

WPP MEDIA PUBLISHER TERMS AND CONDITIONS FOR THE UNITED STATES

This Agreement sets out the terms upon which Media Company will deliver advertising campaigns booked by Agency on behalf of Advertiser, and is between: (1) the Media Company named on the IO ("**Media Company**"); and (2) the Agency on behalf of the Advertiser (who are also both named on the IO). This Agreement is effective on and from the date the IO is accepted by the parties, or the date Media Company commences delivery of the Campaign, whichever is earlier.

References to the "**Agreement**" are to: the Key Terms, below; the General Terms, overleaf; each of the exhibits annexed hereto to the extent applicable to the Campaign (collectively the "**Terms**"); and the IO and, where applicable, the Term Sheet (each as defined in the Terms).

The AAAA/IAB Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less (Ver. 3.0) (found at http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf) have formed the starting point for this Agreement.

IT IS AGREED AS FOLLOWS:

KEY TERMS

1. The IO may include additional terms which also form part of the Agreement, if such additional IO terms have been approved in writing (email sufficient) by an officer of the Agency or a member of its legal team.
2. Capitalized terms have the meanings given in the body of the Agreement or in the definitions section of the General Terms.
3. Unless expressly confirmed otherwise in the IO, Agency is concluding this Agreement as agent for a disclosed principal on behalf of the Advertiser named in the IO ("**Advertiser**"). This Agreement is, therefore, a legally binding agreement between the Advertiser as a disclosed principal represented by the Agency, and the Media Company. Agency's obligations under this Agreement are limited to those sections, which specify obligations to be fulfilled by the Agency in its own right, as opposed to on behalf of the Advertiser.
4. This Agreement is not intended to govern event sponsorships, experiential or product placement activity. Additional or alternative terms will need to be agreed between the parties for these activities.
5. Media Company's services involving the development of custom content ("**Custom Material**") will be in accordance with Exhibit 6, unless the parties have agreed a separate custom content addendum or agreement which supersedes and replaces the terms pertaining to Custom Material included in this Agreement.
6. Media Company's services involving Lead Generation Services (as defined in Exhibit 5) will be in accordance with Exhibit 5, unless the parties have agreed a separate contract or addendum for lead generation services which supersedes and replaces the terms pertaining to Lead Generation included in this Agreement.
7. If the Campaign or Deliverables to be provided involve:
 - a. competitions / prize promotions / sweepstakes, Exhibit 2 shall apply;
 - b. Media Company's engagement of influencers and / or any delivery of influencer marketing or native advertising activity, Exhibit 3 shall apply;
 - c. the Media Company sending emails, newsletters or other electronic communications, Exhibit 4 shall apply.
8. Any of the media agencies listed at Exhibit 1 may require that Media Company delivers a Campaign in accordance with this Agreement. However, the Agency named in the IO is the "**Agency**" for the purposes of this Agreement and is not responsible for the acts and omissions of the other agencies referred to in Exhibit 1. Termination of this Agreement shall not terminate or otherwise impact Media Company's agreements with other agencies nor Agency's other agreements with Media Company on behalf of other advertisers.
9. If a Campaign has been purchased through a DSP or other buying platform, including a managed service, then while Agency will make payment directly to the DSP under terms of its contract with the DSP provider, Agency asks that Media Company continues to observe and comply with the terms of this Agreement pertaining to the quality of the Sites (and their content) and Campaign execution and delivery.
10. This Agreement applies to the extent the Campaign is booked or confirmed via Media Company's self-service user interface or platform and, for the purposes of interpretation of this Agreement, the IO refers to and / or includes the Campaign descriptions and details inputted and approved by the Agency via the self-service platform. Any terms and conditions referred to or included within such self-service platform shall be null and void, and shall not apply to this Campaign, even if the Agency has been required to "accept" such terms in order to confirm the Campaign via the platform.
11. Media Company shall have the right to deliver Ads on the Sites confirmed in the IO, and will ensure the Sites comply with this Agreement. Media Company is responsible for making payment to any relevant Third Parties as may be necessary and accepts that under no circumstances shall Agency / Advertiser have any liability to any such Third Parties, whether for payment or otherwise.

