



1. DEFINITIONS

- 1.1 **"CAB"** means the Change Advisory Board, a panel of Adobe employees who must approve any changes requested by Customer and/or the Development Partner to the Managed Services in the Production Phase.
- 1.2 **"Customer Content"** means any information or material, such as audio, video, text, or images, that is provided to Adobe in connection with Customer's use of Managed Services, for content delivery, targeted advertising or indexing.
- 1.3 **"Customer Customizations"** means the customizations made to the Managed Services by Customer, the Development Partner, or both during the Pre-Production Phase. Customer Customizations do not constitute Indemnified Technology.
- 1.4 **"Customer Data"** means (A) any data or information collected from the Customer Site or Customer's search engine providers, via the Distributed Code; or (B) any data or information that Customer imports into the Managed Services from its internal data stores or other sources not supplied by Adobe.
- 1.5 **"Customer Site"** means any current or future website or application: (A) that is owned and operated by Customer, or is hosted or operated by a third party or Adobe on Customer's behalf; (B) that contains Customer's brand or logo; and (C) that contains a privacy policy or data collection practices that Customer maintains and controls, or that complies with applicable privacy or data protection laws that mandate the privacy disclosures and data collection practices for such website or application.
- 1.6 **"Development Partner"** means a third party systems integrator who has rights to access and customize the Managed Services during the Pre-Production Phase as a result of such party's relationship with or connection to Customer.
- 1.7 **"Managed Services User"** means, unless otherwise described in this Agreement, Customer's employees, third-party contractors described in the "Outsourcing and Third-party Access" section of the General Terms, or those whom Customer is permitted under this Agreement to allow access to the Managed Services.
- 1.8 **"Personal Data"** is given the meaning under the relevant privacy or data protection laws, or where no such laws apply, means any information that by itself or when combined with other information (such as telephone number, e-mail address, precise real-time GPS location, and government-issued identification number) can be used by Adobe to identify a specific natural person.
- 1.9 **"Pre-Production Phase"** means the period of time before the Production Phase in which Customer or Development Partner (A) may customize and test the components and features of the Managed Services for the purpose of evaluating potential configurations of the Managed Services; (B) may conduct quality testing of those configurations by performing bug elimination, simulations and integration with other Customer systems; and (C) if applicable, as noted in the relevant PDM, creates a Runbook and obtains Adobe's written approval of such Runbook.
- 1.10 **"Production Phase"** means the period of time when Managed Services Users use the Managed Services (A) on Customer Sites; or (B) for its internal operations.
- 1.11 **"Report"** means any graphical or numerical display of Customer Data that contains Adobe's proprietary design, look and feel, which is generated by the Managed Services.
- 1.12 **"Runbook"** means a document written by Customer, the Development Partner, or both that provides Adobe with a list of the Customer Customizations and configurations Customer, the Development Partner, or both made to the Managed Services. If applicable, such list is intended to assist Adobe in running and supporting the Managed Services in the Production Phase.
- 1.13 **"Sensitive Personal Data"** is given the meaning under relevant privacy or data protection laws, or where no such laws apply, means financial information (including financial account information), sexual

preferences, medical or health information, and personal information of children protected under any child protection laws (such as the personal information defined under the US Children's Online Privacy Protection Act).

2. LICENSE AND RESTRICTIONS

2.1 License Grant from Adobe

(A) Subject to the terms of this Agreement, Adobe grants Customer, during the License Term, a non-transferable, non-exclusive, and worldwide license to:

(1) **Pre-Production Phase:**

- (a) develop and test Customer Customizations for the purpose of evaluating potential configurations of the Managed Services; and
- (b) conduct quality testing of Customer Customizations.

(2) **Production Phase;**

- (a) permit Managed Services Users to access the Managed Services through the applicable interfaces;
- (b) install, implement, and use the Distributed Code on Customer Sites, Customer's Computers, or the Managed Services Users' Computers as applicable;
- (c) use and distribute Reports internally within Customer's business,

solely in connection with Customer's use of the Managed Services for its internal operations.

2.2 Nothing in this Agreement grants Customer any express or implied license to use, distribute, modify, copy, link, or translate the Distributed Code, other than for Customer's lawful use of the Managed Services.

