



Oracle Data Collaboration Platform Service Descriptions

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METRICS AND GLOSSARY

Destination means an endpoint or end execution platform to which Oracle Data is delivered or from which data or derivative data products are collected for the purposes of Targeting, optimization, analytics, measurement, maintenance, or media application use.

Profile(s) is a unique record submitted for ingest into your hosted environment.

Oracle Data means third party data, consumer data collected by Oracle, and derivatives thereof, licensed or made available to You, by or on behalf of Oracle pursuant to the Master Agreement. Oracle Data includes, but is not limited to, data analytics, Segments, and audience data.

SERVICE DESCRIPTIONS

Oracle Data Collaboration for Advertisers, Standard – Instance

Applicable Part #B97222

Description of Services: This Service gives You access to the Oracle Data Collaboration for Advertisers hosted environment that include the following capabilities:

1. Ability to manage Your uploaded data as follows:
 - Data ingestion: the ability to ingest data using functionality such as: direct upload, connection of data storage locations. (Full list of current capabilities in Program Documentation)
 - Data management: the ability to manage Your data using functionality such as: data deletion, and data combinations. (Full list of current capabilities in Program Documentation)
2. Access to hosted environment features such as:
 - Audience building: the ability to use single sets of data, or combine multiple sets of data, to create audiences for the purpose of targeted advertising.
 - Use of shared or licensed data
 - Activation: the ability to deliver data to an established Destination.
 - Insights: data driven insights available in your hosted environment

Delivery: Standard delivery of this Service is through a user interface.

Usage Limit(s):

- Activation available to pre-integrated Destinations only.
- Oracle will provision one (1) instance of this Oracle Cloud Service. You may add additional users in the platform.
- Segments and audiences may be used only to deliver advertisements to targeted users in advertising campaigns, or for analytics, insights, modeling or other services or features explicitly enabled within the platform.
- Segments and audiences can only be delivered to pre-integrated destinations. The list of partners is available inside the platform
- Unlimited audience delivery to activation platforms
- Unlimited data delivery to non-activation platforms, as integrations are made available
- Maximum of 20 Million Monthly Profiles ingested
- This Service is only available for use in the U.S.
 - Your Content may only contain Personal Data from individuals located in the U.S

Prerequisite(s):

- You must have access to Oracle Data in a separate order.

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

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at <http://www.oracle.com/contracts>) are applicable to Your Content.

Oracle Data Collaboration for Advertisers, Additional Profiles – 1 Million Profiles

Applicable Part #B97223

Description of Services: This Service provides an additional 1 Million Profiles ingested into the Oracle Data Collaboration for Advertisers Instance ordered by You. The Service is available for use throughout the Service Period.

Delivery: Standard delivery of this Service is through a user interface.

Pre-Requisites:

- Oracle Data Collaboration for Advertisers, Standard – Instance

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

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

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

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies including the Oracle SaaS Public Cloud Services Pillar Document (which may be viewed at <http://www.oracle.com/contracts>) are applicable to Your Content.