Oracle Data Cloud Measurement 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 Cloud Service Descriptions Definitions document (which may be viewed at https://www.oracle.com/corporate/contracts/ under the "Service Descriptions" part of the "Oracle Data Services Contracts" section).

ORACLE DATA CLOUD MEASUREMENT

Oracle Data Cloud Moat Outcomes ROI Measurement -1000 Impressions

The Oracle Data Cloud Moat Outcomes ROI Measurement – 1000 Impressions Service uses Your Exposure Data and the Transaction Dataset to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

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

Description of Services: This Service measures campaign performance by determining the incremental value of serving advertisements to an audience as compared to a control group and the performance results of such Advertising Campaign are provided to You in a measurement report. The report is composed of one or more of the following:
- o Number of households or unique users and Impressions measured in the Advertising Campaign.
- o Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- o Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from one or more of the following Transaction Datasets:
- o Third-Party Retail Transaction Data
- o Automotive Transaction Data
- o First Party Transaction Data

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o This Service is intended for Your internal business use.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
- o This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.

Pre-Requisite(s):
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
    - o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
    - o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o Any additional information necessary to deliver this Service as determined by Oracle.

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 can be found at
https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement – 1M Impressions

The Oracle Data Cloud Moat Outcomes ROI Measurement -1M Impressions Service uses Your Exposure Data and the Transaction Dataset to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

Pricing Model: Fixed Fee (i.e., 1M Impressions-based pricing)

Description of Services: This Service measures campaign performance by determining the incremental value of serving advertisements to an audience as compared to a control group and the performance results of such Advertising Campaign are provided to You in a measurement report.   The report is composed of one or more of the following:
- o   Number of households or unique users and Impressions measured in the Advertising Campaign.
- o   Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- o   Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from one or more of the following Transaction Datasets:
- o   Third-Party Retail Transaction Data
- o   Automotive Transaction Data
- o   First Party Transaction Data

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o   This Service is intended for Your internal business use.
- o   Transaction Datasets are not guaranteed to be available.
- o   Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
- o   This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.

Pre-Requisite(s):
- o   Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o   Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
    - o   **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
    - o   **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o   The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o   Any additional information necessary to deliver this Service as determined by Oracle.

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

such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

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

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

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement – Campaign

The Oracle Data Cloud Moat Outcomes ROI Measurement – per Campaign Service uses Your Exposure Data and the Transaction Dataset to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

Pricing Model: Campaign

Description of Services: This Service measures campaign performance by determining the incremental value of serving advertisements to an audience as compared to a control group and the performance results of such Advertising Campaign are provided to You in a measurement report. The report is composed of one or more of the following:
- Number of households or unique users and Impressions measured in the Advertising Campaign.
- Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from one or more of the following Transaction Datasets:
- Third-Party Retail Transaction Data
- Automotive Transaction Data
- First Party Transaction Data

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- This Service is intended for Your internal business use.
- Transaction Datasets are not guaranteed to be available.
- Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
- This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.
- **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any

associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.

- o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- o Any additional information necessary to deliver this Service as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement CPG – 1000 Impressions

The Oracle Data Cloud Moat Outcomes ROI Measurement CPG -1000 Impressions Service uses Your Exposure Data and the CPG Transaction Dataset to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

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

Description of Services: This Service measures campaign performance by determining the incremental value of serving advertisements to an audience as compared to a control group and the performance results of such Advertising Campaign are provided to You in a measurement report. The report is composed of one or more of the following:
- o Number of households or unique users and Impressions measured in the Advertising Campaign.
- o Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- o Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from CPG Transaction Datasets.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o This Service may only be used by suppliers or manufacturer of goods or services that are sold to consumers at a retailer's store(s) or retailers of such goods or services.
- o This Service is intended for Your internal business use and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.

Pre-Requisite(s):

- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o Any additional information necessary to deliver the Oracle Data Cloud Moat Outcomes ROI Measurement CPG Service as determined by Oracle.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement CPG – 1M Impressions

The Oracle Data Cloud Moat Outcomes ROI Measurement CPG – 1M Impressions Service uses Your Exposure Data and the CPG Transaction Dataset to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

Pricing Model: Fixed Fee (i.e. 1M Impressions incremental based pricing)

Description of Services: This Service measures campaign performance by determining the incremental value of serving advertisements to an audience as compared to a control group and the performance results of such Advertising Campaign are provided to You in a measurement report. The report is composed of one or more of the following:
- o Number of households or unique users and Impressions measured in the Advertising Campaign.
- o Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- o Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from CPG Transaction Datasets.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o This Service may only be used by suppliers or manufacturer of goods or services that are sold to consumers at a retailer's store(s) or retailers of such goods or services.
- o This Service is intended for Your internal business use and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.

Pre-Requisite(s):

- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o Any additional information necessary to deliver the Oracle Data Cloud Moat Outcomes ROI Measurement CPG Service as determined by Oracle.

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

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

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

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement CPG – Campaign
The Oracle Data Cloud Moat Outcomes ROI Measurement CPG – per Campaign Service uses Your Exposure Data and the CPG Transaction Dataset to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

Pricing Model: Campaign

Description of Services: This Service measures campaign performance by determining the incremental value of serving advertisements to an audience as compared to a control group and the performance results of such Advertising Campaign are provided to You in a measurement report. The report is composed of one or more of the following:
- o Number of households or unique users and Impressions measured in the Advertising Campaign.
- o Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- o Filtering by Media Element to the households or unique users (each, a "media cut").

This is generated from CPG Transaction Datasets.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- This Service may only be used by suppliers or manufacturer of goods or services that are sold to consumers at a retailer's store(s) or retailers of such goods or services.
- This Service is intended for Your internal business use and subject to additional Oracle approvals for use in external marketing.
- Transaction Datasets are not guaranteed to be available.
- This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.
- **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
    - **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
    - **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- Any additional information necessary to deliver this Service as determined by Oracle.

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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement Premium Transaction Data – 1000 Impressions

The Oracle Data Cloud Moat Outcomes ROI Measurement Premium Transaction Data – 1000 Impressions Service uses Your Exposure Data and the Transaction Dataset from third party providers to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

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

Description of Services: This Service measures campaign performance by determining the incremental value of serving advertisements to an audience as compared to a control group and the performance results of such Advertising Campaign are provided to You in a measurement report. The report is composed of one or more of the following:
- o Number of households or unique users and Impressions measured in the Advertising Campaign.
- o Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- o Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from Third Party Retail Transaction Datasets.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o This Service is intended for Your internal business use and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
- o This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.

Pre-Requisite(s):
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o Any additional information necessary to deliver this Service as determined by Oracle.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement Premium Transaction Data – 1M Impressions

The Oracle Data Cloud Moat Outcomes ROI Measurement Premium Transaction Data – 1M Impressions Service uses Your Exposure Data and the Transaction Dataset from third party providers to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

Pricing Model: Fixed Fee (i.e. 1M Impressions incremental based pricing)

Description of Services: This Service measures campaign performance by determining the incremental value of serving advertisements to an audience as compared to a control group and the performance results of such Advertising Campaign are provided to You in a measurement report. The report is composed of one or more of the following:
   o   Number of households or unique users and Impressions measured in the Advertising Campaign.
   o   Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
   o   Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from Third Party Retail Transaction Datasets.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
   o   This Service is intended for Your internal business use and subject to additional Oracle approvals for use in external marketing.
   o   Transaction Datasets are not guaranteed to be available.
   o   Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
   o   This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.

Pre-Requisite(s):
   o   Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
   o   Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
      o   **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
      o   **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
   o   The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
   o   Any additional information necessary to deliver this Service as determined by Oracle.