2.3 License Restrictions.

Except as permitted under this Agreement, Customer must not:

- (A) attempt to interact with the operating system underlying the Managed Services;
- (B) copy, use, reproduce, distribute, republish, download, display, post or transmit the Managed Services, Distributed Code or Reports;
- (C) sell, rent, lease, host, or sub-license the Managed Services, the Distributed Code or the Reports;
- (D) make Customer's login IDs or passwords available to any third party;
- (E) use, modify, copy, link, translate, or reverse engineer the Distributed Code to enhance or enable the use of any third-party product or service;
- (F) remove, obscure, or alter any proprietary notices associated with the Managed Services, Distributed Code, or Reports;
- (G) use the Managed Services, Distributed Code, or Reports in violation of any applicable law (including use on websites that contain unlawful material such as material that violates any obscenity, defamation, harassment, privacy, or intellectual property laws).

2.4 **Managed Services User IDs.** Unless otherwise specifically limited in the Sales Order, Managed Services User passwords and login IDs for the Managed Services will be provided to Customer in an amount mutually agreed upon by Customer and Adobe. Customer must take steps to prevent unauthorized access to its login IDs and passwords, and must not allow the use of the same login ID simultaneously by two or more Managed Services Users.

2.5 License Grant from Customer

(A) During the License Term, Customer grants Adobe and its Affiliates a non-exclusive, worldwide, royalty-free license to use, copy, transmit, sub-license, index, store, and display Customer Data and Customer Content, solely to the extent necessary to provide the Managed Services and Reports to Customer and enforce its rights under this Agreement.

(B) Additionally, Customer grants Adobe and its Affiliates a non-exclusive, perpetual, worldwide, and royalty-free license to use, copy, transmit, sub-license, index, model, aggregate (including combination with similar data of other customers of Adobe or its Affiliates), publish, display, and

distribute any anonymous information derived from Customer Data, such as, but not limited to, web browser, screen resolution, and mobile device-type information.

3. OWNERSHIP.

Customer owns the Customer Data and Customer Content, subject to Adobe's underlying intellectual property in the Adobe Technology. Adobe owns the Adobe Technology.

4. PRE-PRODUCTION PHASE.

During the Pre-Production Phase, Customer is responsible for:

- (A) creating a Runbook and providing such Runbook to Adobe for review;
- (B) obtaining Adobe's written approval of such Runbook; and
- (C) the completeness and accuracy of the Runbook, including the listing of all Customer Customizations in such Runbook.

5. PRODUCTION PHASE.

5.1 During the Production Phase, Customer may not make customizations to the Managed Services. If Customer desires to make any customizations to the Managed Services once the Managed Services is in the Production Phase, the following will apply:

- (A) Customer will request that Adobe launch a cloned staging server, implement such customizations and request that such customizations be reviewed and approved by the CAB.
- (B) The Managed Services will then revert back to the Pre-Production Phase in connection with such customizations on such cloned server.
- (C) Adobe will continue to simultaneously run the Managed Services in the Production Phase while such customizations are in the Pre-Production Phase.

6. CUSTOMER CUSTOMIZATIONS.

- 6.1 Adobe will not be responsible for any defect or failure in the Managed Services caused by the Customer Customizations or by Customer's failure to meet obligations in Section 4.
- 6.2 Customer is solely responsible for all security testing of Customer Customizations, and Adobe has no obligation in connection with any failure or defect caused by Customer Customizations or Customer's failure to meet the obligations in Section 4.

7. DEVELOPMENT PARTNERS. Customer may appoint Development Partners to develop and test Customer Customizations during the Pre-Production Phase, subject to the following limitations and restrictions:

- 7.1 Customer may provide the appointed Development Partners access to the Managed Services, including user logins and passwords, solely for the internal business purposes of Customer and related to Customer's use of the Managed Services during the Pre-Production Phase.
- 7.2 Prior to providing the Development Partner with access to the Managed Services, Customer will enter into a confidentiality agreement with the Development Partners at least as protective as the confidentiality terms in this Agreement.
- 7.3 If, during the term of this Agreement, Customer learns that the Development Partner is, has become, or plans on becoming a direct competitor of Adobe for the Managed Services purchased herein, then Customer will immediately terminate the Development Partner's access to the Managed Services and any other Confidential Information of Adobe.
- 7.4 Customer is responsible for ensuring the Development Partners compliance with all terms and conditions of this Agreement, as applicable, and will remain liable for any acts or omissions of the Development Partners which results in a breach or violation of this Agreement, including indemnifying Adobe for any and all third party claims arising from such acts or omissions of Development Partner.
- 7.5 Adobe may deny access to any Development Partner it deems is adversely impacting the Managed Services or other Managed Services Users.