12. Unless the Advertiser has given its express written approval, which approval may be withheld or conditioned in the Advertiser's sole discretion, Media Company must not use any web beacons, pixels, 1x1 gifs, cookies, or any other technology or data tracking device that is intended for, or capable of, recording and collecting consumer information or interactions from an Advertiser website ("**Beacons**"). If Advertiser has given its approval to Media Company's use of such Beacons, Media Company must comply with the Advertiser's requirements and with the provisions of Exhibit 7.
13. Media Company shall provide, on request, the most up-to-date of the following: (a) a written explanation of any commitments it has made, or targets it has set, in relation to its carbon footprint and / or emissions; or (b) a certified, third-party sustainability report conducted in relation to its business in the prior 12 months. Media Company shall use reasonable endeavors to work toward ensuring that its media businesses purchase 100% renewable electricity by deadlines consistent with those of the RE100 initiative <https://www.there100.org/>.
14. Agency complies with the Trustworthy Accountability Group Brand Safety Principles. WPP Media's ad misalignment policies are [HERE](#).
15. If there is any conflict or inconsistency between the various elements of the Agreement, the order of priority will be: the IO (and the agreed additional terms included on the IO), the Exhibits (if applicable), the Terms, then any Policies.
16. Media Company confirms its continued and ongoing compliance with both: WPP's Data Code of Conduct (available [HERE](#)); and WPP's Supplier Code of Conduct (available [HERE](#)) (collectively, the "**Codes of Conduct**") and /or such alternative versions of the Codes of Conduct as may have been expressly agreed with Media Company, in writing.
17. In their performance of the Agreement, the parties will at all times comply with all federal, state, local laws, together with industry regulations and codes (including self-regulatory codes), in each case which are applicable to their respective obligations ("**Applicable Laws**").
18. This Agreement is governed by the laws of the State of New York (without regard to its conflict of law principles). The parties all agree that any claims, legal proceedings, litigation or other actions arising in connection with this Agreement will be brought solely and exclusively in the state or federal courts situated in New York, New York, and the parties consent to the jurisdiction of such courts.
19. Each party agrees that if this Agreement has been signed by electronic signature (whatever form the electronic signature takes), that this method of signature shall be conclusive of that party's intention to be bound by this Agreement as if signed by its manuscript signature.

GENERAL TERMS

DEFINITIONS

"Ad" or "Ads" means the complete advertisement(s) provided by Agency on behalf of an Advertiser to Media Company to be delivered for the Campaign.

"Advertising Materials" or "Ad Materials" means the artwork, copy, or active URLs, logos, branding materials and other content or assets provided by or on behalf of the Advertiser and comprising and / or included within the Ads or for incorporation within Custom Material.

"Affiliate" means, as to an entity, any other entity directly or indirectly controlling, controlled by, or under common control with such entity.

"Campaign" means a series of Ads to be delivered by Media Company on the Sites, as described in the IO and in accordance with this Agreement.

"CPM" means cost per thousand impression.

"Data Protection Laws" means applicable laws relating to the processing and protection of Personal Information, including, without limitation, the California Consumer Privacy Act as updated and amended by the California Privacy Rights Act of 2020 ("**CCPA**"); the Connecticut Act Concerning Personal Data Privacy and Online Monitoring of 2022; the Colorado Privacy Act; the Utah Consumer Privacy Act of 2022 and the Virginia Consumer Data Protection Act, in each case, as changed, supplemented, amended, or replaced thereafter.

"Deliverable" or "Deliverables" means the inventory and other services delivered by Media Company for a Campaign (e.g., impressions, clicks, or other desired actions).

"Fraudulent Traffic" the inclusion in reports, bills or other information and materials associated with this Agreement, of data that counts or uses in calculations, anything other than natural persons viewing actually displayed Ads in the normal course of using any device, including, without limitation, browsing through online, mobile or any other technology or platform. Fraudulent Traffic includes, without limitation, the inclusion or counting of views: (i) by a natural person who has been engaged for the purpose of viewing such Ads, whether exclusively or in conjunction with any other activities of that person (including without limitation via incentivized offers or content that appears to incentivize offers, including through the use of misleading statements); (ii) by non-human visitors, including using invisible methods to generate click-throughs or other actions that are not initiated through the affirmative action of a human User; (iii) combinations of displays directed or redirected by any combination of (i) and / or (ii); and (iv) that are not actually visible to the human eye, discernible to human senses or perceived by a human being.

"IO" means the mutually agreed insertion order confirming details of the Campaign to be delivered by Media Company.

"Personal Information" means any information or data that relates to an identified or identifiable natural person, together with such other information that describes, is capable of being associated with, or could reasonably be linked to an identified or identifiable individual natural person, consumer or household in each case to the extent such data or information is defined and protected as "personal data", "personal information" or "personally identifiable information" under Data Protection Laws.

"Policies" means advertising criteria or specifications made

conspicuously available, including content limitations, technical specifications, privacy policies, user experience policies, policies regarding consistency with Media Company's public image, community standards regarding obscenity or indecency (taking into consideration the portion(s) of the Site on which the Ads are to appear), other editorial or advertising policies, and Advertising Materials due dates.

