



Oracle Data Services Data Append, Data Enrichment & Optimization Service Descriptions

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GLOSSARY

Defined Terms

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

DATA APPEND

Oracle Append Demographics – All Flags

This Service adds customer-selected demographic information, such as hobbies, age, and gender, to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o Usage Based (i.e., 1000 Appended Records)

Description of Services: This Service appends Your Customer ID File with an Oracle-defined list of demographic-based Flags based on census, survey, and registration information. A full list of demographic-based Flags is available upon request.

An appended file will be delivered to You via secure file transfer protocol (SFTP) at a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- o Flags to be appended to Your Customer ID File(s) are limited to those Flags present in the Oracle-defined list of demographic-based Flags.
- o This product is solely for offline targeting, digital targeting, and internal analytics only.
- o You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- o This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- o Prior to the commencement of Services, You must select the demographic-based Flags to be used for the Services.

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Append Lifestyle and Interest Flags – Per Flag

This Service adds behavioral data-based lifestyle and interest information, such as hobbies, interests, and activities, to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o Usage Based (i.e., 1000 Appended Records)

Description of Services: This Service appends Your Customer ID File with one (1) Flag from an Oracle-defined list of lifestyle and interest Flags based on behavioral data and interest in various topics and items. A full list of lifestyle and interest Flags is available upon request.

An appended file will be delivered to You via secure file transfer protocol (SFTP) at a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- o Flag to be appended to Your Customer ID File(s) are limited to those Flags present in the Oracle-defined list of lifestyle and interest Flags.
- o This product is solely for offline targeting, digital targeting, and internal analytics only.

- For certain Flags, Oracle's access to Third-Party Retail Transaction Data is required and is not guaranteed to be available.
- Your use of Flags dependent on Third-Party Retail Transaction Data may require You to sign additional paperwork as required by the third party.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- Prior to the commencement of Services, You must select the lifestyle and interest Flag to be used for the Services.

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Append Active Shoppers – All Flags

This Service identifies customers included in Your Customer ID File who, based on behavioral data, are active shoppers. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- Usage Based (i.e., 1000 Appended Records)

Description of Services: This Service appends Your Customer ID File with an Oracle-defined list of shopper Flags based on Oracle Data. A full list of shopper based Flags is available upon request.

An appended file will be delivered via secure file transfer protocol (SFTP) at a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags to be appended to Your Customer ID File(s) are limited to those Flags present in the Oracle-defined list of shopper Flags.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- Prior to the commencement of Services, You must select the shopper Flags to be used for the Services.

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Append Custom Append – Per Flag

This Service attaches customer-selected information to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- Usage Based (i.e., 1000 Appended Records)

Description of Services: This Service appends Your Customer ID File with one (1) Flag, mutually agreed upon by You and Oracle, based on Your specified criteria for Your customers' shopping behavior as determined by Oracle.

An appended file will be delivered via secure file transfer protocol (SFTP) at a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- This product is solely for offline targeting, digital targeting, and internal analytics only.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- Prior to the commencement of Services, Your specified criteria for each Flag will be made available to Oracle.

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Append Recency, Frequency, Monetary Values – All Values

This Service attaches information to Your Customer ID File that indicate how recently a customer showed behavioral interest in a product or type of product, how frequently the customer demonstrated that interest, and monetary spend on the product or type of product. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- Usage Based (i.e., 1000 Appended Records)

Description of Services: This Service appends Your Customer ID File with summary information of Your customers' purchasing behavior for mutually agreed-upon criteria for recency, frequency, and monetary values (e.g., time periods, monetary amounts spent). Your Content (which may include Personal Data) is used to deliver these Services.

An appended file will be delivered via secure file transfer protocol (SFTP) at a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- This product is solely for offline targeting, digital targeting, and internal analytics only.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- The criteria for recency, frequency, and monetary values must be mutually agreed upon prior to Oracle's commencement of the Services.

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Append Custom Value Scores – Per Score Type

This Service attaches scores to Your Customer ID File based on a customer-selected set of values. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o Usage Based (i.e., 1000 Appended Records)

Description of Services: This Service appends Your Customer ID File with a Value Score based on one (1) set of purchase behavior scoring criteria, mutually agreed upon by You and Oracle in Your order, through use of Your customer transaction data files and Oracle Data.

An appended file will be delivered via secure file transfer protocol (SFTP) at a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- o This product is solely for offline targeting, digital targeting, and internal analytics only.
- o You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- o This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

- o In order for Oracle to deliver the Service to You, You must provide all of the following to Oracle prior to the commencement of the Services:
 - o Your Customer ID File(s).
 - o Your customer transaction data files.
 - o Your specified scoring criteria for each Value Score.

