacity may be purchased for additional fees.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua SSL Certificate Self Purchase (formerly known as Eloqua Enhanced Microsites to Support Any Verisign EV Certificates (Self Purchased) – Includes up to 3 certificates)

Applicable Part #'s B74178, 15500000 Oracle Eloqua SSL Certificate Self Purchase, 15500000 Eloqua Enhanced Microsites to Support Any Verisign EV Certification (Self Purchased) – Includes up to 3 certificates

Users of Oracle Eloqua SSL Certificate for Self Purchase are authorized to access the following modules:

- Secure Microsites Setup

**Usage Limits:** The Oracle Eloqua SSL Certificate Self Purchase is subject to usage limits based on:

- A maximum number of Verisign EV SSL Certificates as defined in your order.
- Oracle will configure customer provided Verisign EV SSL certificates for up to three certificates in an Oracle Eloqua Marketing Cloud Service production environment.
- The Oracle Eloqua SSL Certificate Self Purchase is subject to the usage limits based upon the association of the certificate with a specific domain.

**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](http://www.oracle.com/contracts).

**Oracle Eloqua Basic Additional Allotments Cloud Service (formerly known as Eloqua Premier Activity Upgrade - Marketer)**

Applicable Part #'s B76465, B74182, 18200000 Oracle Eloqua Basic Additional Allotments Cloud Service, 18200000

Eloqua Premier Activity Upgrade - Marketer

Users of Oracle Eloqua Basic Additional Allotments Cloud Service are authorized to access the following modules:

- Configuration of Additional Allotments for one Oracle Eloqua Marketing Platform Cloud Service production environment.

**Usage Limits:** The Oracle Eloqua Basic Additional Allotments Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- See table below for usage limits allocated per licensed metric.

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

**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](http://www.oracle.com/contracts).

## Oracle Eloqua Marketing Standard Additional Allotments Cloud Service (formerly known as Eloqua Premier Activity Upgrade - Team)

Applicable Part #'s B76466, B74183, 18300000 Oracle Eloqua Marketing Standard Additional Allotments Cloud Service, 18300000 Eloqua Premier Activity Upgrade - Team

Users of Oracle Eloqua Marketing Standard Additional Allotment Cloud Service are authorized to access the following modules:

- Configuration of Additional Allotments for one Oracle Eloqua Marketing Cloud Service production environment.

**Usage Limits:** The Oracle Eloqua Additional Allotment Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	API Calls Per Day
Per Production Environment	Up to 25,000,000	Up to 50,000,000	Up to 1,250,000	Up to 2,500,000	Up to 25,000	Up to 500,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Private Storage Cloud Service (formerly known as Eloqua Premier Hosting Service)

Applicable Part #'s B74781, 17400000 Oracle Eloqua Private Storage Cloud Service, 17400000 Eloqua Premier Hosting Service

Users of Oracle Eloqua Private Storage Cloud Service are authorized to access the following modules:

- Configuration of Oracle Eloqua Private Storage Cloud Service for one Oracle Eloqua Platform Marketing Cloud Service production environment

**Usage Limits:** The Oracle Eloqua Private Storage Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision Oracle Eloqua Private Storage Cloud Service for one production environment of Oracle Eloqua Platform Marketing Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Private Storage Cloud Service is subject to the usage limits of the Oracle Eloqua Platform Marketing Cloud Service

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Marketing Approvals Cloud Service

Applicable Part #'s B78509

Users of Oracle Eloqua Marketing Approvals Cloud Service are authorized to access the following module:

- Marketing Approvals

**Usage Limits:** The Oracle Eloqua Marketing Approvals Cloud Service is subject to the following usage limits:

- A maximum number of Contacts as defined in your order
- Oracle will provision Oracle Eloqua Marketing Approvals Cloud Service for one production environment of Oracle Eloqua Marketing Basic Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Marketing Approvals Cloud Service is subject to usage specified for the Oracle Eloqua Marketing Basic Cloud Service for which it is provisioned. Additional storage capacity may be purchased for additional fees.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Advertising Cloud Service

Applicable Part# B75403, 19000000

Users of Oracle Eloqua Advertising Cloud Service are authorized to access the following module and features:

- Oracle Eloqua Advertising Cloud Service

**Usage Limits:** The Oracle Eloqua Advertising Cloud Service is subject to the following usage limits:

- A maximum number of Contacts as defined in your order
- Oracle will provision the Oracle Eloqua Advertising Cloud Service for one production environment of Oracle Eloqua Marketing Basic Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Advertising Oracle Cloud Service is subject to the usage limits specified for the Oracle Eloqua Marketing Basic Cloud Service for which it is provisioned. Additional storage capacity may be purchased for additional fees.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Priority Email Cloud Service (formerly known as Eloqua

## Priority Email Package)

Applicable Part #'s B74180, 17500000 Oracle Eloqua Priority Email Cloud Service, 17500000 Eloqua Priority Email Package

Users of Oracle Eloqua Priority Email Cloud Service are authorized to access the following modules:

- Configuration of Oracle Eloqua Priority Email Cloud Service for one Oracle Eloqua Marketing Cloud Service production environment

**Usage Limits:** The Oracle Eloqua Priority Email Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision the Oracle Eloqua Priority Email Cloud Service for one production environment of Oracle Eloqua Marketing Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Priority Email Cloud Service is subject to the usage limits of the Oracle Eloqua Marketing Cloud Service
- In addition to the above limits, the Oracle Eloqua Priority Email Cloud Service has the following usage limits:
  - up to a total of 500,000 Emails per hour
  - up to a total of 10,000,000 emails sends per month.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Additional Deliverability Tests Cloud Service (formerly known as Eloqua Additional Deliverability Tests)

Applicable Part #'s B74187, 16500000 Oracle Eloqua Additional Deliverability Tests Cloud Service, 16500000 Eloqua Additional Deliverability Tests

Users of Oracle Eloqua Additional Deliverability Tests Cloud Service are authorized to access the following modules:

- 1 additional Deliverability Test per month

**Usage Limits:** The Oracle Eloqua Additional Deliverability Tests Cloud Service is subject to usage limits based on:

- A maximum number of Deliverability Tests as defined in your order
- Oracle will provision Oracle Eloqua Additional Deliverability Tests Cloud Service for one production environment of Oracle Eloqua Marketing Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Additional Deliverability Tests Cloud Service is subject to the usage limits of the Oracle Eloqua Marketing Cloud Service 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](http://www.oracle.com/contracts).

## Eloqua All Access Education Pass (AAEP) for Non-Eloqua Users

Part # B74266, 37052002

- Entitles a Hosted Named User to attend publicly scheduled Eloqua classes for the term of the license.
- Hosted Named User must enroll in training sessions via the Eloqua Training Portal ([www.eloqua.com/education](http://www.eloqua.com/education)).
- Classes are offered as Instructor Led Online (ILO) training via web-cast technology or as Web Based Training (WBT) modules.
- Classes will be scheduled based on overall demand. Training schedules can be viewed on the Eloqua Training Portal ([www.eloqua.com/education](http://www.eloqua.com/education)).
- Classes must be registered for and attended within the terms of the AAEP license.
- Classes cannot be recorded or shared in any fashion.
- Subscription AAEP license can only be re-assigned if original Hosted Named User has permanently left the organization or the renewal date of the AAEP.
- The pass cannot be shared or distributed to others.

## Oracle Eloqua Integration API Cloud Service (formerly known as Eloqua Web Services API Development Upgrade)

Applicable Part #'s B74166, 17900000 Oracle Eloqua Integration API Cloud Service, 17900000 Eloqua Web Services API Development Upgrade

Users of Oracle Eloqua Integration API Cloud Service are authorized to access the following modules:

- Oracle Eloqua Marketing BULK API

**Usage Limits:** The Oracle Eloqua Integration API Cloud Service is subject to the following usage limits:

- A maximum number of Contacts as defined in your order
- Oracle will provision Oracle Eloqua Integration API Cloud Service for one production environment of Oracle Eloqua Marketing Basic Cloud Service. Additional environments may be purchased subject to additional fees.

The Oracle Eloqua Integration API Cloud Service is subject to the usage limits specified for the Oracle Eloqua Marketing Basic Cloud Service for which it is provisioned. Additional storage capacity may be purchased for additional fees.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Plug-In Cloud Service for Salesforce (formerly known as Eloqua Discover for Salesforce)

Applicable Part #'s B74171, 16300000 Oracle Eloqua Plug-In Cloud Service for Salesforce, 16300000 Eloqua Discover for Salesforce

Users of Oracle Eloqua Plug-In Cloud Service for Salesforce are authorized to access the following modules:

- Oracle Eloqua Plug-In Cloud Service for Salesforce

**Usage Limits:** The Oracle Eloqua Plug-In Cloud Service for Salesforce is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in your order
- Individual Hosted Named Users of Oracle Eloqua Plug-In Cloud Service for Salesforce must be provisioned on an existing Oracle Eloqua Marketing Cloud Service environment.
- The Oracle Eloqua Plug-In Cloud Service for Salesforce is subject to the usage limits of the Oracle Eloqua Marketing Cloud Service 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](http://www.oracle.com/contracts).

## **Oracle Eloqua Engage, Customer Profiler and Plug-In Cloud Service for Salesforce (formerly known as Eloqua for Sales)**

Applicable Part #'s B74172, 16400000 Oracle Eloqua Engage and Plug-In Cloud Service for Salesforce, 16400000 Eloqua For Sales

Users of Oracle Eloqua Engage and Plug-In Cloud Service for Salesforce are authorized to access the following modules:

- Oracle Eloqua Plug-In Cloud Service for Salesforce
- Oracle Eloqua Customer Profiler Cloud Service
- Oracle Eloqua Engage Cloud Service

**Usage Limits:** The Oracle Eloqua Engage and Plug-In Cloud Service for Salesforce is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in your order
- Individual Hosted Named Users of Oracle Eloqua Engage and Plug-In Cloud Service for Salesforce must be provisioned on an existing Oracle Eloqua Marketing Cloud Service environment.
- The Oracle Eloqua Engage and Plug-In Cloud Service for Salesforce is subject to the usage limits of the Oracle Eloqua Marketing Cloud Service 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](http://www.oracle.com/contracts).

