Oracle Advertising EOL Frequently Asked Questions

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Purpose

This document presents frequently asked questions about Oracle's exit from the Advertising business and may be updated from time to time, in Oracle's discretion. Oracle will End-Of-Life (EOL) all Oracle Advertising products and support effective September 30, 2024. This applies to the following product families, and supporting integrations:

Product Family	Description of Services	End Of Life (EOL) Date
Moat Analytics	Service Descriptions	September 30, 2024
Oracle Contextual Intelligence	Service Description	September 30, 2024
Oracle Marketing Cloud Data Management Platform	Service Description	September 30, 2024
Data Append, Data Enrichment & Optimization	Service Description	September 30, 2024
Digital Audiences (including OnRamp)	Service Description	September 30, 2024
Offline Targeting/Direct Mail	Service Description	September 30, 2024
Moat Reach	Service Description	September 30, 2024
Cross-Device services	Custom per Contract	September 30, 2024

End-Of-Life notifications were issued via email week of June 17, for effective dates as noted in the table above

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Q: How is Oracle exiting the Advertising business?

A: Effective immediately, Oracle will not enter into any new agreements with customers for Oracle Advertising products and services. Oracle will End-of-Life (EOL) all products, services, and support, effective the EOL date noted in the table above. Until EOL date, Oracle will continue to fulfill existing orders for Oracle Advertising products and services. Additionally, Oracle will end relationships with data providers.

Q: My services are due to expire before the EOL date. Can I renew until EOL?

A: No. Oracle will not renew services at this time. At the end of your contract term period, your services will terminate.

Q: What if I would like to end my contracted services prior to the announced EOL date?

A: Yes, Oracle will be agreeable to this. Please contact oracleadvertising-inquiries_mb@oracle.com with your indication of desired end date. A team member will be assigned to your case and follow up with further information regarding next steps. If you do not terminate before the EOL date, your services will end on the EOL date .

Q: My service contract extends past the announced EOL date. Will I be able to continue receive Oracle services?

A: No. Oracle's End-of-Life terminates Oracle's obligations to provide services in your Order. Your access to these services will be terminated. Ongoing usage rights for data you may have received is indicated in your product service description.

Q: When can I remove integrations or Oracle data from my systems?

A: You may begin removal of Oracle data at your convenience. Please inform Oracle at oracleadvertising-inquiries_mb@oracle.com, so that we may process your contractual termination. Continued obligations including reporting and usage payment obligations may apply based on the product you have purchased.

Q: When will you delete my data? Do I need to request that you delete my data?

A: Oracle will retain data per your contract terms including for the purposes of fulfilling your retrieval period, to serve legal matters, and for fulfilling remaining obligations post end of services. Data will be deleted once these obligations are met. You do not need to request that Oracle will delete your data.

Q: Will I continue to receive services through the wind down period?

A: Yes. Oracle will continue to provide services per your order, up until the EOL date.

Q: How do I maintain Opt-Outs during the wind-down?

A: Continue to use the same practices as prior to the announcement for any Opt-Out, DSAR or Data Deletion requests. For questions, please contact oracleadvertising-inquiries_mb@oracle.com

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Q: Will Oracle continue to maintain data privacy and security standards during the wind-down and beyond?

A: Yes. Data security and privacy standards will be maintained.

Q: How long will Oracle continue to ship Names for Offline Targeting/Direct mail orders?

A: Oracle will continue to provide services per your order, up until the EOL date.

Q: My contract requires me to report data use in my platform/service, will I still be required to do this after EOL?

A: Yes. Continuing obligations such as reporting will live beyond the End of Life date. Until you are no longer using this data, you must report and promptly pay invoices issued to you for that usage. You are encouraged to remove this data as quickly as you can to accelerate the last end of obligations to Oracle.

Q: As a Data Provider, will I be paid for usage of my data after the EOL date?

A: Yes. Oracle will continue to calculate and pay the appropriate amounts based on the currently executed contracts.

Q: As a Moat Analytics customer, what is the last date that I can access the analytics data?

A: Access to Oracle's Moat Analytics will cease on your contract end date or no later than 9/30. The data can be accessed up until that point via your Moat Dashboard, API or other export means. Documentation on download methods is available through the Moat HelpCenter, accessible from within your Moat instance. We recommend that you begin the process as soon as practicable given the time needed to download data.

Q: As a referring Broker for Direct Mail services, will I continue to see Broker commissions?

A: Oracle's Broker program will wind down along with the EOL of all Advertising products. As such, your final payments will be issued shortly after the EOL.

Q: Who do I reach out to for questions (on any topic)?

A: Please leverage our information alias oracleadvertising-inquiries_mb@oracle.com where your request will be received and assigned an owner to resolve with you. Updates to this FAQ will be made, and posted at Oracle.com/Contracts on the Data tab.

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