"Representative" means, as to an entity any director, officer, employee, or agent.

"Site" or "Sites" means the digital properties including but not limited to website(s), mobile app(s), connected TV platforms, and other digital properties (including, where advertising inventory is available within emails or other electronic communications) and/or Media Company's network of properties, upon which the Ads for the Campaign will be delivered, in each case as described or confirmed on an IO.

"Term Sheet" means a separate written document signed or approved by the parties, which confirms certain additional commercial elements for the Campaign, including without limitation any Custom Material and / or Lead Generation services to be included.

"Third Party" means an entity or person that is not a party to an IO; for purposes of clarity, Media Company, Agency, Advertiser, and any Affiliates or Representatives of the foregoing are not Third Parties.

"Third Party Ad Server" means Third Party owned technology that serves and / or tracks Ads.

"Users" means individuals, natural persons or consumers, accessing, visiting or using the Sites, often referred to as end-users.

"Viewability Standards" means: (i) for all display advertising, 100% human viewable impressions; and (ii) for video advertising, human initiated views with 100% of pixels in view, where 50% of the video is completed with audio on throughout.

1. INSERTION ORDERS AND INVENTORY AVAILABILITY

a. IO Details. The IO confirms the key commercial details of the Campaign, including costs payable to Media Company and, where applicable: the type(s) and amount(s) of Deliverables; their price; the maximum amount of money to be spent pursuant to the IO; Campaign start and end dates; details of and contact information for any Third Party Ad Server; reporting requirements; special delivery scheduling and / or placement requirements; and specifications concerning ownership of data collected.

b. Availability and Acceptance.

1. Within 2 business days of receiving an IO signed by Agency (including electronic signature or any other means of Agency communicating its acceptance of the IO) Media Company will notify Agency if the specified inventory is not available.

2. Media Company's acceptance of the Agency-signed IO shall be the earlier of Media Company's: (i) communication of its acceptance either in writing, by e-mail, or via Agency's electronic booking system; or (ii) display of the first Ad

impression.

3. Media Company modifications to the IO received from Agency must be approved in writing by Agency.

c. Revisions to accepted IOs. Revisions to IOs accepted by both parties must be confirmed by both parties, in writing.

2. SITES, AD PLACEMENT AND POSITIONING

a. Compliance with IO. Media Company will deliver the Campaign in accordance with the accepted IO, Accordingly:

1. Ads will be placed only on approved Sites, where agreed, and comply with all placement restrictions, exclusivity agreements, sizing and positioning requirements,

2. Unless the IO expressly confirms the use of affiliate marketing programs or network properties, the Campaign will only be delivered on Media Company-owned Sites,

3. Campaign delivery will (unless expressly stated in the IO) be reasonably balanced across the Campaign term, with impressions (and other Deliverables to the extent commercially reasonable) being evenly disbursed across the Campaign flight, with no front or back loading,

4. Media Company will deliver Ads to the Site(s) specified on the IO when such Site is visited by a User,

5. the start and end date of each creative execution to be delivered for the Campaign must be complied with,

6. on the Campaign start date, banners / Tags (defined below) must be posted in the morning and, unless otherwise instructed by Agency / Advertiser, in writing, must be pulled in the evening (in the relevant time zone) on the Campaign end date.

Any exceptions to the above, and all bonus impressions or other bonus Deliverables delivered after the Campaign end date, must be approved by the Agency in writing.

b. Changes to Sites. Media Company will use commercially reasonable efforts to give Agency at least 10 business days notice of any changes to the Sites that would materially change the target audience or, the size / placement of the Ads from that which is confirmed in the IO. If such a modification occurs, Agency may cancel the remainder of the affected placement without penalty within the 10-day notice period or, if Media Company has failed to provide notice, within 30 days of the modification, and will not be charged for any impacted Ads delivered after the modification.

c. Technical Specifications. Media Company will provide final technical specifications (such as creatives size and dimension and file weights) to Agency within 2 business days of IO acceptance. Changes to specifications thereafter will give Advertiser the right to suspend delivery of affected Ads for a reasonable time, without impacting the Campaign end date, unless otherwise agreed by the parties, in writing. During such time: (i) Advertiser will send revised Ad Materials; and (ii) Media Company will resize the Ad, at its own cost, with final creative approval of Advertiser, as soon as

reasonably practicable in order to fulfil all guaranteed Deliverables confirmed in the IO. If the original Ad / Ad Materials cannot be modified to Advertiser's approval, Media Company will provide Advertiser with a comparable replacement or if the parties, acting reasonably and in good faith, are unable to agree a comparable replacement within 5 business days, cancel the remainder of the affected placement, without penalty.

d. Viewability.