## Oracle Eloqua Marketing for Partners Cloud Service (formerly known as Eloqua Agency Partner Platform)

Applicable Part #'s B74162, 10700000 Oracle Eloqua Marketing for Partners Cloud Service, 10700000 Eloqua Agency Partner Platform

Users of Oracle Eloqua Marketing for Partners Cloud Service are authorized to access the following modules and features:

- Campaign Management
- Contact Management
- Lead Management
- Marketing Effectiveness
- CRM Integration
- System Management
- Oracle Eloqua Event Management Cloud Service
- Oracle Eloqua Advanced Lead Scoring Cloud Service
- Oracle Eloqua Data Tools Cloud Service
- Oracle Eloqua Security Administration Cloud Service
- Oracle Eloqua Integration API Cloud Service
- Oracle Eloqua Business Intelligence Cloud Service (5 Hosted Named User)
- Oracle Eloqua Marketing Users (50 Hosted Named Users)
- Oracle Cloud Support
- Oracle Eloqua Advertising Cloud Service
- Oracle Eloqua Identity Cloud Service for Salesforce
- Oracle Eloqua Engage Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Customer Profiler Cloud Service (10 Hosted Named Users)
- Oracle Eloqua Marketing Approvals Cloud Service

**Usage Limits:** The Oracle Eloqua Marketing for Partners Cloud Service is subject to usage limits based on:

- A maximum number of Contacts as defined in your order
- Oracle will provision 1 production environment for this Oracle Cloud Service. Additional environments may be purchased subject to additional fees.
- See table below for usage limits allocated per licensed metric

Licensed Metric	Tracked Page Views Per Month	Email Sends Per Month	Email Sends Per Hour	Form Submissions Volume Per Month	Form Submissions Per Hour	Eloqua Reporter License	API Calls Per Day
Per Production Environment	Up to 5,000,000	Up to 10,000,000	Up to 250,000*	Up to 500,000	Up to 5,000	Up to 100 Hosted Named Users	Up to 100,000

\* Email throughput may vary with overall system load, complexity of email content and number of concurrent sending activities.



## 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](http://www.oracle.com/contracts).

## Oracle Cloud Priority Service for Oracle Marketing Cloud Service

Applicable Part # B74256, B77075

Oracle Cloud Priority Service consists of:

- Support Delivery Management. One Oracle Technical Account Manager (“TAM”) will be assigned to you for the duration of the service period set forth in the ordering document. The TAM will serve as your primary contact for the administration of the services and will communicate with you in a local language (except as noted below).

Your TAM shall provide the following support services:

- Prepare and maintain quarterly service delivery progress reports;
- Document the contact details for key Oracle contacts and up to 5 (five) technical and/or end user contacts (“Customer Contacts”) and Oracle’s escalation procedures (“Joint Contacts and Escalation Guide”);
- Provide access to a customer-specific web portal.

Your TAM will also assist with the following:

- Conduct an orientation for your Customer Contacts;
- Conduct a delivery planning session;
- Maintain the service delivery plan;
- Perform quarterly service delivery plan reviews;
- Maintain the Joint Contacts and Escalation Guide;
- Review all Oracle Support Services activity, including service request (“SR”) activity in connection with individual SRs logged by you or your Customer Contacts. The review may consist of status reports, next steps, if any, and review of your SR priorities;
- Serve as your designated point of contact for Severity 1 and mutually agreed upon Severity 2 SR (collectively, “Critical SRs”) and Oracle Cloud services incidents (“Incidents”). The TAM will provide assistance in managing Critical SRs and Incidents as follows:

SR and Incident management, prioritization and escalation;

Communicate the status of your priority SRs and Incidents to your Customer Contact(s); and  
Facilitate communications between Oracle and your Customer Contacts.  
Facilitate your access to monthly web conference sessions delivered in English featuring Oracle products.

**Prioritization.**

Oracle will give you priority access to change windows related to your Oracle Cloud services;

Oracle will prioritize your SRs and Incidents above SRs and Incidents of the same severity level submitted by other Oracle Cloud services customers. Oracle will respond to your SRs and Incidents per the following guidelines (“Service Request Response Guidelines”):

90% of Severity 1 SRs and Incidents within one (1) hour (24x7);  
90% of Severity 2 SRs and Incidents within two and one half (2.5) local business hours;  
90% of Severity 3 SRs and Incidents within the next local business day; and  
90% of Severity 4 SRs and Incidents within the next local business day.

Oracle will initiate internal escalations for Severity 1 and Severity 2 SRs and Severity 1 and Severity 2 Incidents according to the Service Request Response Guidelines; and

Oracle will communicate SRs and Incidents to Oracle Product Development, as appropriate.

□ **Other.**

If you renew Oracle Cloud Priority Service, your renewal fee for such services will be based on the Oracle Cloud Priority Service pricing policies in effect at the time of renewal.

Oracle Cloud Priority Service may not be available for all programs.

TAM is available 1 day a week over a 12-month period.

**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](http://www.oracle.com/contracts).

## Oracle Cloud Priority Service for Oracle Eloqua Marketing Cloud Service – Enterprise TAM

Applicable Part #B85323

Oracle Cloud Priority Service consists of:

- Support Delivery Management. One Oracle Technical Account Manager (“TAM”) will be assigned to you for the duration of the service period set forth in the ordering document. The TAM will serve as your primary contact for the administration of the services and will communicate with you in English (except where a local language is available).
- a. Your TAM shall provide the following support services:
- Prepare and maintain quarterly service delivery progress reports;
  - Document the contact details for key Oracle contacts and up to 5 (five) technical and/or end user contacts (“Customer Contacts”) and Oracle’s escalation procedures (“Joint Contacts and Escalation Guide”);
  - Provide access to a customer-specific web portal.

- Your TAM will also assist with the following:

- Conduct an orientation for your Customer Contacts;
- Conduct a delivery planning session;
- Maintain the service delivery plan;
- Perform quarterly service delivery plan reviews;
- Maintain the Joint Contacts and Escalation Guide;
- Review all Oracle Support Services activity, including service request (“SR”) activity in connection with individual SRs logged by you or your Customer Contacts. The review may consist of status reports, next steps, if any, and review of your SR priorities;
- Serve as your designated point of contact for Severity 1 and mutually agreed upon Severity 2 SR (collectively, “Critical SRs”) and Oracle Cloud services incidents (“Incidents”). The TAM will provide assistance in managing Critical SRs and Incidents as follows:

- SR and Incident management, prioritization and escalation;

- Communicate the status of your priority SRs and Incidents to your Customer Contact(s); and
- Facilitate communications between Oracle and your Customer Contacts.

Facilitate your access to monthly web conference sessions delivered in English featuring Oracle products.

□ **Prioritization.**

Oracle will give you priority access to change windows related to your Oracle Cloud services;

Oracle will prioritize your SRs and Incidents above SRs and Incidents of the same severity level submitted by other Oracle Cloud services customers.

Oracle will respond to your SRs and Incidents per the following guidelines (“Service Request Response Guidelines”): <sup>[1]</sup><sub>[SEP]</sub>

90% of Severity 1 SRs and Incidents within one (1) hour (24x7);

90% of Severity 2 SRs and Incidents within two and one half (2.5) local business hours;

90% of Severity 3 SRs and Incidents within the next local business day; and

90% of Severity 4 SRs and Incidents within the next local business day.

Oracle will initiate internal escalations for Severity 1 and Severity 2 SRs and Severity 1 and Severity 2 Incidents according to the Service Request Response Guidelines; and

Oracle will communicate SRs and Incidents to Oracle Product Development, as appropriate.

□ **Advice and Guidance.**

User adoption strategy;

Guidance for operational and supportability requirements;

Coordination with your systems integrator(s);

Find any chronic issues and develop a “get-well” roadmap.

□ **Governance Assistance.**

Participate in your program management office (“PMO”) and steering committees;

Ensure customer understands how to work with Oracle Support;

Enterprise Solution support planning.

□ **Other.**

If you renew Oracle Cloud Priority Service, your renewal fee for such services will be based on the Oracle Cloud Priority Service pricing policies in effect at the time of renewal.

Oracle Cloud Priority Service may not be available for all programs.

TAM is available 2 ½ days a week over a 12-month period.

### **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](http://www.oracle.com/contracts).

## **Oracle Cloud Priority Service for Oracle Eloqua Marketing Cloud Service – Dedicated Enterprise TAM**

Applicable Part #B85324

Oracle Cloud Priority Service consists of:

- **Support Delivery Management.** One Oracle Technical Account Manager (“TAM”) will be assigned to you for the duration of the service period set forth in the ordering document. The TAM will serve as your primary contact for the administration of the services and will communicate with you in English (except where a local language is available).
- a. Your TAM shall provide the following support services:
1. Prepare and maintain quarterly service delivery progress reports;  
Document the contact details for key Oracle contacts and up to 5 (five) technical and/or end user contacts (“Customer Contacts”) and Oracle’s escalation procedures (“Joint Contacts and Escalation Guide”);  
Provide access to a customer-specific web portal.

Your TAM will also assist with the following:

- Conduct an orientation for your Customer Contacts;
- Conduct a delivery planning session;
- Maintain the service delivery plan;
- Perform quarterly service delivery plan reviews;
- Maintain the Joint Contacts and Escalation Guide;
- Review all Oracle Support Services activity, including service request (“SR”) activity in connection with individual SRs logged by you or your Customer Contacts. The review may consist of status reports, next steps, if any, and review of your SR priorities;
- Serve as your designated point of contact for Severity 1 and mutually agreed upon Severity 2 SR (collectively, “Critical SRs”) and Oracle

Cloud services incidents (“Incidents”). The TAM will provide assistance in managing Critical SRs and Incidents as follows:

- SR and Incident management, prioritization and escalation;

- Communicate the status of your priority SRs and Incidents to your Customer Contact(s); and

- Facilitate communications between Oracle and your Customer Contacts.

Facilitate your access to monthly web conference sessions delivered in English featuring Oracle products.

□ **Prioritization.**

- Oracle will give you priority access to change windows related to your Oracle Cloud services;

- Oracle will prioritize your SRs and Incidents above SRs and Incidents of the same severity level submitted by other Oracle Cloud services customers.

- Oracle will respond to your SRs and Incidents per the following guidelines (“Service Request Response Guidelines”):

  - 90% of Severity 1 SRs and Incidents within one (1) hour (24x7);

  - 90% of Severity 2 SRs and Incidents within two and one half (2.5) local business hours;

  - 90% of Severity 3 SRs and Incidents within the next local business day; and

  - 90% of Severity 4 SRs and Incidents within the next local business day.