8. MONITORING. Customer must implement a process through which infringing, abusive, or otherwise unlawful content can be reported to Customer and removed in accordance with applicable laws, regulations, rules, guidelines, codes, and industry best practices. If Customer Content is hosted by Adobe, and if Customer becomes aware of a possible violation regarding any Customer Content that is uploaded to the Managed Services, Customer

must promptly notify Adobe. Customer acknowledges that although the Managed Services may be used to modify or edit Customer Content to be posted or integrated into Customer Sites on Customer's behalf, Customer: (A) retains complete control over each Customer Site, all Customer Content and Customer Data; and (B) remains fully responsible for ensuring that all Customer Sites used with the Managed Services and all Customer Content and Customer Data: (1) fully comply with all applicable laws, regulations, rules, guidelines, and codes; and (2) do not infringe any person's or entity's rights. Customer acknowledges and agrees that nothing in this section prevents Adobe from suspending services to comply with an applicable court order.

9. USE OF ONLINE SERVICES. The Managed Services may facilitate Customer's access to APIs or other websites maintained by Adobe or its affiliates or third parties offering services (collectively, "**Online Services**"). Use of such Online Services may be subject to additional terms and conditions. EXCEPT AS EXPRESSLY AGREED BY ADOBE OR ITS AFFILIATES OR A THIRD PARTY IN A SEPARATE AGREEMENT, CUSTOMER'S USE OF ONLINE SERVICES IS AT ITS OWN RISK.

10. LIMITATIONS. The following terms will apply to any Managed Services licensed by Customer except Adobe Campaign Managed Services.

10.1 Production Phase Deployment. Customer is limited to the following total aggregate capacity across all Production Phase deployments of the Managed Services:

(A) **Storage:** Customer is limited to a total combined storage at any one time, for all active data, of 250 gigabytes per Managed Services deployment. In the event the Customer exceeds the aggregate limit, Customer will be billed for any overage at the then-current Adobe list price.

(B) **Network I/O:** Customer is limited to a total combined input and output traffic, to and from the given cloud region, of 500 gigabytes per month. There is no limit on the transmission of information which does not depart the regional cloud and is instead terminated at another server on the cloud. In the event the Customer exceeds the aggregate limit, Customer will be billed for any overage at the then-current Adobe list price.

(C) **Backup:** Customer is limited to a total combined backup space of one terabyte per Production Phase Managed Services deployment. In the event the Customer exceeds the aggregate limit, Customer will be billed for any overage at the then-current Adobe list price. The total storage for purposes of the limits set forth in the sections 10.1(A) (Storage) and 10.1(B) (Network I/O) will be the size of Customer's then-current files stored outside of the virtual machine as described above, plus the total size of all back up files being retained under the Customer Runbook specifications or under the default Adobe terms if no specification is made.

10.2 Non-Production Deployment. Customer is limited to the following total aggregate capacity across all Non-Production Phase deployments of the Managed Services:

(A) **Storage:** Customer is limited to a total combined storage at any one time, for all active data, of 50 gigabytes per Managed Services deployment. In the event the Customer exceeds the aggregate limit, Customer will be billed for any overage at the then-current Adobe list price.

(B) **Network I/O:** Customer is limited to a total combined input and output traffic, to and from the given cloud region, of 500 gigabytes per month. There is no limit on the transmission of information which does not depart the regional cloud and is instead terminated at another server on the cloud. In the event the Customer exceeds the aggregate limit, Customer will be billed for any overage at the then-current Adobe list price.

(C) **Backup:** Customer will not receive backup space for non-production deployments. In the event the Customer requires storage space for a non-production deployment, Customer will be billed at the then-current Adobe list price.

11. TERMINATION OR EXPIRATION

11.1 Termination. Notwithstanding anything set forth in the General Terms, if Adobe determines, in its sole judgment, that Customer's deployment of the Managed Services contains a material risk to the security of Adobe, any customer of Adobe, or to the continued normal operation of other Adobe customers, then Adobe may at any time, upon written notice to Customer, immediately terminate or suspend Customer's access, in whole or in part, to the Managed Services, until such risk is resolved. Adobe will use commercially reasonable efforts to mitigate any such security or operational risk prior to suspension or termination and only will look to such efforts as a final option to avoid such risks. Further, Adobe may terminate or suspend Customer's access, in whole or in part, to the Managed Services, if Adobe deems, in

its sole judgment, that such termination or suspension is necessary to protect Adobe, its suppliers and its other customers from impact or liability under the security or operational risks discussed herein.