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

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

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

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement Premium Transaction Data – Campaign

The Oracle Data Cloud Moat Outcomes ROI Measurement Premium Transaction Data – per Campaign Service uses Your Exposure Data and the Transaction Dataset from third party providers to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

Pricing Model: Campaign

Description of Services: This Service measures campaign performance by determining the incremental value of serving advertisements to an audience as compared to a control group and the performance results of such Advertising Campaign are provided to You in a measurement report. The report is composed of one or more of the following:
- o   Number of households or unique users and Impressions measured in the Advertising Campaign.
- o   Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- o   Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from Third Party Retail Transaction Datasets.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o   This Service is intended for Your internal business use and subject to additional Oracle approvals for use in external marketing.
- o   Transaction Datasets are not guaranteed to be available.
- o   Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
- o   This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.
- o   **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- o   Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o   Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o   **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - o   **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can

access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- o Any additional information necessary to deliver this Service, as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement Outcome Data – 1000 Impressions

The Oracle Data Cloud Moat Outcomes ROI Measurement Outcome Data – 1000 Impressions Service uses Your Exposure Data and the Outcome Data provided by You (as part of Your Content) or from third parties to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

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

Description of Services: This Service measures the amount of viewed Impressions in the Advertising Campaign that resulted in a visit to a retail location or website associated with the Impression's advertised product, service, or brand (an "outcome"). The report is composed of one or more of the following:
- o Number of households or unique users and Impressions measured in the Advertising Campaign.
- o Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- o Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from Outcome Data provided by Oracle's third party data providers and You.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o This Service is intended for Your internal business use.
- o Outcome Data from third parties are not guaranteed to be available.
- o This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.

Pre-Requisite(s):
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data (e.g., log files) and any associated data points, including campaign parameters, from the Advertising Campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle

may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.

- o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o Any additional information necessary to deliver this Service as determined by Oracle.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement Outcome Data – 1M Impressions

The Oracle Data Cloud Moat Outcomes ROI Measurement Outcome Data – 1M Impressions Service uses Your Exposure Data and the Outcome Data provided by You (as part of Your Content) or from third parties to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

Pricing Model: Fixed Fee (i.e. 1M Impressions incremental based pricing)

Description of Services: This Service measures the amount of viewed Impressions in the Advertising Campaign that resulted in a visit to a retail location or website associated with the Impression's advertised product, service, or brand (an "outcome").   The report is composed of one or more of the following:
- o Number of households or unique users and Impressions measured in the Advertising Campaign.
- o Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- o Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from Outcome Data provided by Oracle's third party data providers and You.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o This Service is intended for Your internal business use.
- o Outcome Data from third parties are not guaranteed to be available.
- o This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.

Pre-Requisite(s):
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data (e.g., log files) and any associated data points, including campaign parameters, from the Advertising Campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.

- **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
    - The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
    - Any additional information necessary to deliver this Service as determined by Oracle.

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

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

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

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Moat Outcomes ROI Measurement Outcome Data – Campaign

The Oracle Data Cloud Moat Outcomes ROI Measurement Outcome Data – per Campaign Service uses Your Exposure Data and the Outcome Data provided by You (as part of Your Content) or from third parties to measure the effectiveness of Advertising Campaigns. Your Content (which may include Personal Data) is used to deliver this Service.

Pricing Model: Campaign

Description of Services: This Service measures the amount of viewed Impressions in the Advertising Campaign that resulted in a visit to a retail location or website associated with the Impression's advertised product, service, or brand (an "outcome"). The report is composed of one or more of the following:
- Number of households or unique users and Impressions measured in the Advertising Campaign.
- Filtering by Categories of households or unique users that were exposed to the Advertising Campaign as determined by You (each, an "audience cut").
- Filtering by Media Element to the households or unique users (each, a "media cut").

This Service is generated from Outcome Data provided by Oracle's third party data providers and You.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- This Service is intended for Your internal business use.
- Outcome Datasets form third parties are not guaranteed to be available.
- This Service is limited to five (5) audience cuts and ten (10) media cuts per Advertising Campaign.
- **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order

and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- o   Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o   Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o   **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - o   **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o   The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o   **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- o   Any additional information necessary to deliver this Service as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Meta-Analysis Report – Campaign

Oracle Data Cloud Meta-Analysis Report – per Campaign Service uses Your Exposure Data from a previous or current Advertising Campaign to analyze the overall Advertising Campaign results, audience performance results, and media type performance results to identify themes and provide recommendations. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model: Campaign

Description of Services: This Service analyzes several distinct campaign measurement studies commissioned by a Destination or advertiser. The studies included in the report may be previously purchased studies or studies purchased for the purpose of a meta-analysis.

This Service identifies and describes themes across multiple campaigns in order to deliver broader campaign performance recommendations to an advertiser or Destination. These recommendations, which are included as part of the report, include analysis of overall campaign results, audience performance results, and media type performance results.

This Service is generated from one (1) or more of the following Transaction Datasets as determined by Oracle:
- o Third-Party Retail Transaction Data
- o Automotive Transaction Data
- o First Party Transaction Data

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
- o **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- o Minimum of ten (10) studies made available by You to Oracle for analysis.
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o **Campaign Parameters:** You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- o Any additional information reasonably necessary to perform this Service, as determined by Oracle.

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.

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 can be found at
https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Meta-Analysis Report - CPG – Campaign

Oracle Data Cloud Meta-Analysis Report – CPG – per Campaign Service uses Your Exposure Data from a previous or current Advertising Campaign to analyze the overall Advertising Campaign results, audience performance results, and media type performance results to identify themes and provide recommendations. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model: Campaign

Description of Services: This Service analyses several distinct campaign measurement studies commissioned by a Destination or advertiser. The studies included in the report may be previously purchased studies or studies purchased for the purpose of a meta-analysis.

This Service identifies and describes themes across multiple campaigns in order to deliver broader campaign performance recommendations to an advertiser or Destination. These recommendations, which are included as part of the report, include analysis of overall campaign results, audience performance results, and media type performance results.

This Service is generated from CPG Transaction Data.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o   This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o   Transaction Datasets are not guaranteed to be available.
- o   Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
- o   **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- o   Minimum of ten (10) studies made available by You to Oracle for analysis.
- o   Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o   Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o   **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - o   **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.

- o **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- o Any additional information reasonably necessary to perform this Service, as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Meta-Analysis Report – Premium Transaction Data – Campaign

Oracle Data Cloud Meta-Analysis Report – Premium Transaction Data – per Campaign Service uses Your Exposure Data from a previous or current Advertising Campaign to analyze the overall Advertising Campaign results, audience performance results, and media type performance results to identify themes and provide recommendations. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model: Campaign

Description of Services: This Service analyses several distinct campaign measurement studies commissioned by a Destination or advertiser. The studies included in the report may be previously purchased studies or studies purchased for the purpose of a meta-analysis.

This Service describes themes across multiple campaigns in order to deliver broader campaign performance recommendations to an advertiser or Destination. These recommendations, which are included as part of the report, include analysis of overall campaign results, audience performance results, and media type performance results.

This Service is generated from Third-Party Retail Transaction Data.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
- o **Campaign Out Request:** During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- o Minimum of ten (10) studies made available by You to Oracle for analysis.
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.

- Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
  - **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
  - Any additional information reasonably necessary to perform this Service, as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Meta-Analysis Report – Outcome Data – Campaign

Oracle Data Cloud Meta-Analysis Report – Outcome Data – per Campaign Service uses Your Exposure Data from a previous or current Advertising Campaign to analyze the overall Advertising Campaign results, audience performance results, and media type performance results to identify themes and provide recommendations. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model: Campaign

Description of Services: This Service analyzes several distinct campaign measurement studies commissioned by a Destination or advertiser. The studies included in the report may be previously purchased studies or studies purchased for the purpose of a meta-analysis.

This Service identifies and describes themes across multiple campaigns in order to deliver broader campaign performance recommendations to an advertiser or Destination. These recommendations, which are included as part of the report, include analysis of overall campaign results, audience performance results, and media type performance results.

This Service is generated from Outcome Data provided by Oracle's third party data providers and You.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):

- o This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.
- o **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- o Minimum of ten (10) studies made available by You to Oracle for analysis.
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
    - o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
    - o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- o Any additional information reasonably necessary to perform this Service, as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

ORACLE DATA CLOUD MEASUREMENT ADD-ONS

Oracle Data Cloud Measurement ROI Campaign Re-Run Add-On – Each

Oracle Data Cloud Measurement ROI Campaign Re-run Add-On – Each Service allows Oracle to re-measure Your Exposure Data or the Transaction Dataset based on additional or modified data that was not provided to Oracle during the initial measurement Service(s). Any of Your Content, which may include Personal Data that was required for the baseline measurement product (Your Exposure Data or Your Transaction Dataset) is also required here to re-run the report.