- Oracle will initiate internal escalations for Severity 1 and Severity 2 SRs and Severity 1 and Severity 2 Incidents according to the Service Request Response Guidelines; and

- Oracle will communicate SRs and Incidents to Oracle Product Development, as appropriate.

□ **Advice and Guidance.**

- User adoption strategy;

- Guidance for operational and supportability requirements;

- Coordination with your systems integrator(s);

- Find any chronic issues and develop a “get-well” roadmap.

□ **Governance Assistance.**

Participate in your program management office (“PMO”) and steering committees;  
Ensure customer understands how to work with Oracle Support;  
Enterprise Solution support planning.

□ Other.

If you renew Oracle Cloud Priority Service, your renewal fee for such services will be based on the Oracle Cloud Priority Service pricing policies in effect at the time of renewal.

Oracle Cloud Priority Service may not be available for all programs.  
TAM is available 5 days a week over a 12-month period.

### 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](http://www.oracle.com/contracts).

## Oracle Cloud Priority Service for Oracle Eloqua Marketing Cloud Service Multi Region Support Add-on

Applicable Part #'s B74255, 20202000, B77076

Oracle Eloqua Marketing Multi-Region Add-on to Cloud Priority Service consists of:

- Support Delivery Management. Two additional Technical Account Managers (“TAM”) will be assigned to you for the duration of the service period set forth in the ordering document. The additional TAMs will be assigned in two geographic regions in addition to the TAM provided in the region for Cloud Priority Service.

2.

- Your TAMs shall provide the following support services for each region:  
Prepare and maintain quarterly service delivery progress reports;

Document the contact details for key Oracle and your appropriate technical contacts (“Customer Contacts”) and Oracle’s escalation procedures (“Joint Contacts and Escalation Guide”); and

Provide access to a customer-specific web portal.

Your TAM will also assist with the following for each region:  
Conduct an orientation for your Customer Contacts;

Conduct a delivery planning session;  
Maintain the service delivery plan;  
Perform quarterly service delivery plan reviews;  
Maintain the Joint Contacts and Escalation Guide;  
Review all Oracle Support Services activity, including service request (“SR”) activity in connection with individual SRs logged by you or your Customer Contacts. The review may consist of status reports, next steps, if any, and review of your SR priorities;  
Serve as your designated point of contact for Severity 1 and mutually agreed upon Severity 2 SR (collectively, “Critical SRs”) and Oracle Cloud services incidents (“Incidents”). The TAM will provide assistance in managing Critical SRs and Incidents as follows:  
SR and Incident management, prioritization and escalation;

Communicate the status of your priority SRs and Incidents to your Customer Contact(s); and

Facilitate communications between Oracle and your Customer Contacts.

Facilitate your access to monthly web conference sessions delivered in English featuring Oracle products.

□ Prioritization.

Oracle will give you priority access to change windows related to your Oracle Cloud Priority Services;

Oracle will prioritize your SRs and Incidents above SRs and Incidents of the same severity level submitted by other Oracle Cloud services customers. Oracle will respond to your SRs and Incidents per the following guidelines (“Service Request Response Guidelines”): <sup>(1)</sup><sub>(SEP)</sub>

90% of Severity 1 SRs and Incidents within one (1) hour (24x7);

90% of Severity 2 SRs and Incidents within two and one half (2.5) local business hours;

90% of Severity 3 SRs and Incidents within the next local business day; and

90% of Severity 4 SRs and Incidents within the next local business day.



Oracle will initiate internal escalations for Severity 1 and Severity 2 SRs and Severity 1 and Severity 2 Incidents according to the Service Request Response Guidelines; and

Oracle will communicate SRs and Incidents to Oracle Product Development, as appropriate.

□ Other.

If you renew Oracle Eloqua Marketing Multi-Region Add-on to Cloud Priority Service, your renewal fee for such services will be based on the Oracle Eloqua Marketing Multi-Region Add-on to Cloud Priority Service pricing policies in effect at the time of renewal.

Oracle Eloqua Marketing Multi-Region Add-on to Cloud Priority Service may not be available for all programs.

### **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](http://www.oracle.com/contracts).

### **Oracle Eloqua Secure Microsite**

Applicable Part #'s B89080, 7507579 Oracle Eloqua Secure Microsite.

Users of Oracle Eloqua Secure Microsite are authorized to access the following:

- Secure Microsites Setup and SSL Certificate Module

**Usage Limits:** The Oracle Eloqua Secure Microsite is subject to usage limits based on:

- Oracle will configure one additional customer provided SSL certificate in an Oracle Eloqua Marketing Cloud Service production environment for secure microsites and application domains

### **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](http://www.oracle.com/contracts).

### **Oracle Eloqua Standard Branding and Configuration Cloud Service (formerly known as Oracle Eloqua Standard Deliverability Cloud Service)**

Applicable Part #'s B74184, 15000000 Oracle Eloqua Standard Branding and Configuration Cloud Service, 15000000 Oracle Eloqua Standard Branding and Configuration Cloud Service

Users of Oracle Eloqua Standard Branding and Configuration Cloud Service are authorized to access the following modules:

- Oracle Eloqua Standard Branding and Configuration for one Oracle Eloqua Marketing Cloud Service Production Environment
- 1 dedicated IP Address
- 3 Branded Bounceback Domains
- Branded Reverse DNS
- Domain Keys/DKIM Support (up to 3 addresses)
- Branded Domain Masking for Images and Email Links

**Usage Limits:** The Oracle Eloqua Standard Branding and Configuration Cloud Service is subject to usage limits based on:

- A maximum number of Hosted Named Users as defined in your order
- Oracle will provision Oracle Eloqua Standard Branding and Configuration Cloud Service for one production environment of Oracle Eloqua Marketing Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Standard Branding and Configuration Cloud Service is subject to the usage limits of the Oracle Eloqua Marketing Cloud Service 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](http://www.oracle.com/contracts).

## **Oracle Eloqua Event Management Cloud Service (Eloqua Event Management Upgrade)**

Applicable Part# B74165, 17600000 Oracle Eloqua Event Management Cloud Service, 17600000 Eloqua event Management Upgrade

Users of Oracle Eloqua Event Management Cloud Service are authorized to access the following module and features:

- Oracle Eloqua Event Management Cloud Service

**Usage Limits:** The Oracle Eloqua Event Management Cloud Service is subject to the following usage limits:

- A maximum number of Contacts as defined in your order
- Oracle will provision the Oracle Eloqua Event Management Cloud Service for one production environment of Oracle Eloqua Marketing Basic Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Event Management Oracle Cloud Service is subject to the usage limits specified for the Oracle Eloqua Marketing Basic Cloud Service for which it is provisioned. Additional storage capacity may be purchased for additional fees.

### **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](http://www.oracle.com/contracts).

## Oracle Eloqua Security Administration Cloud Service (formerly known as Eloqua Custom Security Roles)

Applicable Part #'s B74167, 17800000 Oracle Eloqua Security Administration Cloud Service, 17800000 Eloqua Custom Security Roles

Users of Oracle Eloqua Security Administration Cloud Service are authorized to access the following modules:

- Custom Security Groups
- Label-Based Access Control Management

**Usage Limits:** The Oracle Eloqua Security Administration Cloud Service is subject to the following usage limits:

- A maximum number of Contacts as defined in your order
- Oracle will provision Oracle Eloqua Security Administration Cloud Service for one production environment of Oracle Eloqua Marketing Basic Cloud Service. Additional environments may be purchased subject to additional fees.
- The Oracle Eloqua Security Administration Cloud Service is subject to usage specified for the Oracle Eloqua Marketing Basic Cloud Service for which it is provisioned. Additional storage capacity may be purchased for additional fees.

### 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](http://www.oracle.com/contracts).

## Oracle Eloqua Identity Cloud Service for Salesforce (formerly known as Salesforce Identity Provider for Eloqua (SSO))

Applicable Part #'s B74174, 17100000 Oracle Eloqua Identity Cloud Service for Salesforce, Oracle Eloqua Marketing Additional User Cloud Service Salesforce Identity Provider for Eloqua (SSO)

Users of Oracle Eloqua Identity Cloud Service for Salesforce are authorized to access the following modules:

- Single Sign-On Management

**Usage Limits:** The Oracle Eloqua Identity Cloud Service for Salesforce is subject to usage limits based on:

- A maximum number of Hosted Named User connections via Salesforce IDP as defined 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](http://www.oracle.com/contracts).

## Oracle Eloqua Basic Additional Test Environment Cloud Service (formerly known as Eloqua Sandbox Marketer)

Applicable Part #'s B76746, B74175, 10290000 Oracle Eloqua Basic Additional Test Environment Cloud Service, 10290000 Eloqua Sandbox Marketer

Users of Oracle Eloqua Basic Additional Test Environment Cloud Service are authorized to access the following modules:

- Sandbox Administration

**Usage Limits:** The Oracle Eloqua Basic Additional Test Environment Cloud Service is subject to usage limits based on:

- Oracle will provision 1 test environment for this Oracle Cloud Service
- Emails sent from the test environment will only be delivered to a specific list of users.
- Test environment features will be reflective of those of the associated production instance, within the limitation defined specifically for test instances.
- The test environment has the following usage limits:
  - 2,000 e-mail sends per month
  - 5,000 form submits per month
  - 20,000 page views per month

### **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](http://www.oracle.com/contracts).

### **Oracle DataFox for Eloqua Cloud Service - Hosted 10,000 Records**

Applicable Part # B91227

Users of Oracle DataFox for Eloqua Cloud Service are authorized to access the following module and features:

- Oracle DataFox for Eloqua Cloud Service

Usage Limits: Oracle DataFox for Eloqua Cloud Service is subject to the following usage limits:

- a maximum number of Hosted 10,000 Records as set forth in Your order.
- A maximum of 5 users to manage your account unless otherwise specified in your order.
- A maximum of 5 new DataFox Request Conference Information submissions per month unless otherwise specified in Your order or in the Oracle SaaS Public Cloud Services Pillar Document

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

### **Customer Data Management Cloud Service-Hosted Named User**

Applicable Part # B91434

Users of the Oracle Customer Data Management Cloud Service are authorized to access the following modules:

- Customer Data Management dashboard
- Data Quality – Matching
- Data Quality – Standardization