11.2 **Effect of Termination.** Upon termination or expiration of this Agreement or any License Term for Managed Services:

(A) the license and associated rights for Managed Services granted to Customer under this Agreement will immediately terminate and accordingly, Customer will cease to have access to the Managed Services, including any data or content stored by Adobe;

(B) Customer must, at its expense: (1) remove and delete all copies of the Distributed Code; and (2) remove all references and links to the Managed Services from the Customer Sites; and

Any continued use of the Distributed Code or Managed Services after termination or expiration of this Agreement constitutes a breach of this Agreement, and Customer will be liable for any fees for any Managed Services that remain active after the termination or expiration. These fees will be invoiced to Customer at the rate set out in the Sales Order.

12. PRIVACY

12.1 **Privacy Policy.** For Customer Site(s) on which Customer Data is collected or Customer Content is served, Customer agrees that the Customer Site(s) will feature a privacy policy or other notice, displayed conspicuously from the primary interface, that:

(A) discloses Customer's privacy practices;

(B) identifies the collection (via cookies, web beacons, and similar technologies, where applicable) and use of information gathered in connection with the Managed Services; and

(C) offers individuals an opportunity to opt out of (or opt-in if applicable law requires) the collection or use of data gathered in connection with the Managed Services. Adobe reserves the right to recommend to Customer that it modify its privacy disclosures to address updates or changes to applicable law, industry self-regulation, or best practices, and Customer agrees to undertake a good faith effort to address such recommendation(s).

12.2 **Sensitive Personal Data.** Customer must not use the Managed Services to collect, process, or store any Sensitive Personal Data of its employees, customers, partners, site visitors, or any third party. Customer must not under any circumstances transmit, disclose or make available Sensitive Personal Data to Adobe or third-party providers.

13. CLAIMS

13.1 Customer will defend any third-party Claims against Adobe, its Affiliates (and directors, employees, or agents of Adobe or its Affiliates), and third-party providers that arise in connection with:

(A) Customer's breach of any of its privacy or content monitoring obligations;

(B) any violation of Customer's privacy policy, third party's rights of privacy, or privacy or data protection laws;

(C) Customer Customizations; or

(D) any Customer Data or Customer Content.

Customer will indemnify Adobe, its Affiliates (and directors, employees, or agents of Adobe or its Affiliates), and third-party providers against their Losses directly attributable to the foregoing (A), (B), (C) or (D) in this section and are either awarded by a court of competent jurisdiction against Adobe; assessed by a government agency or regulator; or agreed to in a written settlement agreement signed by Customer. The Limitation of Liability provision in the General Terms does not apply to Customer's liability or obligations under this section.

13.2 Customer will have no liability for any Claim under Section 11.1 of this Managed Services Exhibit if Adobe fails to:

(A) notify Customer in writing of the Claim promptly upon the earlier of learning of or receiving a notice of it, to the extent that Customer is prejudiced by this failure;

(B) provide Customer with reasonable assistance requested by Customer for the defense or settlement (as applicable) of the Claim;

- (C) provide Customer with the exclusive right to control and the authority to settle the Claim (Adobe may participate in the matter at Adobe's own expense); or
 - (D) refrain from making admissions about the Claim without Customer's prior written consent.
- 13.3 Customer must defend and indemnify Adobe against any Claims brought by any person or entity against Adobe, its Affiliates (and directors, employees, or agents of Adobe or its Affiliates), and third-party providers that arise in connection with any Customer Customizations.

14. LIMITED WARRANTY; REMEDIES

- 14.1 **Warranty.** Adobe warrants that the Managed Services as delivered to Customer will substantially conform to the applicable Documentation during the License Term. Customer must notify Adobe of a claim under this warranty within 30 days of the date on which the condition giving rise to the claim first appeared.
- 14.2 **Sole and Exclusive Remedies.** To the extent permitted by law, Customer's sole and exclusive remedy and Adobe's sole liability arising out of or in connection with a breach of the warranty in section 14.1 (Limited Warranty; Remedies) of this Exhibit is limited to:
- (A) a replacement of the Distributed Code (as applicable); or
 - (B) if replacement is not commercially reasonable, a termination of the applicable Managed Service and a refund of any pre-paid unused fees for the applicable Managed Service.