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Append Value Predictor Scores – Per Score Type

This Service attaches information to Your Customer ID File indicating, based on behavioral data, which customers might be interested in a product or type of product. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o Usage Based (i.e., 1000 Appended Records)

Description of Services: This Service appends Your Customer ID File with one (1) grouping of scores from Oracle’s defined list of scoring types based on Your customers’ purchase behavior and the likelihood those customers will make a purchase in a particular product or service category in the near future. A full list of scoring types is available upon request.

An appended file will be delivered via secure file transfer protocol (SFTP) at a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- o This product is solely for offline targeting, digital targeting, and internal analytics only.
- o You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- o This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

- o In order for Oracle to deliver the Service to You, You must provide all of the following to Oracle prior to the commence of the Services:
 - o Your Customer ID File(s).
 - o Your customer transaction data files.
 - o You must select the particular product or service category and grouping of scores to be used for the Services.

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

DATA ENRICHMENT

Oracle Data Enrichment, Customer (Demographics)

This Service adds basic demographic information, such as age, gender and income to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with an Oracle defined list of demographic-based Flags based on census, survey, and registration information. A full list of demographic-based Flags is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- o Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined demographic data pack.
- o This product is solely for offline targeting, digital targeting, and internal analytics only.
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Customer (Demographics Plus)

This Service adds premium demographic information, such as hobbies, household composition and geographic data to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with an Oracle defined list of demographic-based Flags based on census, survey, and registration information. A full list of demographics plus Flags is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined demographics plus data pack.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Customer (Retail)

This Service provides a data pack of retail purchase information, such as apparel and sporting goods to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with an Oracle defined list of retail purchase Flags based on purchase or survey-based information. A full list of Flags for the retail data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined retail data pack.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Customer (Retail Premium)

This Service provides a ranked list of retail purchase information, such as apparel and sporting goods to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with the retail premium data pack in a ranked list according to Oracle’s scoring methodology. The retail premium data pack is based on purchase or survey based information. A full list of Flags for the retail premium data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- o A ranked list of Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle retail premium data pack.
- o This product is solely for offline targeting, digital targeting, and internal analytics only.
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Customer (Lifestyle & Interest)

This Service adds behavioral data-based lifestyle and interest information, such as hobbies, interests, and activities to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with an Oracle defined list of lifestyle & interest Flags based on purchase or survey based information. A full list of Flags for the lifestyle & interest data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined lifestyle & interest data pack.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Customer (Lifestyle & Interest Premium)

This Service provides a ranked list of behavioral data-based lifestyle and interest information, such as hobbies, interests, and activities to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with the lifestyle & interest data pack in a ranked list according to Oracle's scoring methodology. The lifestyle & interest data pack is based on purchase or survey based information. A full list of the lifestyle & interest premium data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- A ranked list of Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined lifestyle & interest premium data pack.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Customer (CPG)

Oracle Data Enrichment, Customer (CPG) adds a data pack of CPG purchase information, such as grocery and beauty products to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model: 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with an Oracle defined list of CPG purchase Flags based on purchase and/or survey-based information. A full list of Flags for the CPG data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags to be appended to Your Customer ID File(s) includes all Flags present in the Oracle-defined CPG data pack.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. Notwithstanding the foregoing, if Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during any twelve (12) month period.

Pre-Requisite(s): You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Customer (CPG Premium)

Oracle Data Enrichment, Customer (CPG Premium) adds a ranked list of CPG purchase information, such as grocery and beauty products to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model: 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with the CPG data pack in a ranked list according to Oracle's scoring methodology. The CPG data pack is based on purchase and/or survey-based information. A full list of Flags for the CPG data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- A ranked list to be appended to Your Customer ID File(s) includes all Flags present in the Oracle-defined list of Flags in the CPG data pack.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. Notwithstanding the foregoing, if Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during any twelve (12) month period.

Pre-Requisite(s): You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Customer (Custom)

This Service appends customer-selected information to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with a custom data pack or Flag mutually agreed upon by You and Oracle, based on Your specified criteria (as described in Your order) for Your customers' shopping behavior as determined by Oracle.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- Prior to the commencement of Services, Your specified criteria for each Flag will be made available to Oracle

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Customer (Custom Premium)

This Service provides a ranked list of customer-selected information to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o 1000 Matched Records

Description of Services: This Service appends Your Customer ID File with a custom data pack or Flag in a ranked list mutually agreed upon by You and Oracle, based on Your specified criteria (as described in Your order) for Your customers' shopping behavior as determined by Oracle.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- o This product is solely for offline targeting, digital targeting, and internal analytics only.
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- o Prior to the commencement of Services, Your specified criteria for each Flag will be made available to Oracle

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Prospect (Demographics)

This Service will identify potential prospects that best align to Your Seed Data and adds basic demographic information, such as age, gender, and income. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o 1000 Matched Records