- Data Steward productivity tools
- Data import & file import
- Survivorship and agreement rules
- Manual merge and auto merge
- Linking
- Audit reporting
- Fusion Data Quality Records

**Usage Limits:** The Oracle Customer Data Management Cloud Service is subject to usage limits based on:

- a maximum number of Authorized Users (Hosted Named User) as defined in your order
- Oracle will provision 2 environments for this Oracle Cloud Enterprise Applications. One environment is dedicated for production use and the second environment is dedicated as a stage environment for non-production use. Additional environments may be purchased subject to additional fees.
- The following usage limits apply per Hosted Named User:

Licensed Metric	Database Storage (Records)	Fusion Data Quality Records	File Storage (MB)	Bandwidth
Hosted Named User (1 Authorized User)	50,000	50,000 per customer	200	N/A

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, including the *Oracle SaaS Public Cloud Services Pillar Document*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Maxymiser Test Express Cloud Service -1 Million Interactions

Part # B86230

Users of the Oracle Maxymiser Test Express Cloud Service are authorized to use the following:

- WYSIWYG Campaign Designer
- Integrated Code Editor for Developers
- Integrated QA Tool
- Reporting including Customer Segmentation
- Targeting with out-of-the-box Visitor Attributes
- Targeting with Custom Attributes - *up to 15 attributes*
- Audience Targeting
- Content Targeting
- Customer Data Import

**Usage Limits:** The Oracle MaxTest Express Cloud Service is subject to usage limits based upon:

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Maxymiser Test Enterprise Cloud Service-1 Million Interactions**

Part # B86231

Users of the Oracle Maxymiser Test Enterprise Cloud Service are authorized to use the following:

- WYSIWYG Campaign Designer
- Integrated Code Editor for Developers
- Integrated QA Tool
- Reporting including Customer Segmentation
- Campaign Data Export
- Platform APIs
- User Groups
- Targeting with out-of-the-box Visitor Attributes
- Targeting with Custom Attributes - *up to 40 attributes*
- Audience Targeting
- Content Targeting
- Customer Data Import

**Usage Limits:** The Oracle Maxymiser Test Enterprise Cloud Service is subject to usage limits based upon:

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

**Oracle Maxymiser Engage Cloud Service -1 Million Interactions**

Part # B86233

Users of Oracle Maxymiser Engage Cloud Service are authorized to use the following:

- Oracle Maxymizer Engage Cloud Service

**Usage Limits:** the Oracle Maxymiser Engage Cloud Service is subject to usage limits based upon:

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS
- Unlimited Domains

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and

Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Maxymiser Discover Cloud Service-1 Million Interactions

Part # B86232

Users of Oracle Maxymiser Discover Cloud Service authorized to use the following:

- Audience Insights
- Campaign Insights:

**Usage Limits:** the Oracle Maxymiser Discover Cloud Service is subject to usage limited based on the following:

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS
- Up to a maximum of 3 concurrent Audience Insight Campaigns
- Unlimited domains

### Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## Oracle Maxymiser Mobile Apps Cloud Service-1 Million Interactions

Part # B86234

Users of Oracle Maxymiser Mobile Apps Cloud Service are authorized to use the following:

- Create test and targeting Campaigns for mobile apps
- Use of the iOS and Android SDKs
- A/B or Multivariate Testing for mobile apps
- Campaign Targeting and Content Targeting for mobile apps

**Usage Limits:** the Oracle Maxymiser Mobile Apps Cloud Service is subject to usage limited based on the following

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS
- Unlimited Domains

### Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies

and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Maxymiser Premium Customer Profile Cloud Service -1 Million Interactions**

Part # B86235

Users of Oracle Maxymiser Premium Customer Profile Cloud Service are authorized to use the following:

- Oracle Maxymiser Premium Customer Profile Cloud Service

### **Usage Limits:**

- Import files of Customer Records greater than 4 million rows or 250 MB
- Import on a daily, weekly or monthly schedule
- Unlimited Domains
- Test and personalize consistent experiences for known customers across devices and browsers
- Analyze unique visitors across multiple sessions and devices for known visitors

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Maxymiser Testing and Personalization Cloud Service – 1,000 Interactions**

Part # B90465

Users of the Oracle Maxymiser Testing and Personalization Cloud Service are authorized to use the following:

- WYSIWYG Campaign Designer
- Integrated Code Editor for developers
- Integrated QA Tool
- Reporting including Customer Segmentation
- Campaign Data Export
- Platform APIs
- User Groups
- Targeting with out-of-the-box visitor attributes
- Targeting with custom attributes
- Audience Targeting
- Content Targeting



- Customer Data Import
- Display Ad Optimization
- Audience Insights
- Campaign Insights
- Engage Behavioral Targeting
- CRM Import
- Cross device and browser testing, personalization and analytics for known visitors
- Mobile App Testing
- Heat mapping (requires Infinity Digital Analytics & Streams Cloud Service or Infinity Streams Cloud Service)
- Recommendations; limited capability including inventory size of up to 2,000 items, Best Sellers and Most Viewed algorithms only, filtering by category, and for use in Maxymiser Campaign Designer only.)

#### Usage Limits:

- Oracle Cloud Operations can temporarily regulate incoming client traffic for the Content Generator service if such action required to maintain service performance and/or service stability.
- 25 months of customer data retention

This service does not encrypt data at rest

#### Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Infinity Standard Digital Analytics Cloud Service – 1,000 Server Calls

Part # B88839

Users of the Oracle Infinity Standard Digital Analytics Cloud Service are authorized to access the following modules or features:

- Infinity Tag for data collection
- Infinity iOS and/or Android SDKs
- Report Collections
- Reports – Default Reports + ability to modify and save existing reports or create new reports from within the
  - UI
- Reusable Report Objects, including Dimensions, Measures and Segments, and their associated in-application Builders
- Library
- Account Settings
- REST API for Report Data Extraction

**Usage Limits:** The Oracle Infinity Standard Digital Analytics Cloud Services is subject to usage limits based upon:

- Number of 1,000 Server Calls as set forth in Your order.
- Row Limits on REST API data extraction – There is a limit of 300K rows per data extraction
- 25 months of data retention

This service does not encrypt data at rest.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Social Cloud, Basic – Production Environment

Part # B88386

## Oracle Social Cloud, Basic – Message Data – 1,000 Messages

Part # B88389

Users of Oracle Social Cloud Basic are authorized to access the following modules and features:

- Social Application
  - Listening data, social analytics, engagement and response.
  - \*Unlimited Topics, Indicators, Queries, Users, Historical Data Topic Days, Channels (Social Properties)
- Social Platform
  - Access to APIs

**Usage Limits:**

- Oracle will provision 1 production environment for this Oracle Cloud Service.
- The Oracle Social Cloud, Basic – Message Data is subject to the following:
  - Minimum Commitment of 100,000 Messages / year.
  - \*Subject to current platform limitations.

You may use the application programming interfaces of this Oracle Cloud Service, (APIs) solely to interface the applications on Your system with this Oracle Cloud Service. You are responsible for enabling your access to, and your use of the APIs with Oracle, for your use of the APIs, and for any set up, configurations or modifications necessary for the APIs to interface with your applications.

## Third Party Content and Social Media Providers

Oracle Social Cloud Service includes content provided by Third Party Content providers and is subject to policies of such Third Party Content providers as described below. By using this Oracle Cloud Service, You represent that You are in compliance with all of the Third Party Content providers' policies described in this service description.

### Twitter

Twitter content and information derived from Twitter content may not be made available to:

(1) any governmental entity or governmental-related entity (any entity that is owned, managed, controlled or partially controlled by a government) or entities providing services to such entities for surveillance purposes, including but not limited to:

- (a) investigating or tracking Twitter's users or their content; or
- (b) tracking, alerting, or other monitoring of sensitive events (including but not limited to protests, rallies, or community organization meetings);

(2) any entity (including but not limited to a public sector entity whose primary function or mission includes conducting surveillance or gathering intelligence) for the purposes of conducting or providing surveillance, analysis or research that isolates a group of individuals or any single individual for any unlawful or discriminatory purpose or in a manner that would be inconsistent with Twitter's users' reasonable expectations of privacy; or

(3) any entity to target, segment, or profile individuals based on health (including pregnancy), negative financial status or conditions, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by law.

In the event You are a governmental entity or governmental-related entity or an entity that will provide content to such governmental/governmental-related entity and You have a use case for the Oracle Social Cloud Service that You believe does not meet the restricted use case above, You may provide a description of the use case to Oracle and we will seek approval from Twitter for Your use. If approved, we will memorialize this approved use case in Your contract with Oracle.

### Other Social Media Sites

Oracle Social Cloud Service may enable You to link to, transmit Your Content or Third Party Content to, or otherwise access, or retrieve content from, other web sites, platforms or services of third parties. Oracle does not control and is not responsible for such third party web sites, platforms and services and You are solely responsible for entering into and compliance with separate terms with such third party. Oracle is not responsible for the security, protection or confidentiality of such content (including obligations in the Oracle Cloud Hosting and Delivery Policies and Data Processing Agreement and Oracle's Privacy Policy) that is transmitted to such third parties.

### 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](http://www.oracle.com/contracts).

## Oracle Social Cloud, Standard – Production Environment

Part # B88387

## Oracle Social Cloud, Standard – Message Data – 1,000 Messages

Part # B88390

Users of Oracle Social Cloud, Standard are authorized to access the following modules and features:

- Social Application
  - Listening data, social analytics, engagement and response.
  - \*Unlimited Topics, Indicators, Queries, Users, Historical Data Topic Days, Channels (Social Properties)
- Social Platform
  - Access to APIs

### Usage Limits:

- Oracle will provision 1 production environment for this Oracle Cloud Service.
- The Oracle Social Cloud, Standard – Message Data is subject to usage limits based on the following:
- Minimum Commitment of 1,000,000 Messages / year.
  - \*Subject to current platform limitations.

You may use the application programming interfaces of this Oracle Cloud Service, (APIs) solely to interface the applications on Your system with this Oracle Cloud Service. You are responsible for enabling your access to, and your use of the APIs with Oracle, for your use of the APIs, and for any set up, configurations or modifications necessary for the APIs to interface with your applications.

### **Third Party Content and Social Media Providers**

Oracle Social Cloud Service includes content provided by Third Party Content providers and is subject to policies of such Third Party Content providers as described below. By using this Oracle Cloud Service, You represent that You are in compliance with all of the Third Party Content providers' policies described in this service description.