Pricing Model: Each (i.e. each campaign)

Description of Services: This Service provides a one (1) time re-measuring of Your Exposure Data or the Transaction Dataset based on additional or modified data that was not provided to Oracle during the initial Measurement Period.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o   Your add-on is subject to the usage limitations of the originally purchased Oracle Data Cloud Measurement Campaign based Service.

Pre-Requisite(s):
- o   A valid purchase for at least one of the following Campaign Based Services:
    - o   Oracle Data Cloud Moat Outcomes ROI Measurement
    - o   Oracle Data Cloud Moat Outcomes ROI Measurement CPG
    - o   Oracle Data Cloud Moat Outcomes ROI Measurement Premium Transaction Data
    - o   Oracle Data Cloud Moat Outcomes ROI Measurement Outcome Data
- o   Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud measurement product.
- o   Third Party Retail services may require You to sign additional paperwork as required by the third party.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Measurement ROI Campaign - Additional Audience Element Add-On – Each

Oracle Data Cloud Measurement ROI Campaign – Additional Audience Element Add-On – Each Service adds one (1) additional Category for analysis to be included in the report.

Pricing Model: Each (i.e. each campaign)

Description of Services: Additional audience elements are added to measurement reports to provide visibility into how non-standard audience elements are associated with traceable audience purchase behaviors. This Service allows for one (1) additional audience element to be added to Your measurement report.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o   This Service is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o   Transaction Datasets are not guaranteed to be available.
- o   Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):
- o A valid purchase for at least one (1) of the following Campaign Based Services:
  - o Oracle Data Cloud Moat Outcomes ROI Measurement
  - o Oracle Data Cloud Moat Outcomes ROI Measurement CPG
  - o Oracle Data Cloud Moat Outcomes ROI Measurement Premium Transaction Data
  - o Oracle Data Cloud Moat Outcomes ROI Measurement Outcome Data
  - o Oracle Data Cloud Meta-Analysis Report
  - o Oracle Data Cloud Meta-Analysis Report – CPG
  - o Oracle Data Cloud Meta-Analysis Report – Premium Transaction Data
  - o Oracle Data Cloud Meta-Analysis Report – Outcome Data
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Measurement ROI Campaign - Additional Media Element Add-On - Each

Oracle Data Cloud Measurement ROI Campaign – Additional Media Element Add-On - Each Service adds one (1) Media Element to the analysis to provide the report to determine whether a specific Media Element influences the audience purchase behavior.

Pricing Model: Each (i.e. each campaign)

Description of Services: Additional Media Elements are added to measurement reports to provide visibility into how non-standard Media Elements are associated with traceable audience purchase behaviors. This Service allows for one (1) additional Media Element to be added to a measurement report.

Delivery: Standard delivery of this Service is through an Oracle-proprietary platform or API delivery to You.

Usage Limit(s):
- o This Service is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):
- o A valid purchase for at least one (1) of the following Campaign Based Services:
  - o Oracle Data Cloud Moat Outcomes ROI Measurement
  - o Oracle Data Cloud Moat Outcomes ROI Measurement CPG
  - o Oracle Data Cloud Moat Outcomes ROI Measurement Premium Transaction Data
  - o Oracle Data Cloud Moat Outcomes ROI Measurement Outcome Data
  - o Oracle Data Cloud Meta-Analysis Report
  - o Oracle Data Cloud Meta-Analysis Report – CPG
  - o Oracle Data Cloud Meta-Analysis Report – Premium Transaction Data
  - o Oracle Data Cloud Meta-Analysis Report – Outcome Data

- The additional Media Element must meet the requirements for data provided in the base measurement report you are adding data to.
- Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

ORACLE DATA CLOUD AUTOMOTIVE MEASUREMENT

Oracle Data Cloud Auto Campaign Audience Analysis Report - Each

Oracle Data Cloud Auto Campaign Audience Analysis Report – Each Service uses Your Exposure Data and the Automotive Transaction Data to measure the effectiveness of an Advertising Campaign at reaching automotive buyers. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model: Each (i.e. each report)

Description of Services: This Service uses Your Exposure Data and the Automotive Transaction Data to determine if the Impression influenced the Measurement Category to buy the advertised product or service by comparing:
(i) the purchase behavior of up to ten (10) Measurement Categories within one (1) Advertising Campaign;
to
(ii) the purchase behavior of up to seven (7) Benchmark Populations

The Benchmark Populations are composed of one (1) national sales behavior baseline population (You may reduce this to a limited geography baseline for a local or regional Advertising Campaign), one (1) population consisting of nationwide unique users in the market for an automobile, and up to five (5) syndicated audiences.

Delivery: Standard delivery of this Service is via an offline report.

Usage Limit(s):
- This product is for Your internal business purposes only.
- Each ordered quantity entitles You to one (1) report.
- **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- Oracle's access to Exposure Data and any Oracle requested associated data points from the Advertising Campaign
- Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.

- o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
- o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o The Advertising Campaign must include a sufficient number of vehicle sales (as determined by Oracle) to support measurement in order to be included in the report
- o **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- o Any additional information necessary to perform this Service, as determined by Oracle

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Auto Campaign Audience Analysis Report (Databook Only) - Each

Oracle Data Cloud Auto Campaign Audience Analysis Report (Databook Only) – Each Service uses Your Exposure Data and the Automotive Transaction Data to measure the effectiveness of an Advertising Campaign at reaching automotive buyers. Your Content, which may include Personal Data, is used to deliver these Services.

Pricing Model: Each (i.e. each report)

Description of Services: This Service uses Your Exposure Data and the Automotive Transaction Data to determine if the Impression influenced the Measurement Category to buy the advertised product or service by providing You a spreadsheet report that compares:
(i) the purchase behavior of up to ten (10) Measurement Categories within one (1) Advertising Campaign;
to
(ii) the purchase behavior of up to seven (7) Benchmark Populations.

The Benchmark Populations are composed of one (1) national sales behavior baseline population (You may reduce this to a limited geography baseline for a local or regional Advertising Campaign), one (1) population consisting of nationwide unique users in the market for an automobile, and up to five (5) syndicated audiences.

Delivery: Standard delivery of this Service is via an offline report.

Usage Limit(s):
- o This product is for Your internal business purposes only.

- o Each ordered quantity entitles You to one (1) spreadsheet report.
- o **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- o Oracle's access to campaign Exposure Data and any Oracle requested associated data points from the Advertising Campaign.
- o Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - o **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - o **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- o The Advertising Campaign must include a sufficient number of vehicle sales (as determined by Oracle) to support measurement in order to be included in the report.
- o **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- o Any additional information necessary to perform this Service, as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Auto Website Audience Analysis Report - Each

Oracle Data Cloud Auto Website Audience Analysis Report - Each Service uses Your Exposure Data, Automotive Transaction Data and site traffic data to compare the purchase behavior of website visitors. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model: Each (i.e. each report)

Description of Services: This Service uses the Automotive Transaction Data and site-traffic data to compare:
(i)   the purchase behavior or Online Activity of up to ten (10) Measurement Categories that visited a specific website(s); to
(ii)   the purchase behavior or Online Activity (as applicable) of up to two (2) Benchmark Populations.

The two (2) Benchmark Populations are composed of one (1) national sales behavior baseline population (You may reduce this to a limited geography baseline for a local or regional website) and one (1) population consisting of nationwide unique users in the market for an automobile.

Delivery: Standard delivery of this Service is via an offline report.

Usage Limit(s):
- This product is for Your internal business purposes only.
- Each ordered quantity entitles You to one (1) report.
- **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
- Oracle's access to site-traffic data and any Oracle requested associated data points from each measured website.
- You must have the rights to place a Pixel on the measured website.
- Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
  - **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.
  - **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
- Site traffic data must have a sufficient number of associated vehicle sales (as determined by Oracle) to support measurement in order to be included in the report.
- **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
- Any additional information necessary to perform this Service, as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

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ORACLE DATA CLOUD AUTOMOTIVE CROSS-PUBLISHER REPORTING

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Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report - Each

Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report – Each Service uses Exposure Data and the Automotive Transaction Data to measure the effectiveness of an Advertising Campaign across publisher websites. Your Content (which may include Personal Data) is used to deliver these Services.

