



Oracle Data Cloud Grapeshot Contextual Intelligence 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).

CONTEXTUAL INTELLIGENCE

Contextual Intelligence allows You and Your Client to use Oracle's Contextual Segments for digital Targeting. Your Content may be used to deliver Contextual Intelligence. Personal Data is not used to deliver Contextual Intelligence. The foregoing applies to all applicable SKUs listed under "Contextual Intelligence".

Syndicated Targeting – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides off-the-shelf, Contextual Segments pre-defined by Oracle. Upon mutual agreement, URLs, domains or text specifically requested by You or Your Client may be classified by Oracle into its pre-defined Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Syndicated Targeting – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides off-the-shelf, Contextual Segments pre-defined by Oracle. Upon mutual agreement, URLs, domains or text specifically requested by You or Your Client may be classified by Oracle into its pre-defined Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data

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If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle’s own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle’s own estimate of the amount of usage of the Oracle Data by You or Your Client.

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Syndicated Brand Safety – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides off-the-shelf, Contextual Segments pre-defined by Oracle. This Service consist of URLs or domains to be excluded from digital Targeting based on context. Upon mutual agreement, URLs, domains or text specifically requested by You or Your Client may be classified by Oracle into its pre-defined Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client’s digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client’s usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month (“Usage Report”).

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Syndicated Brand Safety – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides off-the-shelf, Contextual Segments pre-defined by Oracle. This Service consist of URLs or domains to be excluded from digital Targeting based on context. Upon mutual agreement, URLs,

domains or text specifically requested by You or Your Client may be classified by Oracle into its pre-defined Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Language Targeting – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides You or Your Client with language-based flags. The flags allow You or Your Client to Target only to URLs or domains whose content is in the selected language. A list of current languages is available upon written request to Oracle.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Language Targeting – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides You or Your Client with language-based flags. The flags allow You or Your Client to Target only to URLs or domains whose content is in the selected language. A list of current languages is available upon written request to Oracle.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Custom Targeting – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides You or Your Client with Contextual Segments that are defined for a specific use. These Contextual Segments are based on keyword matches to content selected by You or Your Client associated with a specific URL, domain or text. Upon mutual agreement, URLs, domains or text specifically requested by You or Your Client may be classified into Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

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invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Custom Targeting – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides You or Your Client with Contextual Segments that are defined for a specific use. These Contextual Segments are based on keyword matches to content selected by You or Your Client associated with a specific URL, domain or text. Upon mutual agreement, URLs, domains or text specifically requested by You or Your Client may be classified into Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Custom Brand Safety – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides You or Your Client with Contextual Segments that are defined for a specific use. This Service allows You or Your Client to select URLs or domains to be excluded from digital Targeting based on context. These Contextual Segments are based on keyword matches selected by You or Your Client associated with a specific URL or domain. Upon mutual agreement, URLs, domains or text specifically requested by You or Your Client may be classified into Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Custom Brand Safety – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides You or Your Client with Contextual Segments that are defined for a specific use. This Service allows You or Your Client to select URLs or domains to be excluded from digital Targeting based on context. These Contextual Segments are based on keyword matches selected by You or Your Client associated with a specific URL or domain. Upon mutual agreement, URLs, domains or text specifically requested by You or Your Client may be classified into Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

In-Platform Brand Safety – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service allows You or Your Client to select content to be excluded from digital Targeting based on specified video content categorized through analysis of video metadata and text content on the URL on which the video content resides. Upon mutual agreement, specific video metadata and text content requested by You or Your Client may be classified by Oracle into its pre-defined Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

In-Platform Brand Safety – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service allows You or Your Client to select content to be excluded from digital Targeting based on specified video content categorized through analysis of video metadata and text content on the URL on which the video content resides. Upon mutual agreement, specific video metadata and text content requested by You or Your Client may be classified by Oracle into its pre-defined Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

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invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Predicts Targeting – 1000 Impressions

Pricing Model: CPM

Description of Services: Predicts Targeting provides You or Your Client with Dynamic Contextual Segments based on key word matches that are either off-the-shelf and pre-defined by Oracle or defined for a specific use by You or Your Client for digital Targeting.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.
- You may only choose one (1) subject matter to Target against.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Predicts Targeting – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: Predicts Targeting provides You or Your Client with Dynamic Contextual Segments based on key word matches that are either off-the-shelf and pre-defined by Oracle or defined for a specific use by You or Your Client for digital Targeting.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.
- You may only choose one (1) subject matter to Target against.