### **Twitter**

Twitter content and information derived from Twitter content may not be made available to:

(1) any governmental entity or governmental-related entity (any entity that is owned, managed, controlled or partially controlled by a government) or entities providing services to such entities for surveillance purposes, including but not limited to:

(a) investigating or tracking Twitter's users or their content; or

(b) tracking, alerting, or other monitoring of sensitive events (including but not limited to protests, rallies, or community organization meetings);

(2) any entity (including but not limited to a public sector entity whose primary function or mission includes conducting surveillance or gathering intelligence) for the purposes of conducting or providing surveillance, analysis or research that isolates a group of individuals or any single individual for any unlawful or discriminatory purpose or in a manner that would be inconsistent with Twitter's users' reasonable expectations of privacy; or

(3) any entity to target, segment, or profile individuals based on health (including pregnancy), negative financial status or conditions, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by law.

In the event You are a governmental entity or governmental-related entity or an entity that will provide content to such governmental/governmental-related entity and You have a use case for the Oracle Social Cloud Service that You believe does not meet the restricted use case above, You may provide a description of the use case to Oracle and we will seek approval from Twitter for Your use. If approved, we will memorialize this approved use case in Your contract with Oracle.

### **Other Social Media Sites**

Oracle Social Cloud Service may enable You to link to, transmit Your Content or Third Party Content to, or otherwise access, or retrieve content from, other web sites, platforms or services of third parties. Oracle does not control and is not responsible for such third party web sites, platforms and services and You are solely responsible for entering into and compliance with separate terms with such third party. Oracle is not responsible for the security, protection or confidentiality of such content (including obligations in the Oracle Cloud Hosting and Delivery Policies and Data Processing Agreement and Oracle's Privacy Policy) that is transmitted to such third parties.

### **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](http://www.oracle.com/contracts).

## **Oracle Social Cloud, Enterprise – Production Environment**

Part # B88388

## **Oracle Social Cloud, Enterprise – Message Data – 1,000 Messages**

Part # B88391

Users of Oracle Social Cloud, Standard are authorized to access the following modules and features:

- Social Application
  - Listening data, social analytics, engagement and response.
  - \*Unlimited Topics, Indicators, Queries, Users, Historical Data Topic Days, Channels (Social Properties)

- Social Platform
  - Access to APIs

### **Usage Limits:**

- Oracle will provision 1 production environment for this Oracle Cloud Service.
- The Oracle Social Cloud, Enterprise – Message Data is subject to usage limits based on the following:
- Minimum Commitment of 15,000,000 Messages / year.

\*Subject to current platform limitations.

You may use the application programming interfaces of this Oracle Cloud Service, (APIs) solely to interface the applications on Your system with this Oracle Cloud Service. You are responsible for enabling your access to, and your use of the APIs with Oracle, for your use of the APIs, and for any set up, configurations or modifications necessary for the APIs to interface with your applications.

### **Third Party Content and Social Media Providers**

Oracle Social Cloud Service includes content provided by Third Party Content providers and is subject to policies of such Third Party Content providers as described below. By using this Oracle Cloud Service, You represent that You are in compliance with all of the Third Party Content providers' policies described in this service description.

### **Twitter**

Twitter content and information derived from Twitter content may not be made available to:

(1) any governmental entity or governmental-related entity (any entity that is owned, managed, controlled or partially controlled by a government) or entities providing services to such entities for surveillance purposes, including but not limited to:

- (a) investigating or tracking Twitter's users or their content; or
- (b) tracking, alerting, or other monitoring of sensitive events (including but not limited to protests, rallies, or community organization meetings);

(2) any entity (including but not limited to a public sector entity whose primary function or mission includes conducting surveillance or gathering intelligence) for the purposes of conducting or providing surveillance, analysis or research that isolates a group of individuals or any single individual for any unlawful or discriminatory purpose or in a manner that would be inconsistent with Twitter's users' reasonable expectations of privacy; or

(3) any entity to target, segment, or profile individuals based on health (including pregnancy), negative financial status or conditions, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by law.

In the event You are a governmental entity or governmental-related entity or an entity that will provide content to such governmental/governmental-related entity and You have a use case for the Oracle Social Cloud Service that You believe does not meet the restricted use case above, You may provide a

description of the use case to Oracle and we will seek approval from Twitter for Your use. If approved, we will memorialize this approved use case in Your contract with Oracle.

### **Other Social Media Sites**

Oracle Social Cloud Service may enable You to link to, transmit Your Content or Third Party Content to, or otherwise access, or retrieve content from, other web sites, platforms or services of third parties. Oracle does not control and is not responsible for such third party web sites, platforms and services and You are solely responsible for entering into and compliance with separate terms with such third party. Oracle is not responsible for the security, protection or confidentiality of such content (including obligations in the Oracle Cloud Hosting and Delivery Policies and Data Processing Agreement and Oracle's Privacy Policy) that is transmitted to such third parties.

### **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](http://www.oracle.com/contracts).

## **Oracle Social Media Manager Cloud Service – 1,000 Messages**

Part # B90745

Users of Oracle Social Media Manager Cloud Service are authorized to access the following modules and features:

- Social Application
  - Listening data, social analytics, engagement and response.
  - \*Unlimited Topics, Indicators, Queries, Users, Historical Data Topic Days, Channels (Social Properties)
- Social Platform
  - Access to APIs

\*Subject to current platform limitations.

### **Usage Limits:**

- Oracle will provision 1 production environment for this Oracle Cloud Service.
- The Oracle Social Media Manager Cloud Service is subject to usage limits based on the following:
  - Minimum Commitment of 500,000 Messages / year.

### **Overage:**

- This Cloud Service is subject to overage fees.

You may use the application programming interfaces of this Oracle Cloud Service, (APIs) solely to interface the applications on Your system with this Oracle Cloud Service. You are responsible for enabling your access to, and your use of the APIs with Oracle, for your use of the APIs, and for any set up, configurations or modifications necessary for the APIs to interface with your applications.

### **Third Party Content and Social Media Providers**

Oracle Social Cloud Service includes content provided by Third Party Content providers and is subject to OMC Service Descriptions 110724

policies of such Third Party Content providers as described below. By using this Oracle Cloud Service, You represent that You are in compliance with all of the Third Party Content providers' policies described in this service description.

## Twitter

Twitter content and information derived from Twitter content may not be made available to:

(1) any governmental entity or governmental-related entity (any entity that is owned, managed, controlled or partially controlled by a government) or entities providing services to such entities for surveillance purposes, including but not limited to:

- (a) investigating or tracking Twitter's users or their content; or
- (b) tracking, alerting, or other monitoring of sensitive events (including but not limited to protests, rallies, or community organization meetings);

(2) any entity (including but not limited to a public sector entity whose primary function or mission includes conducting surveillance or gathering intelligence) for the purposes of conducting or providing surveillance, analysis or research that isolates a group of individuals or any single individual for any unlawful or discriminatory purpose or in a manner that would be inconsistent with Twitter's users' reasonable expectations of privacy; or

(3) any entity to target, segment, or profile individuals based on health (including pregnancy), negative financial status or conditions, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by law.

In the event You are a governmental entity or governmental-related entity or an entity that will provide content to such governmental/governmental-related entity and You have a use case for the Oracle Social Cloud Service that You believe does not meet the restricted use case above, You may provide a description of the use case to Oracle and we will seek approval from Twitter for Your use. If approved, we will memorialize this approved use case in Your contract with Oracle.

## Other Social Media Sites

Oracle Social Cloud Service may enable You to link to, transmit Your Content or Third Party Content to, or otherwise access, or retrieve content from, other web sites, platforms or services of third parties. Oracle does not control and is not responsible for such third party web sites, platforms and services and You are solely responsible for entering into and compliance with separate terms with such third party. Oracle is not responsible for the security, protection or confidentiality of such content (including obligations in the Oracle Cloud Hosting and Delivery Policies and Data Processing Agreement and Oracle's Privacy Policy) that is transmitted to such third parties.

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](http://www.oracle.com/contracts).

## Oracle Social Cloud, Chinese Social Networks

Part #B88413

Users of Oracle Social Cloud, Chinese Social Networks are authorized to access the following module:



p Chinese Social Networks.

#### **Usage Limits:**

- Allows Social Customers to listen to one or more of the Chinese Social Networks: Sina Weibo, Discuzz! and Tencent Weibo.

#### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

Your order for this Oracle Cloud Service is subject to Auto Renewal under the terms of the Agreement.

## **Oracle Infinity Digital Analytics & Streams Cloud Service – 1,000 Server Calls**

Part # B88840

Users of the Oracle Infinity Digital Analytics & Streams Cloud Service are authorized to access the following modules or features:

- Infinity Tag for data collection
- Infinity iOS and/or Android SDKs
- Report Collections
- Reports – Default Reports + Report Builder
- Reusable Report Objects, including Dimensions, Measures and Segments, and their associated in-application Builders
- Library
- Account Settings
- Streams module
- Action Center module
- REST API for Report Data Extraction
- Streams API

Usage Limits: Oracle Infinity Digital Analytics & Streams Cloud Service is subject to usage limits based upon:

- Number of 1,000 Server Calls as set forth in Your order.
- Row Limits on REST API data extraction – There is a limit of 3M rows per data extraction
- 25 months of customer data retention

This service does not encrypt data at rest.

#### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Infinity Data Connector Cloud Service – 1,000 Server Calls

Part # B88841

Users of the Oracle Infinity Data Connector are provided the following:

- Connections – Each connection consists of two elements
  - The Infinity query that defines the data to be included in the transfer
  - The location, format and schedule for the transfer

**Usage Limits:** The Oracle Infinity Data Connector Cloud Services is subject to usage limits based upon:

- Maximum of 5 active Connections at any time
- 48 hour time limit from the time at which the data is recorded by Oracle in which to retrieve data
- Client must have a system capable of consuming the volumes and velocity of data being delivered. Oracle is only responsible for the transmission of the data.

### Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Infinity Streams Cloud Service – 1,000 Server Calls

Part # B88842

Users of the Oracle Infinity Streams Cloud Service are provided access to the following:

- Infinity Tag for data collection
- Infinity iOS and/or Android SDKs
- Access to the Streams module
- Access to Action Center module and all Connectors contained therein
- Ability to define and save Streams Labs
- Access to the Streams API
- Ability to connect saved Streams Labs to actions within Action Center

### Usage Limits:

- Limit of 100 distinct Streams running at any one time, which includes all running Actions
- No data retention

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## **Oracle Infinity Extended Data Retention – 1,000 Server Calls**

Part # B88843

Users of the Oracle Infinity Extended Data Retention are provided access to the following:

Users of the Oracle Infinity Extended Data Retention are provided access to the following:

- Additional 12 months of data beyond standard retention of 25 months, for a total retention of 37 months
- Access to retained data through the calendar selector within the reports
- Export of retained report data through REST API, subject to the 3M row API export limits
- Data will be deleted on a monthly basis to maintain a rolling 37 months

### **Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## **Oracle Infinity IQ Cloud Service – 1,000 Sessions**

Applicable Part # B92792

Users of the Oracle Infinity IQ Cloud Service are authorized to access the following modules or features:

- Data Streaming pipeline, fed by
  - Oracle CX Tag with Infinity module for web-based data collection
  - Oracle CX mobile SDK ( iOS / Android)
  - Data Collection API
- Connections module and all Connectors contained therein
- Actions module
- Account Settings
- Analytics
- Testing & Personalization
- Marketing Recommendations

Usage Limits: Oracle Infinity IQ Cloud Service is subject to usage limits based upon:

- Number of 1,000 Sessions as set forth in Your order
- Row Limits on REST API data extraction in Infinity Analytics – There is a limit of 3M rows per data extraction
- 25 months of event-level data retention

- Oracle Cloud Operations may temporarily regulate incoming client traffic for the Content Generator service if such action required to maintain service performance and/or service stability.
- Oracle can regulate maximum number of products used to train algorithms and produce recommendations based on the customer configuration and level of incoming runtime traffic
- Oracle can regulate incoming client traffic for the runtime service if such action required to maintain service performance and/or service stability.

This service does not encrypt data at rest.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Infinity Streams Cloud Service – 1,000 Sessions

Applicable Part # B92793

Users of the Oracle Infinity Streams Cloud Service are provided access to the following:

- Data Streaming pipeline, fed by
  - Oracle CX Tag with Infinity module for web-based data collection
  - Oracle CX mobile SDK (iOS / Android)
  - Data Collection API
- Connections module and all Connectors contained therein
- Actions module, limited to rules-based Actions on live streaming data

Usage Limits:

- Limit of 100 distinct Streams running at any one time, which includes all running Actions and queries against the Infinity API
- 3 months of data retention

This service does not encrypt data at rest.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Infinity Data Connector Cloud Service – 1,000 Sessions

Applicable Part # B92795

Users of the Oracle Infinity Data Connector are provided the following:

- Connections – Each connection consists of two elements
- The Unity query that defines the data to be included in the transfer
- The location, format and schedule for the transfer

Usage Limits: The Oracle Infinity Data Connector Cloud Services is subject to usage limits based upon:

- Licensing of Infinity Data Connector uses the same metric as the Infinity base services, and is limited to the number of 1,000 Sessions as set forth in Your order
- Maximum of 5 active Connections at any time
- 48 hour time limit from the time at which the data is recorded by Oracle in which to retrieve data

Client must have a system capable of consuming the volumes and velocity of data being delivered. Oracle is only responsible for the transmission of the data.

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Infinity Extended Data Retention Cloud Service – 1,000 Sessions

Applicable Part # B92794

Users of the Oracle Infinity Extended Data Retention are provided access to the following:

- Additional 12 months of data beyond standard retention of 25 months, for a total retention of 37 months
- Access to retained data through the calendar selector within the reports
- Export of retained report data through REST API, subject to the 3M row API export limits

Usage Limits: The Oracle Infinity Extended Data Retention is subject to usage limits based upon:

- Licensing of Infinity Data Connector uses the same metric as the Infinity base services, and is limited to the number of 1,000 Sessions as set forth in Your order
- Data will be deleted on a monthly basis to maintain a rolling 37 months
- 

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Oracle Marketing Automation Responsys Marketing Platform Cloud Service - Additional Full User - Hosted Named User

Applicable Part: B93600

The Oracle Marketing Automation Responsys Marketing Platform Cloud Service - Additional Full User - Hosted Named User provides Authorized Users with the capability to access the Oracle Responsys Marketing Platform Cloud Service.

**Usage Limits:**

- A maximum number of Authorized Users (Hosted Named User) as set forth in Your order.

- The Oracle Marketing Automation Responsys Marketing Platform Cloud Service - Additional Full User - Hosted Named User is subject to usage limits specified for the Oracle Responsys Marketing Platform Cloud Service.

### **Oracle Cloud Policies**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies, including the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Unity Cloud Service - 1000 Profiles Stored**

Part # B92618

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

### **Account Management**

- Account settings and access controls

### **Data Management**

- Data model, data visibility, data exploration, events
- Profile Explorer, Master entities, intelligent attributes
- Ingest, Export, Enrichment: Jobs, Feeds, Publishing

### **Data Science**

- Intelligent workbench
- Intelligent attributes

### **Segmentation & Activation**

- Segmentation canvas
- Campaign personalization

### **Analytics**

- Analytics Dashboard, Campaign analysis, Campaign performance

### **Integrations**

- All integration methods: sources, destinations, batch, API access

Streaming Entities API is used to ingest specific data into the platform to update relevant data objects. Real-time event API is used to ingest real-time data streams into the platform.

**Usage Limits:** Oracle Unity Cloud Service is subject to usage limits based on:

- A maximum number of Profiles Stored as set forth in your order.
- Oracle will provision one production environment for this Oracle Cloud Service. Oracle will provision up to two (2) test environments for this Oracle Cloud Service.
- A maximum of 100 concurrent jobs across all environments.
- A maximum of 1500 records/sec for the Streaming Entities API.
- A maximum of 2000 records/sec for the Real-time event API.
- If Your usage exceeds any or all of the number of maximum concurrent jobs, maximum jobs in a calendar day, maximum number of records per second as set forth herein, Oracle may, in its sole discretion, take proportionate remediation action including limiting Your use of the affected services.

- If You use a Third Party Service in connection with the Services (e.g., You use the Services to transmit data to a third party) then You must adhere to all applicable third party terms (e.g., Terms of Use, Advertising Policies, and/or their equivalents).

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the *Oracle Cloud Hosting and Delivery Policies*, including the *Oracle SaaS Public Cloud Services Pillar Document*, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts).

## **Oracle Unity Recommendations Cloud Service – 1,000 Interactions**

Part # B91912

Users of the Oracle Unity Recommendations Cloud Service are authorized to use the following:

- All available algorithms and filters for use in any available application or channel to deliver content, product, and/or service recommendations

**Usage Limits:**

- Oracle Cloud Operations can temporarily regulate incoming client traffic if such action is required to maintain service performance and/or service stability.
- Oracle can regulate maximum number of products used to train algorithms and produce recommendations based on the customer configuration and level of incoming runtime traffic

**Oracle Cloud Policies:**

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at [www.oracle.com/contracts](http://www.oracle.com/contracts)

## Appendix: Maintenance Units and Interactions Table for Oracle Eloqua SMS Full-Serve Cloud Service

Country	Code Type	# Maintenance Units for purposes of SKU B94180	# Interactions for Purposes of SKU B94179
Afghanistan	1W	0.0	7.77
Albania	1W	0.0	4.82
Algeria	1W	0.0	9.03
American Samoa	1W	0.0	5.18
Andorra	1W	0.0	14.00
Angola	1W	0.0	7.88
Anguilla	1W	0.0	3.24
Antigua & Barbuda	1W	0.0	3.86
Argentina	1W	0.0	3.49
Argentina	2W Short	20.0	8.75
Armenia	1W	0.0	8.19
Aruba	1W	0.0	3.66
Australia	1W	0.0	2.45
Australia	2W Long	0.0	2.45
Austria	1W	0.0	5.60
Austria	2W Long	1.0	5.60
Austria	2W Short	17.0	6.13
Azerbaijan	1W	0.0	6.13
Bahamas	1W	0.0	3.21
Bahrain	1W	0.0	2.72
Bangladesh	1W	0.0	8.89
Barbados	1W	0.0	3.16
Belarus	1W	0.0	7.58
Belgium	1W	0.0	8.40
Belgium	2W Long	1.0	8.40
Belgium	2W Short	9.0	8.75
Belize	1W	0.0	7.29
Benin	1W	0.0	4.20
Bermuda	1W	0.0	3.86
Bhutan	1W	0.0	9.33
Bolivia	1W	0.0	6.77
Bosnia & Herzegovina	1W	0.0	4.24
Botswana	1W	0.0	6.48
Brazil	1W	0.0	1.34
Brazil	2W Short	10.0	1.78
Brunei Darussalam	1W	0.0	5.19
Bulgaria	1W	0.0	4.24
Burkina Faso	1W	0.0	4.78
Burundi	1W	0.0	7.93
Cambodia	1W	0.0	6.57
Cameroon	1W	0.0	4.10
Canada	1W	3.0	1.75
Canada	2W Short	10.0	1.75
Cape Verde	1W	0.0	4.54
Cayman Islands	1W	0.0	3.79
Central African Republic	1W	0.0	3.92
Chad	1W	0.0	9.17
Chile	1W	0.0	2.89



Chile	2W Short	35.0	9.33
China	1W	0.0	2.08
Colombia	1W	0.0	0.29
Colombia	2W Short	4.0	2.33
Comoros	1W	0.0	5.69
Congo	1W	0.0	6.48
Congo, Democratic Republic of	1W	0.0	8.58
Cook Islands	1W	0.0	7.39
Costa Rica	1W	0.0	1.87
Cote d'Ivoire	1W	0.0	4.90
Croatia	1W	0.0	4.32
Croatia	2W Long	1.0	8.11
Cuba	1W	0.0	7.41
Cyprus	1W	0.0	2.80
Czech Republic	1W	0.0	3.20
Czech Republic	2W Long	1.0	3.20
Denmark	1W	0.0	2.57
Denmark	2W Long	1.0	2.57
Denmark	2W Short	28.0	2.57
Djibouti	1W	0.0	9.95
Dominica	1W	0.0	4.08
Dominican Republic	1W	0.0	3.57
Ecuador	1W	0.0	7.12
Egypt (Domestic)	1W	0.0	2.51
Egypt (International)	1W	0.0	8.14
El Salvador	1W	0.0	3.83
Equatorial Guinea	1W	0.0	7.65
Eritrea	1W	0.0	6.20
Estonia	1W	0.0	4.95
Estonia	2W Long	1.0	4.95
Ethiopia	1W	0.0	1.69
Falkland Islands	1W	0.0	17.50
Faroe Islands	1W	0.0	17.50
Fiji	1W	0.0	6.37
Finland	1W	0.0	6.13
Finland	2W Long	1.0	6.13
Finland	2W Short	20.0	6.42
France	1W	0.0	4.55
France	2W Short	34.0	5.52
French Guiana	1W	0.0	13.56
French Polynesia	1W	0.0	19.25
Gabon	1W	0.0	7.90
Gambia	1W	0.0	7.88
Georgia	1W	0.0	10.27
Germany	1W	0.0	8.40
Germany	2W Long	1.0	8.40
Germany	2W Short	21.0	8.40
Ghana	1W	0.0	7.41
Gibraltar	1W	0.0	2.03
Greece	1W	0.0	5.37
Greenland	1W	0.0	4.67
Grenada	1W	0.0	3.73
Guadeloupe	1W	0.0	2.94