Pricing Model: Each (i.e. each report)

Description of Services: This Service uses Your Exposure Data and the Automotive Transaction Data to determine if placing the Impression on one (1) publisher website (as opposed to other publisher websites) influenced the Measurement Category to buy the advertised product or service by comparing:
(i)   the purchase behavior of no more than ten (10) Measurement Categories exposed to an Advertising Campaign across no more than twenty (20) publisher websites;
to
(ii)   the purchase behavior of a Benchmark Population.

The Benchmark Population is composed a national sales behavior baseline population (You may reduce this to a limited geography baseline for a local or regional Advertising Campaign).

Delivery: Standard delivery of this Service is via an offline report.

Usage Limit(s):
   o   This product is for Your internal business purposes only.
   o   Each ordered quantity entitles You to one (1) report.
   o   **Campaign Out Request**: During the Measurement Period, You may, upon written notice to Oracle, request Oracle to cease measuring an Advertising Campaign (the "Campaign Out Request"). Upon receipt of the Campaign Out Request, Oracle will cease any measurement Services associated with that Advertising Campaign and will have no obligation to provide a report. The Campaign Out Request will not count toward Your ordered quantity. This Campaign Out Request is not valid for requests received by Oracle after the Measurement Period. You acknowledge that the Campaign Out Request is not a right to terminate the order and You must utilize the ordered quantities under the order during the Services Period. Ordered quantities of measurement reports not utilized during the Services Period will be forfeited by You. You agree to pay the fees for such forfeited quantities.

Pre-Requisite(s):
   o   Oracle's access to Your Exposure Data and any Oracle requested associated data points from the Advertising Campaign for each measured publisher subject to any necessary consents from a publisher.
   o   Campaign Exposure Data Pixel/Tag or Log Files must be properly implemented in accordance with instructions provided by Oracle.
        o   **Pixel or Tag**. You must ensure that Oracle is provided with campaign Exposure Data and any associated data points, including campaign parameters, from the campaign(s) to be measured so that Oracle can provide You the Services. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a Pixel or Tag, then You must properly install and deploy the Pixel or Tag provided by Oracle. If the Pixel or Tag is improperly implemented, then Oracle may not be able to provide You the Services or the Services may be diminished. If You fail to properly install and deploy the Pixel or Tag, then Oracle is not required to perform the Services until You properly install and deploy the Pixel or Tag.

- - **Log File**. If You are providing campaign Exposure Data (and any associated data points) to Oracle via a log file, You must provide the log file in accordance with Oracle's specifications, which You can access at: https://docs.oracle.com/en/cloud/saas/data-cloud/data-cloud-help-center/index.html#Platform/ManagingTaxonomy/ingest_partners/moat_outcomes_log.html. Oracle is not obligated to perform the Services until Oracle receives the log file. Unless You own or maintain the Destination, You will require the entity(ies) that controls the Destination(s) to share campaign Exposure Data with Oracle and You grant to Oracle all rights, licenses, and permissions to the campaign Exposure Data necessary for Oracle to provide You the Services.
  - The Advertising Campaign must include a sufficient number of vehicle sales (as determined by Oracle) to support measurement in order to be included in the report.
  - Any additional information necessary to perform this Services, as determined by Oracle.
  - **Campaign Parameters**: You agree to provide Oracle with the appropriate and necessary information and details (such as Measurement Period) required for Oracle to be able to provide You with the measurement Services.
  - **Cross Publisher Mapping Document**: You will provide Oracle with a document that identifies the corresponding campaigns run by multiple Destinations and the parameters to be measured (e.g. publisher, brand name, Strategy, and geography) (the "Mapping Document"). Oracle will use the Mapping Document to create the cross publisher measurement report and Oracle will not be liable for any errors caused by any inaccuracies contained in the Mapping Document.
  - This Service may only be ordered by the advertiser (or the advertiser's agency for whom the Advertising Campaign was performed).

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

ORACLE DATA CLOUD AUTOMOTIVE MEASUREMENT ADD-ONS

Oracle Data Cloud Auto Measurement Re-run Add-On - Each

Oracle Data Cloud Auto Measurement Re-run Add-On – Each Service is the re-measuring of ordered measurement Services. Your Content (which may include Personal Data) may be used to deliver these Services.

Pricing Model: Each (i.e., each report)

Description of Services: This Service is the re-measuring of Your Exposure Data or site traffic data, as applicable, based on additional or modified data that was not provided to Oracle during the initial measurement Service(s). Oracle will provide to You a revised report measuring the same details and calculations as in the initial measurement Service(s).

Delivery: Standard delivery of this Service is via an offline report.

Usage Limit(s):
- This product is for Your internal business purposes only.

Pre-Requisite(s):
- A valid subscription for at least one (1) of the following Report Based Services:

- o Oracle Data Cloud Auto Campaign Audience Analysis Report
- o Oracle Data Cloud Auto Campaign Audience Analysis Report (Databook Only)
- o Oracle Data Cloud Auto Website Audience Analysis Report
- o Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report
- o Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Auto Measurement report.
- o Any additional information necessary to perform this Service, as determined by Oracle.
- o Oracle's access to the additional or modified Exposure Data or site-traffic data, as applicable, and any Oracle-requested associated data points.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Additional Segment Per Segment Auto Add-On - Each

Oracle Data Cloud Additional Segment Per Segment Auto Add-On - Each Service uses Exposure Data and adds additional Segments to an existing order for measurement Services. Your Content is not used to deliver these Services.

Pricing Model: Each (i.e. each report)

Description of Services: The addition of one (1) Measurement Category or subset of a Measurement Category to the Oracle Data Cloud Auto Measurement report You have ordered. For each additional add-on, You will receive the same set of details and calculations included in the Oracle Data Cloud Auto Measurement report You have ordered for the added Measurement Category or subset of Measurement Category.

Delivery: Standard delivery of this Service is via an offline report.

Usage Limit(s):
- o This product is for Your internal business purposes only.

Pre-Requisite(s):
- o Your Exposure Data or web traffic data (as applicable) contains the relevant audience information.
- o A valid subscription for at least one (1) of the following Report Based Services:
  - o Oracle Data Cloud Auto Campaign Audience Analysis Report
  - o Oracle Data Cloud Auto Campaign Audience Analysis Report (Databook Only)
  - o Oracle Data Cloud Auto Website Audience Analysis Report
  - o Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report
- o Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Auto Measurement report.
- o Any additional information necessary to perform this Service, as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Additional Benchmark Per Benchmark Auto Add-On - Each

Oracle Data Cloud Additional Benchmark Per Benchmark Auto Add-On – Each Service adds additional Benchmark Populations to an existing order for measurement Services. Your Content is not used to deliver these Services.

Pricing Model: Each (i.e. each report)

Description of Services: The addition of one (1) Benchmark Population to the Oracle Data Cloud Auto Measurement report You have ordered. For each add-on, You will receive the same set of metrics and insights as those included in the Oracle Data Cloud Auto Measurement report You have ordered.

Delivery: Standard delivery of this Service is via an offline report.

Usage Limit(s):
- This product is for Your internal business purposes only.

Pre-Requisite(s):
- A valid subscription for at least one (1) of the following Report Based Services:
  - Oracle Data Cloud Auto Campaign Audience Analysis Report
  - Oracle Data Cloud Auto Campaign Audience Analysis Report (Databook Only)
  - Oracle Data Cloud Auto Website Audience Analysis Report
  - Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report
- Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Auto Measurement report.
- Any additional information necessary to perform this Service, as determined by Oracle.

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.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

APPENDIX: RETIRED OFFERINGS

Oracle Data Cloud DLX ROI Deep Dive Report(s)

Oracle Data Cloud DLX ROI Deep Dive Report(s) Services uses Your Exposure Data and the Transaction Dataset to measure the effectiveness of an Advertising Campaign. Your Content (which may include Personal Data) is used to deliver these Services.

Applicable SKUs:
- o Oracle Data Cloud DLX ROI Deep Dive Report for CPG
- o Oracle Data Cloud DLX ROI Deep Dive Report for First Party Retail
- o Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail
- o Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail Visa
- o Oracle Data Cloud DLX ROI Deep Dive Report for Auto

Description of Services: Oracle Data Cloud DLX ROI Deep Dive Reports are campaign performance analyses, describing the causal and incremental value of serving advertisements to an audience as compared to a control group.

Oracle Data Cloud DLX ROI Deep Dive Reports consist of one (1) or more of the following: campaign performance results summary, campaign overview, Audience Attribute performance and Media Attribute performance.