Description of Services: This Service models Your Seed Data and then appends the Your Customer ID File with an Oracle defined list of demographic-based Flags based on census, survey, and registration information. A full list of demographic-based Flags is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined list of demographics data pack.
- This product is solely for internal insights & analytics.
 - Additional use (e.g. Targeting) may only occur through Oracle and upon signing additional order(s)
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Prospect (Demographics Plus)

This Service will identify potential prospects that best align to Your Seed Data and adds premium demographic information, such as hobbies, household composition, and geographic data. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- 1000 Matched Records

Description of Services: This Service models Your Seed Data and then appends the Your Customer ID File with an Oracle defined list of premium demographic-based Flags based on census, survey, and registration information. A full list of demographic plus Flags is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined list of demographic plus data pack.
- This product is solely for internal insights & analytics.
 - Additional use (e.g. Targeting) may only occur through Oracle and upon signing additional order(s).
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Prospect (Retail)

This Service will create a model to identify potential prospects best aligned with Your Seed Data. After the model is created, Oracle will append a data pack of retail purchase data information, such as apparel and sporting goods to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- 1000 Matched Records

Description of Services: This Service models Your Seed Data and then appends Your Customer ID File with an Oracle defined list of retail Flags based on purchase or survey-based information. A full list of Flags for the retail data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined retail data pack.
- This product is solely for internal insights & analytics.
 - Additional use (e.g. Targeting) may only occur through Oracle and upon signing additional order(s).
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Prospect (Retail Premium)

This Service will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will add a ranked list of retail purchase data information, such as apparel and sporting goods to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o 1000 Matched Records

Description of Services: This Service models Your Seed Data and then appends Your Customer ID File with the retail premium data pack in a ranked list according to Oracle's scoring methodology. The retail premium data pack is based on purchase or survey based information. A full list of Flags for the retail premium data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- o A ranked list of Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined retail premium data pack.
- o This product is solely for internal insights & analytics.
 - o Additional use (e.g. Targeting) may only occur through Oracle and upon signing additional order(s).
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- o You must provide the Seed Data.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Prospect (Lifestyle & Interest)

This Service will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will append a data pack of lifestyle and interest data, such as hobbies, interests, and activities to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o 1000 Matched Records

Description of Services: This Service models Your Seed Data and then appends Your Customer ID File with an Oracle defined list of lifestyle & interest based Flags based on purchase or survey-based information. A full list of Flags for the lifestyle & interest data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined lifestyle & interest data pack.
- This product is solely for internal insights & analytics.
 - Additional use (e.g. Targeting) may only occur through Oracle and upon signing additional order(s).
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Prospect (Lifestyle & Interest Premium)

This Service will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will add a ranked list of premium lifestyle and interest data, such as hobbies, interests, and activities to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- 1000 Matched Records

Description of Services: This Service models Your Seed Data and then appends Your Customer ID File with an Oracle defined list of lifestyle & interest data pack based on purchase or survey-based information. A full list of Flags for the lifestyle & interest premium data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- A ranked list of Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined lifestyle & interest premium data pack.
- This product is solely for internal insights & analytics.
 - Additional use (e.g. Targeting) may only occur through Oracle and upon signing additional order(s).
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Prospect (Custom)

This Service will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will append a custom data pack or Flag mutually agreed upon by You and Oracle to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- 1000 Matched Records

Description of Services: This Service models Your Seed Data and then appends Your Customer ID File with a custom data pack or Flag mutually agreed upon by You and Oracle.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- Flags are only appended to an Oracle Person ID (OPID)
- This product is solely for internal insights & analytics.
 - Additional use (e.g. Targeting) may only occur through Oracle and upon signing additional order(s).
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Enrichment, Prospect (Custom Premium)

This Service will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will append a custom data pack or Flag in a ranked list mutually agreed upon by You and Oracle to the

model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- o 1000 Matched Records

Description of Services: This Service models Your Seed Data and then appends a ranked list based on Your Customer ID File with a custom data pack or Flag mutually agreed upon by You and Oracle.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

Usage Limit(s):

- o ranked list of Flags are only appended to an Oracle Person ID (OPID)
- o This product is solely for internal insights & analytics.
 - o Additional use (e.g. Targeting) may only occur through Oracle and upon signing additional order(s).
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

Pre-Requisite(s):

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- o You must provide the Seed Data.

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

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

OPTIMIZATION

Oracle Marketplace Analytics Subscription, All Curated Categories - Destination

This Service provides to You a file containing Flags associated with Categories of Curated Data available in the Bluekai Marketplace solely for non-Targeting advertising activities (e.g., optimization, insights, and analytics). Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

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

Description of Services: This Service will deliver to You a file containing the Cookie IDs of each user or visitor of a website and the associated Flags indicating which Category(ies) each such user or visitor is a member.