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Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Syndicated In-Stream Targeting – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides off-the-shelf Contextual Segments pre-defined by Oracle that can be either included in or excluded from digital Targeting. This Service analyzes a transcription of audio or video content provided by You or Your Client and categorizes such video and audio content into Contextual Segments defined for a specific use by You or Your Client.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Syndicated In-Stream Targeting – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides off-the-shelf, Contextual Segments pre-defined by Oracle that can be either included in or excluded from digital Targeting. This Service analyzes a transcription of audio or video content provided by You or Your Client and categorizes such video and audio content into Contextual Segments defined for a specific use by You or Your Client.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Custom In-Stream Targeting – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides You or Your Client with Contextual Segments defined for a specific use which can be either included in or excluded from digital Targeting. This Service analyzes a transcription of audio or video content provided by You or Your Client and categorizes such video and audio content into Contextual Segments defined for a specific use by You or Your Client.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Custom In-Stream Targeting – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides You or Your Client with Contextual Segments defined for a specific use which can be either included in or excluded from digital Targeting. This Service analyzes a transcription of audio or video content provided by You or Your Client and categorizes such video and audio content into Contextual Segments defined for a specific use by You or Your Client.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client’s digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client’s usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month (“Usage Report”).

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle’s own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle’s own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Predicts In-Stream Targeting – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides You or Your Client with Dynamic Contextual Segments which can be either included in or excluded from digital Targeting. This Service analyzes a transcription of audio or video content provided by You or Your Client and categorizes such video and audio content into Dynamic Contextual Segments defined for a specific use by You or Your Client.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client’s digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Predicts In-Stream Targeting – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides You or Your Client with Dynamic Contextual Segments which can be either included in or excluded from digital Targeting. This Service analyzes a transcription of audio or video content provided by You or Your Client and categorizes such video and audio content into Dynamic Contextual Segments defined for a specific use by You or Your Client.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Contextual Intelligence with Custom Targeting and Predicts Targeting – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides You or Your Client with Syndicated Targeting, Syndicated Brand Safety, Custom Brand Safety, Custom Targeting, and Predicts Targeting, as each service is described herein (including any Pre-Requisites, Usage Limits, Reporting and policies applicable to each).

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Contextual Intelligence with Custom Targeting – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides You or Your Client with Syndicated Targeting, Syndicated Brand Safety, Custom Brand Safety, and Custom Targeting, as each service is described herein (including any Pre-Requisites, Usage Limits, Reporting and policies applicable to each).

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Syndicated Contextual Intelligence – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides You or Your Client with Syndicated Targeting and Syndicated Brand Safety, as each service is described herein (including any Pre-Requisites, Usage Limits, Reporting and policies applicable to each).

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Brand Safety Contextual Intelligence – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides You or Your Client with Syndicated Brand Safety, as such service is described herein (including any Pre-Requisites, Usage Limits, Reporting and policies applicable to each).

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Ad Verification Contextual Intelligence – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides You or Your Client with Oracle Contextual Segments created from Oracle's Moat metrics and services. These Contextual Segments will be based upon scores and values associated with a specific URL or domain for a displayed static-format advertisement and video-format advertisement that are based on the Media Rating Council definitions (or other mutually agreed upon definitions of display or video advertisement viewability, as applicable, as stated in your Oracle order).

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- o This Service may only be used for You and Your Client's digital Targeting.
- o This Service may not be used by You and Your Client to create derivative works.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

In-Stream Contextual Intelligence with Custom Targeting and Predicts Targeting – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides You or Your Client with Syndicated In-Stream Targeting, Custom In-Stream Targeting and Predicts In-Stream Targeting, as each service is described herein (including any Pre-Requisites and Usage Limits, Reporting and policies applicable to each).