Reports are generated from one (1) of the following datasets as determined by Oracle:
- o CPG Transaction Data
- o Third-Party Retail Transaction Data
- o Automotive Transaction Data
- o First Party Transaction Data in an Oracle-approved format

Usage Limit(s):
- o This product is intended for Your internal business use and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o Any additional information necessary to create an Oracle Data Cloud DLX ROI Deep Dive Report as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud DLX ROI Snapshot Report(s)

Oracle Data Cloud DLX ROI Snapshot Report(s) Service uses Your Exposure Data and the Transaction Dataset to measure the effectiveness of an Advertising Campaign. Your Content (which may include Personal Data) is used to deliver these Services.

Applicable SKUs:
- o Oracle Data Cloud DLX ROI Snapshot Report for CPG
- o Oracle Data Cloud DLX ROI Snapshot Report for First Party Retail
- o Oracle Data Cloud DLX ROI Snapshot Report for Third Party Retail

Description of Services: Oracle Data Cloud DLX ROI Snapshot Reports are a campaign performance analysis describing the causal and incremental value of serving advertisements to exposed household audiences as compared to a statistically equivalent control group.

Oracle Data Cloud DLX ROI Snapshot Reports are an abbreviated version of the Oracle Data Cloud DLX ROI Deep Dive Reports. This report only contains the campaign performance results summary and one (1) audience sub-population performance cut if Oracle purchase-based targeting was leveraged in the campaign, as described in Your Order. Additionally, the Oracle Data Cloud DLX ROI Snapshot Report does not include written headlines or the presentation of the report to You by Oracle client analysts.

Oracle Data Cloud DLX ROI Snapshot Reports are generated from one (1) of the following datasets as determined by Oracle:
- o CPG Transaction Data
- o Third-Party Retail Transaction Data
- o Automotive Transaction Data
- o First Party Transaction Data in an Oracle-approved format

Usage Limit(s):
- o This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o Any additional information reasonably necessary to create an Oracle Data Cloud DLX ROI Snapshot Report, as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Campaign Buyer Summary Report(s) (ordered prior to May 25, 2018)

Oracle Data Cloud Campaign Buyer Summary Report(s) Service uses Your Exposure Data and the Transaction Dataset to analyze the purchase behavior of the audience exposed to an Advertising Campaign. Your Content (which may include Personal Data) is used to deliver these Services.

Applicable SKUs:
- o Oracle Data Cloud Campaign Buyer Summary Report for CPG
- o Oracle Data Cloud Campaign Buyer Summary Report for First Party Retail
- o Oracle Data Cloud Campaign Buyer Summary Report for Third Party Retail
- o Oracle Data Cloud Campaign Buyer Summary Report for Third Party Retail Visa

Description of Services:
- o Oracle Data Cloud Campaign Buyer Summary Reports allow You to analyze the relative purchase behaviors of an audience exposed to an Advertising Campaign on a Destination(s) or Platform(s).
- o A report contains the gross sales, sales metrics (e.g. response rate, purchase rate), and online and offline sales behaviors of an audience exposed to an Advertising Campaign.

Oracle Data Cloud Campaign Buyer Summary Reports may contain information such as summaries of the audience counts and audience composition, audience purchase profiles and audience demographic profiles.

Oracle Data Cloud Campaign Buyer Summary Reports are generated from one (1) of the following datasets as determined by Oracle:
- o CPG Transaction Data

- o Third-Party Retail Transaction Data
- o Automotive Transaction Data
- o First Party Transaction Data in an Oracle-approved format

Usage Limit(s):
- o Each Order entitles You to one (1) Oracle Data Cloud Campaign Buyer Summary Report.
- o This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o Any additional information reasonably necessary to create an Oracle Data Cloud Campaign Buyer Summary Report, as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Campaign Buyer Summary Report(s) (Usage Based – ordered after May 25, 2018)

Oracle Data Cloud Campaign Buyer Summary Report(s) Services uses Your Exposure Data and the Transaction Dataset to analyze the purchase behavior of the audience exposed to an Advertising Campaign. Your Content (which may include Personal Data) is used to deliver these Services.

Applicable SKUs:
- o Oracle Data Cloud Campaign Buyer Summary Report for CPG
- o Oracle Data Cloud Campaign Buyer Summary Report for First Party Retail
- o Oracle Data Cloud Campaign Buyer Summary Report for Third Party Retail
- o Oracle Data Cloud Campaign Buyer Summary Report for Third Party Retail Visa

Description of Services:
- o Oracle Data Cloud Campaign Buyer Summary Reports allow You to analyze the relative purchase behaviors of an audience exposed to an Advertising Campaign on one (1) Destination or Platform.
- o A report contains the gross sales, sales metrics (e.g. response rate, purchase rate), and online and offline sales behaviors of an audience exposed to an Advertising Campaign.

Oracle Data Cloud Campaign Buyer Summary Reports may contain information such as summaries of the audience counts and audience composition, audience purchase profiles and audience demographic profiles.

Oracle Data Cloud Campaign Buyer Summary Reports are generated from one (1) of the following datasets as determined by Oracle:
- o CPG Transaction Data
- o Third-Party Retail Transaction Data
- o Automotive Transaction Data
- o First Party Transaction Data in an Oracle-approved format

Usage Limit(s):
- o Each Order entitles You to one (1) Oracle Data Cloud Campaign Buyer Summary Report.
- o This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):
- o   Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o   The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o   Any additional information reasonably necessary to create an Oracle Data Cloud Campaign Buyer Summary Report, as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Meta-Analysis Report(s)

Oracle Data Cloud Meta-Analysis Report(s) Service uses Your Exposure Data from previous or current Advertising Campaigns to analyze the overall Advertising Campaign results, audience performance results, and media type performance results to identify themes and provide recommendations. Your Content (which may include Personal Data) is used to deliver these Services.

Applicable SKUs:
- o   Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for CPG
- o   Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for First Party Retail
- o   Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for Third Party Retail
- o   Oracle Data Cloud Meta-Analysis Report – Destination Funded for CPG
- o   Oracle Data Cloud Meta-Analysis Report – Destination Funded for First Party Retail
- o   Oracle Data Cloud Meta-Analysis Report – Destination Funded for Third Party Retail

Description of Services: Oracle Data Cloud Meta-Analysis Reports are the analysis of several distinct campaign measurement studies commissioned by a Destination or advertiser. The studies included in the report may be previously-purchased studies or studies purchased for the purpose of a meta-analysis.

Oracle Data Cloud Meta-Analysis Reports identify and describe themes across multiple campaigns in order to deliver broader campaign performance recommendations to an advertiser or Destination. These recommendations, which are included as part of the report, include analysis of overall campaign results, audience performance results, and media type performance results.

Oracle Data Cloud Meta-Analysis Reports are generated from one (1) of the following datasets as determined by Oracle:
- o   CPG Transaction Data
- o   Third-Party Retail Transaction Data
- o   Automotive Transaction Data
- o   First Party Transaction Data in an Oracle-approved format

Usage Limit(s):
- o   This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o   Transaction Datasets are not guaranteed to be available.
- o   Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):
- o   Minimum of ten (10) studies made available by You to Oracle for analysis.
- o   Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o   The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.
- o   Any additional information reasonably necessary to create an Oracle Data Cloud Meta-Analysis Report, as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Measurement Report - Additional Transaction Data Add-on

Oracle Data Cloud Measurement Report – Additional Transaction Data Add-on Service adds new transaction data to the Transaction Dataset already being analyzed for the baseline report. Your Content (which may include Personal Data) may be used to deliver these Services.

Description of Services: Additional transaction data can be added to measurement reports by adding sales data to the standard transaction data in the base measurement product. Standard transaction data is different for each dataset. Additional transaction data for each dataset is described as follows:

- o For CPG Transaction Data, additional transaction data is any set of UPCs (either product or brand) in addition to the standard of (a) one (1) set of UPCs associated with the advertised product being measured and (b) one (1) set of UPCs associated with the advertised brand.
- o For Third-party Retail Transaction Data, additional transaction data is data from an additional merchant/retailer not included in the original Order.
- o For Automotive Transaction Data, additional transaction data is each additional make and model of an automobile besides the originally-selected automobile make and model.
- o For First Party Transaction Data, additional transaction data is any additional aggregations of transaction data or custom variations to Your first-party data.