Each file will be delivered to You via a secure file transfer protocol (SFTP) at an hourly, daily, or weekly interval (as specified by You).

Usage Limit(s):

- o For each quantity of this Service purchased, Oracle will send a file (as described above) to one (1) Destination (as specified in Your order). Categories may only be used for non-Targeting advertising purposes.

- o All Targeting activities are prohibited. You cannot use this Service to deliver advertisements to Targeted Users or anyone else.
- o You may use or retain Oracle Data for up to six (6) months after the date the Oracle Data is made available to You, provided that Your order remains active. Additionally, Oracle Data may not be retained for trending or long-term insights at any time.
- o Prior to Your use of this Service, You may be required to sign additional terms with Oracle that addresses the use of Curated Data of individuals located in different legal jurisdictions and associated privacy requirements.
- o This Service is only available on a synched Cookie ID (i.e., Your Cookie ID matched to an Oracle ID). The file delivered to You will be based on Your Cookie IDs and the matching Oracle ID will be omitted.
- o This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

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

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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data for Dynamic Creative Optimization – 1M Input Records

This Service will use Your selected Category ID(s) to provide to You real-time text-based data identifying whether a user or visitor to a webpage (where the advertiser has purchased the placement of an advertisement) is a member of the associated Oracle pre-built Segment(s) available in the BlueKai Marketplace for the purpose of optimizing advertising creatives. For example, advertisers may choose to display different pictures and text to different identified users based on their historical buying patterns or interests. This optimization takes place after the Targeted User has been selected for Targeting and the Impression has been purchased. Your Content (which may include Personal Data) is used to deliver this Service.

Pricing Model:

- o Fixed Fee (i.e., 1M Input Records)

Description of Services: Users of this Service may select one or more Category IDs from an Oracle pre-defined list of eligible Categories (such list is available upon Your request). If a visitor or user loads a webpage (where the advertiser has purchased the placement of an advertisement) and such visitor or user is a Targeted User, then the JavaScript object notation (JSON) Tag sends a signal (each, an Input Record) that will identify the Targeted User’s Cookie ID. Based on the identified Cookie ID, the Service will determine if the Targeted User is a member of Oracle pre-built Segments associated with Your selected Category IDs. Once determined, Oracle will send text-based data to You, identifying whether such Targeted User is a member of the Oracle pre-built Segments associated with Your selected Category IDs. Users of this Service may use the following features:

- The text-based data sent by Oracle may be sent to an Oracle pre-approved dynamic creative optimization partner (acting on Your behalf) that determines which advertising creative to display to the Targeted User based on in the Oracle provided text-based data. A list of such Oracle pre-approved dynamic creative optimization partners is available upon Your request.
- You may modify Your selection of Category IDs at any time during the Services Period of Your order.

Usage Limit(s):

- o Each Input Record which will count against the monthly limit of Input Records.
- o Oracle provided text-based data may only be sent to either You or one (1) Oracle pre-approved dynamic creative optimization partner.
- o The Category IDs that may be selected by You is limited to a list of Oracle pre-defined Categories.
- o This Service is only intended for creative selection for an already-purchased Targeting service.
- o This Service is not intended to decide whether to Target a user or visitor to a webpage.
- o You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.

- Oracle Data may only be transmitted through a pre-approved Integration to an ad server Destination.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

- Advertiser needs to place the JSON Tag in the creative advertisements correctly pursuant to Your order for Oracle to be able to receive a Cookie ID to identify the Category ID. Failure to correctly place the Tag will result in a blank or inaccurate text based data.
- Prior to Your use of this Service, You may be required to sign additional terms with Oracle that addresses the use of Curated Data of individuals located in different legal jurisdictions and associated privacy requirements.

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 and the Oracle Data Services Pillar Documentation (which may be viewed at <https://www.oracle.com/contracts/> under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

APPENDIX: RETIRED OFFERINGS (NO SALE OR RENEWAL)

Oracle Append Buyer Scores – All Flags

This Service attaches scores to Your Customer ID File that indicate how likely, based on behavioral data, a customer is to buy a particular type or group of products. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model:

- Usage Based (i.e., 1000 Appended Records)

Description of Services: This Service appends Your Customer ID File with Buyer Scores and the resulting Buyer Score Flag for multiple attributes. A full list of attributes eligible for score Flags is available on request.

An appended file will be delivered via secure file transfer protocol (SFTP) at a frequency mutually agreed upon by You and Oracle.


Usage Limit(s):

- Flags to be appended to Your Customer ID File(s) are limited to those Flags present in the Oracle-defined list of attributes.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- You may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is only available for use in the U.S. and Your Content can only contain Personal Data from individuals located in the U.S.

Pre-Requisite(s):

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- Prior to the commencement of Services, You must select the attributes to be used for the Services.

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



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

Privacy Policy: The privacy policy applicable to these Services is located at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>,