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

In-Stream Contextual Intelligence with Custom Targeting – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides You or Your Client with Syndicated In-Stream Targeting and Custom In-Stream Targeting, as each service is described herein (including any Pre-Requisites, Usage Limits, Reporting and policies applicable to each).

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

In-Stream Syndicated Contextual Intelligence – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides You or Your Client with Syndicated In-Stream Targeting as such service is described herein (including any Pre-Requisites, Usage Limits, Reporting and policies applicable to each).

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Oracle Data Cloud Data Driven Context Targeting (Syndicated Co-op, Retail & Lifestyle) – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides off-the-shelf, Contextual Segments comprised of groups of URLs that are modeled on consumers' interests.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limits:

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess 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 Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Oracle Data Cloud Data Driven Context Targeting (Syndicated Co-op, Retail & Lifestyle) – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides off-the-shelf, Contextual Segments comprised of groups of URLs that are modeled on consumers' interests.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limits:

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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 Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Oracle Data Cloud Data Driven Context Targeting (Syndicated Demographic) – 1M Impressions

Pricing Model: Committed

Description of Services: This Service provides off-the-shelf, Contextual Segments comprised of groups of URLs that are modeled on consumers' interests organized by demographics information.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limits:

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess 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 Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Oracle Data Cloud Data Driven Context Targeting (Syndicated Demographic) – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides off-the-shelf, Contextual Segments comprised of groups of URLs that are modeled on consumers' interests organized by demographics information.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limits:

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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 Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

PRE-BID, POWERED BY MOAT

Pre-bid, Powered by Moat (Display) and Pre-bid, Powered by Moat (Video) allows You or Your Client to use Oracle Contextual Segments created from Oracle’s Moat metrics and services for You or Your Client’s digital Targeting. You or Your Client will not provide Oracle any data, information, or content as part of the Pre-bid, Powered by Moat services. The foregoing applies to all applicable SKUs listed under “Pre-Bid, Powered by Moat”.

Pre-bid, Powered by Moat (Display) – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides You or Your Client with Contextual Segments created from Oracle’s Moat metrics and services. These Contextual Segments will be based upon scores and values associated with a specific URL or domain for a displayed static-format advertisement and are based on the Media Rating Council definitions (or other mutually agreed upon definitions of display advertisement viewability as stated in your Oracle order).

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- o This Service may only be used for You and Your Client’s digital Targeting.
- o This Service may not be used by You and Your Client to create derivative works. .

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client’s usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month (“Usage Report”).

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle’s own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle’s own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Pre-bid, Powered by Moat (Display) – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides You or Your Client with Oracle Contextual Segments created from Oracle’s Moat metrics and services. These Contextual Segments will be based upon scores and values associated with a specific URL or domain for a displayed static-format advertisement and are based on the Media Rating Council definitions (or other mutually agreed upon definitions of display advertisement viewability as stated in your Oracle order).

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- o This Service may only be used for You and Your Client's digital Targeting.
- o This Service may not be used by You and Your Client to create derivative works.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Pre-bid, Powered by Moat (Video) – 1000 Impressions

Pricing Model: CPM

Description of Services: This Service provides You or Your Client with Contextual Segments created from Oracle's Moat metrics and services. These Contextual Segments will be based upon scores and values associated with a specific URL or domain for a video-format advertisement and are based on the Media Rating Council definitions (or other mutually agreed upon definitions of video advertisement viewability as stated in your Oracle agreement or order).

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- o This Service may only be used for You and Your Client's digital Targeting.
- o This Service may not be used by You and Your Client to create derivative works.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Pre-bid, Powered by Moat (Video) – Percent of Gross Advertising Spend

Pricing Model: Revenue Share

Description of Services: This Service provides You or Your Client with Contextual Segments created from Oracle's Moat metrics and services. These Contextual Segments will be based upon scores and values associated with a specific URL or domain for a video-format advertisement and are based on the Media Rating Council definitions (or other mutually agreed upon definitions of video advertisement viewability as stated in your Oracle agreement or order).