Usage Limit(s):

- o You must have appropriate permission to use the additional transactional data and may not use data of Your competitors.
- o This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):

- o A valid purchase for at least one (1) of the following Report Based Services:
    - o Oracle Data Cloud DLX ROI Deep Dive Report for CPG
    - o Oracle Data Cloud DLX ROI Deep Dive Report for First Party Retail
    - o Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail
    - o Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail Visa
    - o Oracle Data Cloud DLX ROI Deep Dive Report for Auto
    - o Oracle Data Cloud DLX ROI Snapshot Report for CPG
    - o Oracle Data Cloud DLX ROI Snapshot Report for First Party Retail
    - o Oracle Data Cloud DLX ROI Snapshot Report for Third Party Retail
    - o Oracle Data Cloud Campaign Buyer Summary for CPG
    - o Oracle Data Cloud Campaign Buyer Summary for First Party Retail
    - o Oracle Data Cloud Campaign Buyer Summary for Third Party Retail
    - o Oracle Data Cloud Campaign Buyer Summary for Third Party Retail Visa
    - o Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for CPG
    - o Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for First Party Retail
    - o Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for Third Party Retail
    - o Oracle Data Cloud Meta-Analysis Report – Destination Funded for CPG
    - o Oracle Data Cloud Meta-Analysis Report – Destination Funded for First Party Retail
    - o Oracle Data Cloud Meta-Analysis Report – Destination Funded for Third Party Retail
- o Your additional transaction data must meet the requirements for data provided in the base measurement report you are adding data to.
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Measurement Report - Additional Audience Element Add-on

Oracle Data Cloud Measurement Report – Additional Audience Element Add-on Service adds one (1) additional Category for analysis to be included in the report.

Description of Services: Additional audience elements are added to measurement reports to provide visibility into how non-standard audience elements are associated with traceable audience purchase behaviors. Oracle Data Cloud Measurement Report – Additional Audience Element Add-On allows for one (1) additional audience element to be added to Your measurement report.

Usage Limit(s):
- o   This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.
- o   Transaction Datasets are not guaranteed to be available.
- o   Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):
- o   A valid purchase for at least one (1) of the following Report Based Services:
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for CPG
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for First Party Retail
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail Visa
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for Auto
    - o   Oracle Data Cloud DLX ROI Snapshot Report for CPG
    - o   Oracle Data Cloud DLX ROI Snapshot Report for First Party Retail
    - o   Oracle Data Cloud DLX ROI Snapshot Report for Third Party Retail
    - o   Oracle Data Cloud Campaign Buyer Summary for CPG
    - o   Oracle Data Cloud Campaign Buyer Summary for First Party Retail
    - o   Oracle Data Cloud Campaign Buyer Summary for Third Party Retail
    - o   Oracle Data Cloud Campaign Buyer Summary for Third Party Retail Visa
    - o   Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for CPG
    - o   Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for First Party Retail
    - o   Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for Third Party Retail
    - o   Oracle Data Cloud Meta-Analysis Report – Destination Funded for CPG
    - o   Oracle Data Cloud Meta-Analysis Report – Destination Funded for First Party Retail
    - o   Oracle Data Cloud Meta-Analysis Report – Destination Funded for Third Party Retail
- o   Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o   The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Measurement Report - Additional Media Element Add-on

Oracle Data Cloud Measurement Report – Additional Media Element Add-on Service adds one (1) Media Element to the analysis to provide the report to determine whether a specific Media Element influences the audience purchase behavior.

Description of Services: Additional Media Elements are added to measurement reports to provide visibility into how non-standard Media Elements are associated with traceable audience purchase behaviors. This Service allows for one (1) additional Media Element to be added to a measurement report.

Usage Limit(s):
- o   This product is intended for Your internal business uses, and subject to additional Oracle approvals for use in external marketing.

- o Transaction Datasets are not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

Pre-Requisite(s):
- o A valid purchase for at least one (1) of the following Report Based Services:
  - o Oracle Data Cloud DLX ROI Deep Dive Report for CPG
  - o Oracle Data Cloud DLX ROI Deep Dive Report for First Party Retail
  - o Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail
  - o Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail Visa
  - o Oracle Data Cloud DLX ROI Deep Dive Report for Auto
  - o Oracle Data Cloud DLX ROI Snapshot Report for CPG
  - o Oracle Data Cloud DLX ROI Snapshot Report for First Party Retail
  - o Oracle Data Cloud DLX ROI Snapshot Report for Third Party Retail
  - o Oracle Data Cloud Campaign Buyer Summary for CPG
  - o Oracle Data Cloud Campaign Buyer Summary for First Party Retail
  - o Oracle Data Cloud Campaign Buyer Summary for Third Party Retail
  - o Oracle Data Cloud Campaign Buyer Summary for Third Party Retail Visa
  - o Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for CPG
  - o Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for First Party Retail
  - o Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for Third Party Retail
  - o Oracle Data Cloud Meta-Analysis Report – Destination Funded for CPG
  - o Oracle Data Cloud Meta-Analysis Report – Destination Funded for First Party Retail
  - o Oracle Data Cloud Meta-Analysis Report – Destination Funded for Third Party Retail
- o The additional Media Element must meet the requirements for data provided in the base measurement report you are adding data to.
- o Oracle's access to campaign Exposure Data and any associated data points from the Advertising Campaign.
- o The Advertising Campaign must be large enough (as determined by Oracle) to support measurement.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Measurement Report – Unlock Fee Add-on

Oracle Data Cloud Measurement Report – Unlock Fee Add-on Service provides You an unlocked version of the report. Your Content is not used for this Add-on Service.

Description of Services: The Oracle Data Cloud Measurement Report – Unlock Fee Add-on allows a previously-purchased Oracle Data Cloud Campaign Buyer Summary report or Oracle Data Cloud Meta-Analysis Report to be shared with an advertiser.

Usage Limit(s):
- o Does not include study re-runs.

Pre-Requisite(s):
- o A valid purchase for at least one (1) of the following Report Based Services:
  - o Oracle Data Cloud Campaign Buyer Summary for CPG
  - o Oracle Data Cloud Campaign Buyer Summary for First Party Retail
  - o Oracle Data Cloud Campaign Buyer Summary for Third Party Retail
  - o Oracle Data Cloud Campaign Buyer Summary for Third Party Retail Visa
  - o Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for CPG
  - o Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for First Party Retail
  - o Oracle Data Cloud Meta-Analysis Report – Advertiser Funded for Third Party Retail
  - o Oracle Data Cloud Meta-Analysis Report – Destination Funded for CPG
  - o Oracle Data Cloud Meta-Analysis Report – Destination Funded for First Party Retail
  - o Oracle Data Cloud Meta-Analysis Report – Destination Funded for Third Party Retail

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Measurement Report – Ingest Fee Add-on

Oracle Data Cloud Measurement Report – Ingest Fee Add-on Service enables the ingestion of Your Content. Your Content is not used for this Add-On Service

Description of Services: Oracle Data Cloud Measurement Report – Ingest Fee Add-on allows Oracle to accept, ingest, standardize, match, and load Your Content containing retail, CRM, and transaction-level data. This Service may be required to purchase Oracle Data Cloud Measurement products based on an analytical assessment of Your data. The Service includes work required to ingest custom data including transformations and data mappings.

Usage Limit(s):
- o   Data ingested is only for measurement report generation.
- o   This Service is subject to the usage limitations of the originally-purchased Oracle Data Cloud Measurement report to which it is added.

Pre-Requisite(s):
- o   A valid purchase for at least one (1) of the following Report Based Services:
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for First Party Retail
    - o   Oracle Data Cloud DLX ROI Snapshot Report for First Party Retail
    - o   Oracle Data Cloud Campaign Buyer Summary Report for First Party Retail
    - o   Oracle Data Cloud Meta-Analysis Report - Advertiser Funded for First Party Retail
    - o   Oracle Data Cloud Meta-Analysis Report - Destination Funded for First Party Retail

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Measurement DLX ROI Report Re-run Add-On

Oracle Data Cloud Measurement DLX ROI Report Re-run Add-On Service allows Oracle to re-measure Your Exposure Data or the Transaction Dataset based on additional or modified data that was not provided to Oracle during the initial measurement Service(s). Any of Your Content, which may include Personal Data that was required for the baseline measurement product (Your Exposure Data or Your Transaction Dataset) is also required here to re-run the report.