Guatemala	1W	0.0	3.85
Guinea	1W	0.0	8.21
Guinea-Bissau	1W	0.0	7.19
Guyana	1W	0.0	3.86
Haiti	1W	0.0	3.86
Honduras	1W	0.0	4.06
Hong Kong	1W	0.0	6.60
Hungary	1W	0.0	6.51
Hungary	2W Long	1.0	6.51
Iceland	1W	0.0	5.82
India	1W	2.0	0.18
India	2W Short	10.0	1.31
Indonesia	1W	0.0	6.24
Iran	1W	0.0	9.33
Iraq	1W	0.0	6.50
Ireland	1W	0.0	4.90
Ireland	2W Short	20.0	5.60
Israel	1W	0.0	0.67
Israel	2W Long	2.0	1.58
Italy	1W	0.0	4.43
Italy	2W Long	1.0	4.29
Jamaica	1W	0.0	3.66
Japan	1W	0.0	4.84
Jordan (Domestic)	1W	0.0	1.69
Jordan (International)	1W	0.0	11.20
Kazakhstan	1W	0.0	9.17
Kenya	1W	0.0	7.47
Kiribati	1W	0.0	4.67
Kuwait	1W	0.0	5.31
Kyrgyzstan	1W	0.0	6.67
Laos	1W	0.0	4.15
Latvia	1W	0.0	5.18
Lebanon (Domestic)	1W	0.0	2.46
Lebanon (International)	1W	0.0	6.17
Lesotho	1W	0.0	3.62
Liberia	1W	0.0	2.28
Libya	1W	0.0	9.54
Liechtenstein	1W	0.0	2.31
Lithuania	1W	0.0	2.54
Luxembourg	1W	0.0	1.93
Macau	1W	0.0	2.38
Macedonia	1W	0.0	1.77
Madagascar	1W	0.0	7.19
Malawi	1W	0.0	7.00
Malaysia	1W	0.0	6.14
Malaysia	2W Short	15.0	5.89
Maldives	1W	0.0	5.66
Mali	1W	0.0	10.10
Malta	1W	0.0	12.27
Marshall Islands	1W	0.0	9.58
Martinique	1W	0.0	4.67
Mauritania	1W	0.0	9.32
Mauritius	1W	0.0	7.76

Mexico	1W	0.0	1.98
Mexico	2W Short	35.0	3.50
Moldova	1W	0.0	4.15
Monaco	1W	0.0	7.12
Mongolia	1W	0.0	6.36
Montenegro	1W	0.0	2.61
Montserrat	1W	0.0	2.46
Morocco (Domestic)	1W	0.0	5.30
Morocco	1W	0.0	7.41
(International)			
Mozambique	1W	0.0	3.77
Myanmar	1W	0.0	8.33
Namibia	1W	0.0	5.09
Nauru	1W	0.0	9.88
Nepal	1W	0.0	11.55
Netherlands	1W	0.0	7.46
Netherlands	2W Long	2.0	7.46
Netherlands	2W Short	32.0	7.46
Netherlands Antilles	1W	0.0	4.01
New Caledonia	1W	0.0	8.16
New Zealand	1W	0.0	5.83
New Zealand	2W Short	5.0	8.40
Nicaragua	1W	0.0	3.85
Niger	1W	0.0	9.40
Nigeria	1W	0.0	8.80
Norfolk Island	1W	0.0	17.50
Norway	1W	0.0	3.71
Norway	2W Long	1.0	3.71
Norway	2W Short	32.0	5.43
Oman (International)	1W	0.0	7.55
Pakistan	1W	0.0	5.25
Palau	1W	0.0	7.64
Palestinian Territory	1W	0.0	7.00
Panama	1W	0.0	5.09
Panama	2W Short	19.0	13.07
Papua New Guinea	1W	0.0	10.06
Paraguay	1W	0.0	3.15
Peru	1W	0.0	1.84
Peru	2W Short	50.0	6.42
Philippines	1W	0.0	0.82
Philippines	2W Long	2.0	2.28
Poland	1W	0.0	1.96
Poland	2W Long	1.0	2.92
Poland	2W Short	14.0	5.54
Portugal	1W	0.0	1.62
Portugal	2W Long	2.0	1.62
Portugal	2W Short	22.0	3.09
Puerto Rico	1W	0.0	2.87
Qatar	1W	0.0	2.16
Reunion	1W	0.0	10.73
Romania	1W	0.0	4.52
Romania	2W Short	16.0	7.82
Russian Federation	1W	0.0	9.01
Rwanda	1W	0.0	3.50

Saint Kitts and Nevis	1W	0.0	4.50
Saint Lucia	1W	0.0	4.26
Saint Vincent & the Grenadines	1W	0.0	4.41
Samoa	1W	0.0	5.13
San Marino	1W	0.0	5.31
Sao Tome & Principe	1W	0.0	7.00
Saudi Arabia (Domestic)	1W	0.0	1.86
Saudi Arabia (International)	1W	0.0	4.60
Senegal	1W	0.0	7.47
Serbia	1W	0.0	3.94
Seychelles	1W	0.0	5.01
Sierra Leone	1W	0.0	4.80
Singapore	1W	0.0	2.92
Singapore	2W Long	5.0	3.56
Slovakia	1W	0.0	4.78
Slovakia	2W Long	1.0	6.42
Slovenia	1W	0.0	2.19
Solomon Islands	1W	0.0	4.66
Somalia	1W	0.0	7.82
South Africa	1W	0.0	1.16
South Africa	2W Long	2.0	1.46
South Africa	2W Short	3.0	1.46
South Sudan	1W	0.0	1.89
Spain	1W	0.0	3.49
Spain	2W Long	1.0	3.49
Spain	2W Short	28.0	3.49
Sri Lanka	1W	0.0	3.66
Sudan	1W	0.0	2.98
Suriname	1W	0.0	5.18
Swaziland	1W	0.0	9.96
Sweden	1W	0.0	3.54
Sweden	2W Long	1.0	3.54
Sweden	2W Short	19.0	6.88
Switzerland	1W	0.0	6.42
Switzerland	2W Long	1.0	2.80
Switzerland	2W Short	17.0	6.42
Syria	1W	0.0	12.25
Taiwan	1W	0.0	2.91
Tajikistan	1W	0.0	10.77
Tanzania	1W	0.0	10.15
Thailand	1W	0.0	0.93
Timor (east)	1W	0.0	5.83
Togo	1W	0.0	5.09
Tonga	1W	0.0	6.48
Trinidad and Tobago	1W	0.0	3.71
Tunisia	1W	0.0	6.80
Turkey	1W	0.0	0.40
Turkey	2W Long	1.0	1.40
Turkmenistan	1W	0.0	2.58
Turks & Caicos Islands	1W	0.0	3.76
Uganda	1W	0.0	4.73

Ukraine	1W	0.0	8.17
United Arab Emirates	1W	0.0	2.04
United Arab Emirates	2W Short	6.0	2.04
United Kingdom	1W	0.0	3.03
United Kingdom	2W Long	1.0	3.03
United Kingdom	2W Short	10.0	3.03
United States	2W Short	12.0	1.00
Uruguay	1W	0.0	5.95
Uzbekistan	1W	0.0	12.83
Vanuatu	1W	0.0	7.57
Venezuela	1W	0.0	8.63
Vietnam	1W	0.0	7.00
Virgin Islands, British	1W	0.0	3.69
Yemen	1W	0.0	8.42
Zambia	1W	0.0	8.12
Zimbabwe	1W	0.0	8.03

## Appendix: Maintenance Units and Interactions Table for Oracle Responsys SMS Full-Serve Cloud Service

Note: This table provides examples only and is not intended to provide specific pricing which includes 3rd party Services and may be updated during Your Services Period as set forth in Your order to reflect changes in prices by the aggregators.