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- o This Service may only be used for You and Your Client's digital Targeting.
- o This Service may not be used by You and Your Client to create derivative works.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

TEXT DATA SERVICES

Text Data Services allow You to contextually categorize websites or content through a direct integration with Oracle. Your Content may be used to deliver these Services. Personal Data is not used to deliver these Services. The foregoing applies to all applicable SKUs listed under "Text Data Services".

Managed Text Data Services with Custom Targeting and Predicts Targeting – 1M API Calls

Pricing Model: Committed

Description of Services: This Service categorizes content into Contextual Segments for any URL, domain or text provided by You to Oracle via an API integration. You will also be provided: (1) off-the-shelf Contextual Segments pre-defined by Oracle; (2) Contextual Segments based on keyword matches to content selected by You associated with a specific URL, domain or text; and (3) Dynamic Contextual Segments based on a specific URL, domain or text.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this service was dated before February 10, 2020, then Your services will not auto-renew; if Your order for this service was dated on or after February 10, 2020, then Your services will auto-renew.

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 Cloud Services Pillar Document (which may be viewed at www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Managed Text Data Services with Custom Targeting – 1M API Calls

Pricing Model: Committed

Description of Services: This Service categorizes content into Contextual Segments for any URL, domain or text provided by You to Oracle via an API integration. You will also be provided: (1) off-the-shelf Contextual Segments pre-defined by Oracle; and (2) Contextual Segments based on keyword matches to content selected by You associated with a specific URL, domain or text.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this service was dated before February 10, 2020, then Your services will not auto-renew; if Your order for this service was dated on or after February 10, 2020, then Your services will auto-renew.

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 Cloud Services Pillar Document (which may be viewed at www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Syndicated Managed Text Data Services – 1M API Calls

Pricing Model: Committed

Description of Services: This Service categorizes content into off-the-shelf Contextual Segments pre-defined by Oracle for any URL, domain or text provided by You to Oracle via an API integration.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this service was dated before February 10, 2020, then Your services will not auto-renew; if Your order for this service was dated on or after February 10, 2020, then Your services will auto-renew.

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 Cloud Services Pillar Document (which may be viewed at www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Brand Safety Managed Text Data Services – 1M API Calls

Pricing Model: Committed

Description of Services: This Service categorizes content into off-the-shelf Contextual Segments pre-defined by Oracle for any URL, domain or text provided by You to Oracle via an API integration. This Service may be used to exclude digital Targeting based on context.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this service was dated before February 10, 2020, then Your services will not auto-renew; if Your order for this service was dated on or after February 10, 2020, then Your services will auto-renew.

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 Cloud Services Pillar Document (which may be viewed at www.oracle.com/corporate/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Text Data Services with Custom Targeting and Predicts Targeting – 1M Pageviews

Pricing Model: Committed

Description of Services: This Service categorizes content from Your URLs, domains or text integrated with an Oracle Tag into Contextual Segments. You will also be provided: (1) off-the-shelf Contextual Segments pre-defined by Oracle; (2) Contextual Segments based on keyword matches to content selected by You associated with a specific URL, domain or text; and (3) Dynamic Contextual Segments based on a specific URL, domain or text.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client’s digital Targeting.

Pre-Requisite(s):

- o Your successful installation of any code or technology provided by Oracle.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client’s usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month (“Usage Report”).

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle’s own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle’s own estimate of the amount of usage of the Oracle Data by You or Your Client.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this service was dated before February 10, 2020, then Your services will not auto-renew; if Your order for this service was dated on or after February 10, 2020, then Your services will auto-renew.

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 Cloud Services Pillar Document (which may be viewed at www.oracle.com/corporate/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Text Data Services with Custom Targeting – 1M Pageviews

Pricing Model: Committed

Description of Services: This Service categorizes content from Your URLs, domains or text integrated with an Oracle Tag into Contextual Segments. You will also be provided: (1) off-the-shelf Contextual Segments pre-defined by Oracle; and (2) Contextual Segments based on keyword matches to content selected by You associated with a specific URL, domain or text.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Pre-Requisite(s):

- o Your successful installation of any code or technology provided by Oracle.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this service was dated before February 10, 2020, then Your services will not auto-renew; if Your order for this service was dated on or after February 10, 2020, then Your services will auto-renew.