Description of Services: The Oracle Data Cloud Measurement DLX ROI Report Re-run Add-On is a re-run report charge as necessary for a variety of reasons including Your error or if You change the report criteria. Oracle Data Cloud Measurement DLX ROI Report Re-run Add-On may be purchased to ensure the results accurately reflect Your requirements when there is a change in the report scope.

Usage Limit(s):
- o   Your add-on is subject to the usage limitations of the originally purchased Oracle Data Cloud Measurement product.

Pre-Requisite(s):
- o   A valid purchase for at least one of the following Services:
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for CPG
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for First Party Retail
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for Third Party Retail Visa
    - o   Oracle Data Cloud DLX ROI Deep Dive Report for Auto
    - o   Oracle Data Cloud DLX ROI Snapshot Report for CPG
    - o   Oracle Data Cloud DLX ROI Snapshot Report for First Party Retail

o   Oracle Data Cloud DLX ROI Snapshot Report for Third Party Retail
- o   Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud measurement product.
- o   Third Party Retail services may require You to sign additional paperwork as required by the third party.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Campaign Buyer Summary Report – Additional Integration Point Add-on

Oracle Data Cloud Campaign Buyer Summary Report – Additional Integration Point Add-on Service adds one (1) additional Destination or Platform to the Oracle Data Cloud Campaign Buyer Summary Report.

Description of Services: The Oracle Data Cloud Campaign Buyer Summary Report – Additional Integration Point Add-on is the addition of another publisher, or media partner to the publisher or media partner included in the Oracle Data Cloud Campaign Buyer Summary Report.

Usage Limit(s):
- o   Your add-on is subject to the usage limitations of the originally purchased Oracle Data Cloud Campaign Buyer Summary Report.

Pre-Requisite(s):
- o   You must have purchased an Oracle Data Cloud Campaign Buyer Summary Report.
- o   Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Campaign Buyer Summary Report.
- o   Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Campaign Buyer Summary Report – Additional Strategy Add-on

Oracle Data Cloud Campaign Buyer Summary Report - Additional Strategy Add-on Service adds one (1) new Strategy to the Oracle Data Cloud Campaign Buyer Summary Report.

Description of Services: The Oracle Data Cloud Campaign Buyer Summary Report – Additional Strategy Add-on is the addition of one (1) Strategy to the Oracle Data Cloud Campaign Buyer Summary Report.

Usage Limit(s):
- o   Your add-on is subject to the usage limitations of the originally purchased Oracle Data Cloud Campaign Buyer Summary Report.

Pre-Requisite(s):
- o   You must have purchased an Oracle Data Cloud Campaign Buyer Summary Report.
- o   Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Campaign Buyer Summary Report.
- o   Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by a third party.

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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Auto Platform Analysis Report(s)

Oracle Data Cloud Auto Platform Analysis Report(s) Service uses Your Exposure Data, Automotive Transaction Data, and site traffic data to compare the purchase behavior of users of a Destination. Your Content (which may include Personal Data) is used to deliver these Services.

Description of Services: Oracle Data Cloud Auto Platform Analysis Reports uses the Automotive Transaction Data, de-identified user information, site-traffic data, and audience behavior to compare:
(i) the purchase behavior or Online Activity of up to ten (10) Measurement Categories that visited a Destination;
to
(ii) the purchase behavior or Online Activity (as applicable) of up to two (2) Benchmark Populations.

The two (2) Benchmark Populations are composed of one (1) national sales behavior baseline population (You may reduce this to a limited geography baseline for a local or regional Destination) and one (1) population consisting of nationwide unique users in the market for an automobile.

Usage Limit(s):
- o   This product is for Your internal business purposes only.
- o   Each ordered quantity entitles You to one (1) report.

Pre-Requisite(s):
- o   Oracle's access to de-identified user information, site-traffic data, audience behavior, and any Oracle-requested associated data points from the Destination.
- o   The Destination measured must be integrated with Oracle during the entire Measurement Period (as defined in Your order).
- o   The Destination traffic must have a sufficient number of associated vehicle sales (as determined by Oracle) to support measurement in order to be included in the report.
- o   Any additional information necessary to create an Oracle Data Cloud Auto Platform Analysis Report as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Auto Demand Generation Report(s)

Oracle Data Cloud Auto Demand Generation Report(s) Service uses Your Exposure Data and Online Activity to determine individuals' interest in a particular product(s). Your Content (which may include Personal Data) is used to deliver these Services.

Description of Services: Oracle Data Cloud Auto Demand Generation Reports uses Your Exposure Data, site traffic from each measured website, or audience behavior for each measured Destination or publisher website to compare:
(i)   the Online Activity of up to ten (10) Measurement Categories within one (1) Advertising Campaign;
to
(ii) the Online Activity of up to seven (7) Benchmark Populations.

The Benchmark Populations are composed of one (1) national sales behavior baseline population (You may reduce this to a limited geography baseline for a local or regional Advertising Campaign), one (1) population consisting of nationwide unique users in the market for an automobile, and up to five (5) syndicated audiences.

Usage Limit(s):
- o   This product is for Your internal business purposes only.
- o   Each ordered quantity entitles You to one (1) report.

Pre-Requisite(s):
- o Oracle's access to Your Exposure Data, site traffic from each measured website, audience behavior for each measured Destination or publisher website, and any Oracle-requested associated data points from the Advertising Campaign.
- o The Advertising Campaign must include a sufficient amount of Online Activity (as determined by Oracle) to support measurement in order to be included in the report.
- o Any additional information necessary to create an Oracle Data Cloud Auto Demand Generation Report as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Auto Audience Insights Report(s)

Oracle Data Cloud Auto Audience Insights Report(s) Service uses behavioral data to determine Audience Attributes of a selected measurement Category. Your Content (including Personal Data) may be used to deliver these Services.

Description of Services: Oracle Data Cloud Auto Audience Insights Reports uses the de-identified user information, user behavior, or site-traffic data from the measured Destination or website to compare:
(i)   one (1) Measurement Category;
to
(ii)   one (1) Benchmark Population by analyzing one or more of the following Audience Attributes:
- a) demographic and lifestyle characteristics;
- b) vehicle purchase behavior; or
- c) behavior across one or more Destinations and publishers.

The Benchmark Population, to be selected by You, is composed of one (1) of the following populations: (a) one (1) national sales behavior baseline population (You may reduce this to a limited geography baseline for a local or regional Advertising Campaign), (b) one (1) population consisting of nationwide unique users in the market for an automobile, or (c) one (1) syndicated audience.

Usage Limit(s):
- o This product is for Your internal business purposes only.
- o Each ordered quantity entitles You to one (1) report.

Pre-Requisite(s):
- o Oracle's access to de-identified user information and behavior from the measured Destination or website, site-traffic data from each measured website, and any Oracle-requested associated data points from each measured Destination and website.
- o The audience, provided by You, must have a sufficient number of associated vehicle sales (as determined by Oracle) to support measurement in order to be included in the report.
- o Any additional information necessary to create an Oracle Data Cloud Auto Audience Insights Report as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Auto Audience Analysis Report (In Flight)

Oracle Data Cloud Auto Audience Analysis Report (In Flight) Service uses Your Exposure Data, Automotive Transaction Data, and Online Activity to determine Audience Attributes of a selected audience during an Advertising Campaign. Your Content (including Personal Data) is used to deliver these Services.

Description of Services: Oracle Data Cloud Auto Audience Analysis Reports (In-Flight) uses Your Exposure Data and the Automotive Transaction Data to determine if the Impression influenced the Measurement Category to buy the advertised product or service by comparing:

(i) the purchase behavior or Online Activity of up to ten (10) Measurement Categories within one (1) Advertising Campaign;

to

(ii) the purchase behavior or Online Activity (as applicable) of up to seven (7) Benchmark Populations.

The Benchmark Populations are composed of one (1) national sales behavior baseline population (You may reduce this to a limited geography baseline for a local or regional Advertising Campaign), one (1) population consisting of nationwide unique users in the market for an automobile, and up to five (5) syndicated audiences.

Usage Limit(s):
- o This product is for Your internal business purposes only.
- o Each ordered quantity entitles You to one (1) report.