Country	Code Type	# Maintenance Units for purposes of SKU B92518 and B94188	# Interactions for Purposes of SKU B92239 and B94187
Afghanistan	1W	0.0	7.77
Albania	1W	0.0	4.82
Algeria	1W	0.0	9.03
American Samoa	1W	0.0	5.18
Andorra	1W	0.0	14.00
Angola	1W	0.0	7.88
Anguilla	1W	0.0	3.24
Antigua & Barbuda	1W	0.0	3.86
Argentina	1W	0.0	3.49
Argentina	2W Short	20.0	8.75
Armenia	1W	0.0	8.19
Aruba	1W	0.0	3.66
Australia	1W	0.0	2.45
Australia	2W Long	0.0	2.45
Austria	1W	0.0	5.60
Austria	2W Long	1.0	5.60
Austria	2W Short	17.0	6.13
Azerbaijan	1W	0.0	6.13
Bahamas	1W	0.0	3.21
Bahrain	1W	0.0	2.72
Bangladesh	1W	0.0	8.89
Barbados	1W	0.0	3.16
Belarus	1W	0.0	7.58
Belgium	1W	0.0	8.40
Belgium	2W Long	1.0	8.40
Belgium	2W Short	9.0	8.75
Belize	1W	0.0	7.29
Benin	1W	0.0	4.20
Bermuda	1W	0.0	3.86
Bhutan	1W	0.0	9.33
Bolivia	1W	0.0	6.77
Bosnia & Herzegovina	1W	0.0	4.24
Botswana	1W	0.0	6.48

Brazil	1W	0.0	1.34
Brazil	2W Short	10.0	1.78
Brunei Darussalam	1W	0.0	5.19
Bulgaria	1W	0.0	4.24
Burkina Faso	1W	0.0	4.78
Burundi	1W	0.0	7.93
Cambodia	1W	0.0	6.57
Cameroon	1W	0.0	4.10
Canada	1W	3.0	1.75
Canada	2W Short	10.0	1.75
Cape Verde	1W	0.0	4.54
Cayman Islands	1W	0.0	3.79
Central African Republic	1W	0.0	3.92
Chad	1W	0.0	9.17
Chile	1W	0.0	2.89
Chile	2W Short	35.0	9.33
China	1W	0.0	2.08
Colombia	1W	0.0	0.29
Colombia	2W Short	4.0	2.33
Comoros	1W	0.0	5.69
Congo	1W	0.0	6.48
Congo, Democratic Republic of	1W	0.0	8.58
Cook Islands	1W	0.0	7.39
Costa Rica	1W	0.0	1.87
Cote d'Ivoire	1W	0.0	4.90
Croatia	1W	0.0	4.32
Croatia	2W Long	1.0	8.11
Cuba	1W	0.0	7.41
Cyprus	1W	0.0	2.80
Czech Republic	1W	0.0	3.20
Czech Republic	2W Long	1.0	3.20
Denmark	1W	0.0	2.57
Denmark	2W Long	1.0	2.57
Denmark	2W Short	28.0	2.57
Djibouti	1W	0.0	9.95
Dominica	1W	0.0	4.08
Dominican Republic	1W	0.0	3.57
Ecuador	1W	0.0	7.12
Egypt (Domestic)	1W	0.0	2.51
Egypt (International)	1W	0.0	8.14
El Salvador	1W	0.0	3.83
Equatorial Guinea	1W	0.0	7.65
Eritrea	1W	0.0	6.20

Estonia	1W	0.0	4.95
Estonia	2W Long	1.0	4.95
Ethiopia	1W	0.0	1.69
Falkland Islands	1W	0.0	17.50
Faroe Islands	1W	0.0	17.50
Fiji	1W	0.0	6.37
Finland	1W	0.0	6.13
Finland	2W Long	1.0	6.13
Finland	2W Short	20.0	6.42
France	1W	0.0	4.55
France	2W Short	34.0	5.52
French Guiana	1W	0.0	13.56
French Polynesia	1W	0.0	19.25
Gabon	1W	0.0	7.90
Gambia	1W	0.0	7.88
Georgia	1W	0.0	10.27
Germany	1W	0.0	8.40
Germany	2W Long	1.0	8.40
Germany	2W Short	21.0	8.40
Ghana	1W	0.0	7.41
Gibraltar	1W	0.0	2.03
Greece	1W	0.0	5.37
Greenland	1W	0.0	4.67
Grenada	1W	0.0	3.73
Guadeloupe	1W	0.0	2.94
Guatemala	1W	0.0	3.85
Guinea	1W	0.0	8.21
Guinea-Bissau	1W	0.0	7.19
Guyana	1W	0.0	3.86
Haiti	1W	0.0	3.86
Honduras	1W	0.0	4.06
Hong Kong	1W	0.0	6.60
Hungary	1W	0.0	6.51
Hungary	2W Long	1.0	6.51
Iceland	1W	0.0	5.82
India	1W	2.0	0.18
India	2W Short	10.0	1.31
Indonesia	1W	0.0	6.24
Iran	1W	0.0	9.33
Iraq	1W	0.0	6.50
Ireland	1W	0.0	4.90
Ireland	2W Short	20.0	5.60
Israel	1W	0.0	0.67



Israel	2W Long	2.0	1.58
Italy	1W	0.0	4.43
Italy	2W Long	1.0	4.29
Jamaica	1W	0.0	3.66
Japan	1W	0.0	4.84
Jordan (Domestic)	1W	0.0	1.69
Jordan (International)	1W	0.0	11.20
Kazakhstan	1W	0.0	9.17
Kenya	1W	0.0	7.47
Kiribati	1W	0.0	4.67
Kuwait	1W	0.0	5.31
Kyrgyzstan	1W	0.0	6.67
Laos	1W	0.0	4.15
Latvia	1W	0.0	5.18
Lebanon (Domestic)	1W	0.0	2.46
Lebanon (International)	1W	0.0	6.17
Lesotho	1W	0.0	3.62
Liberia	1W	0.0	2.28
Libya	1W	0.0	9.54
Liechtenstein	1W	0.0	2.31
Lithuania	1W	0.0	2.54
Luxembourg	1W	0.0	1.93
Macau	1W	0.0	2.38
Macedonia	1W	0.0	1.77
Madagascar	1W	0.0	7.19
Malawi	1W	0.0	7.00
Malaysia	1W	0.0	6.14
Malaysia	2W Short	15.0	5.89
Maldives	1W	0.0	5.66
Mali	1W	0.0	10.10
Malta	1W	0.0	12.27
Marshall Islands	1W	0.0	9.58
Martinique	1W	0.0	4.67
Mauritania	1W	0.0	9.32
Mauritius	1W	0.0	7.76
Mexico	1W	0.0	1.98
Mexico	2W Short	35.0	3.50
Moldova	1W	0.0	4.15
Monaco	1W	0.0	7.12
Mongolia	1W	0.0	6.36
Montenegro	1W	0.0	2.61
Montserrat	1W	0.0	2.46
Morocco (Domestic)	1W	0.0	5.30

Morocco (International)	1W	0.0	7.41
Mozambique	1W	0.0	3.77
Myanmar	1W	0.0	8.33
Namibia	1W	0.0	5.09
Nauru	1W	0.0	9.88
Nepal	1W	0.0	11.55
Netherlands	1W	0.0	7.46
Netherlands	2W Long	2.0	7.46
Netherlands	2W Short	32.0	7.46
Netherlands Antilles	1W	0.0	4.01
New Caledonia	1W	0.0	8.16
New Zealand	1W	0.0	5.83
New Zealand	2W Short	5.0	8.40
Nicaragua	1W	0.0	3.85
Niger	1W	0.0	9.40
Nigeria	1W	0.0	8.80
Norfolk Island	1W	0.0	17.50
Norway	1W	0.0	3.71
Norway	2W Long	1.0	3.71
Norway	2W Short	32.0	5.43
Oman (International)	1W	0.0	7.55
Pakistan	1W	0.0	5.25
Palau	1W	0.0	7.64
Palestinian Territory	1W	0.0	7.00
Panama	1W	0.0	5.09
Panama	2W Short	19.0	13.07
Papua New Guinea	1W	0.0	10.06
Paraguay	1W	0.0	3.15
Peru	1W	0.0	1.84
Peru	2W Short	50.0	6.42
Philippines	1W	0.0	0.82
Philippines	2W Long	2.0	2.28
Poland	1W	0.0	1.96
Poland	2W Long	1.0	2.92
Poland	2W Short	14.0	5.54
Portugal	1W	0.0	1.62
Portugal	2W Long	2.0	1.62
Portugal	2W Short	22.0	3.09
Puerto Rico	1W	0.0	2.87
Qatar	1W	0.0	2.16
Reunion	1W	0.0	10.73
Romania	1W	0.0	4.52
Romania	2W Short	16.0	7.82

Russian Federation	1W	0.0	9.01
Rwanda	1W	0.0	3.50
Saint Kitts and Nevis	1W	0.0	4.50
Saint Lucia	1W	0.0	4.26
Saint Vincent & the Grenadines	1W	0.0	4.41
Samoa	1W	0.0	5.13
San Marino	1W	0.0	5.31
Sao Tome & Principe	1W	0.0	7.00
Saudi Arabia (Domestic)	1W	0.0	1.86
Saudi Arabia (International)	1W	0.0	4.60
Senegal	1W	0.0	7.47
Serbia	1W	0.0	3.94
Seychelles	1W	0.0	5.01
Sierra Leone	1W	0.0	4.80
Singapore	1W	0.0	2.92
Singapore	2W Long	5.0	3.56
Slovakia	1W	0.0	4.78
Slovakia	2W Long	1.0	6.42
Slovenia	1W	0.0	2.19
Solomon Islands	1W	0.0	4.66
Somalia	1W	0.0	7.82
South Africa	1W	0.0	1.16
South Africa	2W Long	2.0	1.46
South Africa	2W Short	3.0	1.46
South Sudan	1W	0.0	1.89
Spain	1W	0.0	3.49
Spain	2W Long	1.0	3.49
Spain	2W Short	28.0	3.49
Sri Lanka	1W	0.0	3.66
Sudan	1W	0.0	2.98
Suriname	1W	0.0	5.18
Swaziland	1W	0.0	9.96
Sweden	1W	0.0	3.54
Sweden	2W Long	1.0	3.54
Sweden	2W Short	19.0	6.88
Switzerland	1W	0.0	6.42
Switzerland	2W Long	1.0	2.80
Switzerland	2W Short	17.0	6.42
Syria	1W	0.0	12.25
Taiwan	1W	0.0	2.91
Tajikistan	1W	0.0	10.77
Tanzania	1W	0.0	10.15
Thailand	1W	0.0	0.93

Timor (east)	1W	0.0	5.83
Togo	1W	0.0	5.09
Tonga	1W	0.0	6.48
Trinidad and Tobago	1W	0.0	3.71
Tunisia	1W	0.0	6.80
Turkey	1W	0.0	0.40
Turkey	2W Long	1.0	1.40
Turkmenistan	1W	0.0	2.58
Turks & Caicos Islands	1W	0.0	3.76
Uganda	1W	0.0	4.73
Ukraine	1W	0.0	8.17
United Arab Emirates	1W	0.0	2.04
United Arab Emirates	2W Short	6.0	2.04
United Kingdom	1W	0.0	3.03
United Kingdom	2W Long	1.0	3.03
United Kingdom	2W Short	10.0	3.03
United States	2W Short	12.0	1.00
Uruguay	1W	0.0	5.95
Uzbekistan	1W	0.0	12.83
Vanuatu	1W	0.0	7.57
Venezuela	1W	0.0	8.63
Vietnam	1W	0.0	7.00
Virgin Islands, British	1W	0.0	3.69
Yemen	1W	0.0	8.42
Zambia	1W	0.0	8.12
Zimbabwe	1W	0.0	8.03