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 Cloud Services Pillar Document (which may be viewed at www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Syndicated Text Data Services – 1M Pageviews

Pricing Model: Committed

Description of Services: This Service categorizes content from Your URLs, domains or text integrated with an Oracle Tag into Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Pre-Requisite(s):

- o Your successful installation of any code or technology provided by Oracle.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this service was dated before February 10, 2020, then Your services will not auto-renew; if Your order for this service was dated on or after February 10, 2020, then Your services will auto-renew.

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 Cloud Services Pillar Document (which may be viewed at www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Brand Safety Text Data Services – 1M Pageviews

Pricing Model: Committed

Description of Services: This Service categorizes content from Your URLs, domains or text integrated with an Oracle Tag into Contextual Segments. This Service may be used to exclude digital Targeting based on context.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Pre-Requisite(s):

- o Your successful installation of any code or technology provided by Oracle.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this service was dated before February 10, 2020, then Your services will not auto-renew; if Your order for this service was dated on or after February 10, 2020, then Your services will auto-renew.

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 Cloud Services Pillar Document (which may be viewed at www.oracle.com/corporate/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

IN-STREAM DATA SERVICES

These Services allow You to contextually categorize content through a direct integration with Oracle. Your Content will be used to deliver these Services. Personal Data is not used to deliver these Services. The foregoing applies to all applicable SKUs listed under "In-Stream Data Services".

Video Context Data Service – 100 Media Hours Processed

Pricing Model: Committed

Description of Services: This Service categorizes video content provided by You to Oracle into Contextual Segments by analyzing a transcription produced by Oracle of such video content. You will also be provided: (1) off-the-shelf Contextual Segments pre-defined by Oracle; (2) Contextual Segments based on keyword matches to content selected by You; and (3) Dynamic Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client's digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client's usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month ("Usage Report").

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle's own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle's own estimate of the amount of usage of the Oracle Data by You or Your Client.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.

Audio Context Data Service – 100 Media Hours Processed

Pricing Model: Committed

Description of Services: This Service categorize audio content provided by You to Oracle into Contextual Segments by analyzing a transcription produced by Oracle of such audio content. You will also be provided (1) off-the-shelf Contextual Segments pre-defined by Oracle; (2) Contextual Segments based on keyword matches to content selected by You; and (3) Dynamic Contextual Segments.

Delivery: You will receive access to the Oracle Contextual Intelligence user interface. Contextual Segments will be delivered via API integration to pre-integrated Destinations only. A list of pre-integrated Destinations is available upon request.

Usage Limit(s):

- This Service may only be used for You and Your Client’s digital Targeting.

Reporting: Within seven (7) business days following the end of each calendar month throughout the term of this order, You shall provide to Oracle a report which outlines Your usage and, if applicable, Your Client’s usage of the Oracle Data which will include information sufficient to enable Oracle to calculate the fees due for such calendar month (“Usage Report”).

If You do not provide a Usage Report in accordance with the preceding paragraph, then Oracle will calculate the fees based on either: (a) usage of the Oracle Data by You or Your Client according to Oracle’s own records; or (b) the previous months invoice issued to You plus an additional amount equal to 50% of the applicable net fees of aforementioned invoice; however if Oracle has not previously raised an invoice, then Oracle shall calculate the fees based on Oracle’s own estimate of the amount of usage of the Oracle Data by You or Your Client.

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: If You exceed the quantity of Services ordered, then You promptly must purchase and pay fees for the excess quantity.

Auto-Renewal: If Your order for this Service was dated before February 10, 2020, then Your Services will not auto-renew; if Your order for this Service was dated on or after February 10, 2020, then Your Services will auto-renew.

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 www.oracle.com/corporate/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The Oracle Marketing Cloud and Data Cloud Privacy Policy is not applicable to this Service.