Pre-Requisite(s):
- o Oracle's access to Your Exposure Data and any Oracle-requested associated data points from the Advertising Campaign for initial and any subsequent deliveries.
- o The Advertising Campaign must include a sufficient number of vehicle sales (as determined by Oracle) to support measurement in order to be included in the report.
- o Any additional information necessary to create an Oracle Data Cloud Auto Audience Analysis Report (In Flight) as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Auto Audience Overlap Analysis Report

Oracle Data Cloud Auto Audience Overlap Analysis Reports Service uses Automotive Transaction Data and Exposure Data to identify individuals that are members of multiple audiences. Your Content (including Personal Data) is used to deliver these Services.

Description of Services: Oracle Data Cloud Auto Audience Overlap Analysis Reports uses the Automotive Transaction Data of up to twenty-five (25) Measurement Categories from an Advertising Campaign or a specific website and determines unique users that are members of multiple audiences present in the comparison ("overlap"). Subject to availability and if requested by You, Oracle Data Cloud Auto Audience Overlap Analysis Reports may include one or more of the following Automotive Transaction Data analyses:
- o Unique users that meet at least one (1) of a multiple set of criteria selected by You (e.g. an audience that either was exposed to an Advertising Campaign OR visited a website);
- o Unique users that meet all of the criteria selected by You (e.g. unique users that were exposed to an Advertising Campaign AND visited a website);
- o Unique users that were exposed to multiple Advertising Campaigns.

Unique users that meet a specific criteria and exclude unique users that meet a second criteria selected by You (e.g. unique users that were exposed to an Advertising Campaign, BUT did not visit a website).

Usage Limit(s):
- o This product is for Your internal business purposes only.
- o Each ordered quantity entitles You to one (1) report.

Pre-Requisite(s):
- o Oracle's access to Your Exposure Data, site-traffic data from each measured website or websites, and any Oracle-requested associated data points from the Advertising Campaign.
- o You must identify which analyses will be included in the report prior to the Effective Date of Your order.
- o The Advertising Campaign and site traffic must include a sufficient number of vehicle sales (as determined by Oracle) to support measurement in order to be included in the report.

o   Any additional information necessary to create an Oracle Data Cloud Auto Audience Overlap Analysis Report as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Auto Audience Overlap Analysis - Per Analysis Auto Add-On

Oracle Data Cloud Additional Benchmark Per Benchmark Audience Overlap Analysis – Per Analysis Auto Add-On Service adds additional Measurement Categories to an existing order for measurement Services. Your Content is not used to deliver these Services.

Description of Services: The addition of one (1) additional analysis to compare the overlap between two (2) or more Measurement Categories to the analysis contained in the Oracle Data Cloud Auto Measurement report You have ordered.

Usage Limit(s):
o   This product is for Your internal business purposes only.

Pre-Requisite(s):
o   A valid subscription for at least one (1) of the following Report Based Services:
  o   Oracle Data Cloud Auto Campaign Audience Analysis Report
  o   Oracle Data Cloud Auto Campaign Audience Analysis Report (Databook Only)
  o   Oracle Data Cloud Auto Website Audience Analysis Report
  o   Oracle Data Cloud Auto Platform Analysis Report
  o   Oracle Data Cloud Auto Demand Generation Report
  o   Oracle Data Cloud Auto Audience Analysis Report (In-Flight)
  o   Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report
o   Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Auto Measurement report.
o   Any additional information necessary to create an Oracle Data Cloud Auto Audience Overlap Analysis - Per Analysis Auto Add-On as determined by Oracle.
o   Any requested additional analysis must be pre-approved by Oracle prior to the commencement of 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Selling Dealer – Per Report Auto Add-On

Oracle Data Cloud Selling Dealer – Per Report Auto Add-On Service adds additional details regarding automobile dealerships to an existing order for automotive measurement Services. Your Content is not used to deliver these Services.

Description of Services: The addition of details (e.g. dealership group identification, make, model, body style or other auto details, dealership location) relating to a set of automobile dealerships from whom a Measurement Category purchased vehicles to the Oracle Data Cloud Auto Measurement report You have ordered.

Usage Limit(s):
o   This product is for Your internal business purposes only.
o   Details included in Oracle Data Cloud Selling Dealer – Per Report Auto Add-On are subject to the limitations of Oracle's data provider. These details may not be available for all makes, models, and geographical areas (e.g. states) included in Your Oracle Data Cloud Auto Measurement report.

- o The details available for an Oracle Data Cloud Selling Dealer – Per Report Auto Add-On may be limited in Oracle's discretion to prevent identification of unique users.

Pre-Requisite(s):
- o A valid subscription for at least one (1) of the following Report Based Services:
  - o Oracle Data Cloud Auto Campaign Audience Analysis Report
  - o Oracle Data Cloud Auto Campaign Audience Analysis Report (Databook Only)
  - o Oracle Data Cloud Auto Website Audience Analysis Report
  - o Oracle Data Cloud Auto Demand Generation Report
  - o Oracle Data Cloud Auto Audience Analysis Report (In-Flight)
- o Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Auto Measurement report.
- o Any additional information necessary to create an Oracle Data Cloud Selling Dealer - Per Report Auto Add-On as determined by Oracle.
- o This Add-On is subject to pre-approved by Oracle prior to the commencement of 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Auto Demand Generation Report (Offline Transaction Data) Auto Add-On

Oracle Data Cloud Auto Demand Generation Report (Offline Transaction Data) Auto Add-On Service adds offline transaction data to the Oracle Data Cloud Auto Demand Generation Report(s) You have ordered. Your Content is not used to deliver these Services.

Description of Services: The addition of offline transaction data to the Oracle Data Cloud Auto Demand Generation Report(s) You have ordered.

Usage Limit(s):
- o This product is for Your internal business purposes only.
- o Oracle Data Cloud Auto Demand Generation Report (Offline Transaction Data) Auto Add-On is subject to the limitations of Oracle's data provider. These details may not be available for all makes, models, and geographical areas (e.g. states) included in Your Oracle Data Cloud Auto Audience Analysis Report (In-flight).

Pre-Requisite(s):
- o You must have purchased an Oracle Data Cloud Auto Demand Generation Report.
- o Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Auto Demand Generation Report.
- o Offline Transaction Data is not guaranteed to be available.
- o Your use of Third-Party Retail Transaction Data may require You to sign additional paperwork as required by the third party.
- o Any additional information necessary to create an Oracle Data Cloud Auto Demand Generation Report (Offline Transaction Data) Auto Add-On as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Additional Measurement Category, Beyond 10, Per Report Auto Add-On

Oracle Data Cloud Additional Measurement Category, Beyond 10, Per Report Auto Add-On Service adds additional Measurement Categories to an order for Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report. Your Content is not used to deliver these Services.

Description of Services: The addition of one (1) Measurement Category to the Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report You have ordered. For each additional Measurement Category, You will receive the same set of details and calculations as those included in the Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report You have ordered.

Usage Limit(s):
- o   This product is for Your internal business purposes only.

Pre-Requisite(s):
- o   A valid subscription for Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report.
- o   Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report.
- o   Any additional information necessary to create an Oracle Data Cloud Additional Measurement Category, Beyond 10, Per Report Auto Add-On as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.

Oracle Data Cloud Additional Publisher, Beyond 20, Per Report Auto Add-On
Oracle Data Cloud Additional Publisher, Beyond 20, Per Report Auto Add-On Service adds additional publishers to an order for Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report. Your Content is not used to deliver these Services.

Description of Services: The addition of one (1) publisher to the twenty (20) publisher limit contained in the Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report You have ordered. For each included additional publisher, You will receive the same set of details and calculations as those included in the Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report You have ordered.

Usage Limit(s):
- o   This product is for Your internal business purposes only.

Pre-Requisite(s):
- o   A valid subscription for Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report.
- o   Your report is subject to the pre-requisites of the originally purchased Oracle Data Cloud Advertiser Funded Cross Publisher Measurement Report.
- o   Oracle's access to Your Exposure Data and any Oracle-requested associated data points from the Advertising Campaign for the additional measured publisher subject to any necessary consents from such publisher.
- o   Any additional information necessary to create an Oracle Data Cloud Additional Publisher, Beyond 20, Per Report Auto Add-On as determined by 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 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 can be found at https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html.