1. Media Company shall use commercially reasonable efforts to meet the Viewability Standards during the Campaign term.

2. If the Campaign is purchased on viewability (i.e. where Ad delivery is measured against human viewable impressions and this measurement is used for invoicing, as shall be expressly specified in the IO):

i. the Agency, on behalf of Advertiser, shall pay only for impressions that meet the Viewability Standards, as measured using data, generated by Advertiser's chosen Media Rating Council ("MRC") accredited Third Party tool ("Accredited Tool");

ii. Media Company will accept the Accredited Tool's data as the basis for measurement and payment for all sums payable (or the proportion of payment to be made based on viewability) provided under this IO;

iii. if Accredited Tool data is not available for all inventory in the Campaign for which payment is based on viewability, Agency will extrapolate data from those portions of the Campaign that were measured by the Accredited Tool to the unmeasured portions and pay for the same proportion of impressions under both the measured and unmeasured portions of the Campaign.

e. Editorial Adjacencies.

1. Unless the IO expressly indicates otherwise, no Ads or Advertising Materials may be placed on Sites that contain material in the following classes or that associate Advertiser, Ads, or Ad Materials with any of the following:

- i. blogs or unmoderated forums (unless the IO expressly confirms "Approved UGC" or the Sites named on the IO are social media platforms);
- ii. infringement of third party intellectual property or other proprietary rights, including rights of publicity or privacy, or the inducement, facilitation, promotion or enabling financial benefit from such infringement;
- iii. content, that:

- is hateful, threatening, harassing, abusive or violent,
- is defamatory or trade libelous;
- contains excessive profanity or obscenity;
- is liable to incite racial hatred or other forms of

unlawful discrimination;

- is liable to incite acts of terrorism;
- relates to illegal drugs or drug paraphernalia;
- relates to the sale or promotion of counterfeit items;
- relates to the sale of firearms, ammunition or other weapons;
- obscene, indecent or pornographic (including child pornography);
- harmful to minors;
- includes inhuman treatment of animals (including dogs and cats);
- is otherwise harmful, unlawful or illegal;
- contains viruses, Trojan horses, worms, time bombs, cancel bots or other computer programming routines that are intended to damage, surreptitiously intercept, detrimentally interfere with or expropriate any system, data or personal data;
- relates to alcohol, gambling, tobacco, or prescription drugs; or
- promotes extreme political views.

iv. Sites (or web pages) that are:

- aimed at children or to a website or online service directed at children (as defined Children's Online Privacy Protection Act of 1998) unless the IO contains explicit instructions to the contrary;
- fraudulent and / or used for sourcing Fraudulent Traffic;
- under construction;
- not in the English language, unless the IO contains instructions to the contrary; or
- listed or referred to [HERE](#).

2. Search Engine/Directory Key Word Placements: (i) when Advertiser purchases general impressions (e.g., run of site, run of search, run of remnant inventory and comparable non-targeted inventory), Media Company will not allow Ads to rotate onto any sections or keywords relating to the subjects noted in the Editorial Adjacency Guidelines; and /or (ii) when Ads are purchased as specific to keyword placements, Media Company will not place such Ads in a manner that would allow the reader to "infer" Advertiser association (e.g., one click away) with any of the subjects outlined in the Editorial Adjacency Guidelines.

f. Fraudulent Traffic / Ad Fraud. Media Company confirms that:

1. Ads will not be placed, delivered or redirected to Sites that have no content, stacked advertising placements (i.e., one advertising placement placed on top of another), are personal webpages, free hosted pages (e.g., Geosites, Xoom, Tripod, Talk City), or which are otherwise designed to generate Fraudulent Traffic.

2. It will not: (i) alter, modify, eliminate, conceal or render inoperable or ineffective (nor shall it attempt to do any of the

foregoing) the links, pixels or advertising Tags or other data provided by or obtained from Agency which allows Agency to measure Campaign performance; or (ii) deliver Ads via pop-ups / unders.

3. It has implemented measures and methodologies (and confirms that the Sites will allow use of the Accredited Tool) which are designed to prevent, detect and report Fraudulent Traffic, and will take steps to prevent the continuation and / or recurrence of occurrences of any Fraudulent Traffic detected.

4. Neither Agency nor Advertiser shall be required to pay for Fraudulent Traffic, and Media Company will therefore not bill Agency / Advertiser for Fraudulent Traffic, regardless of whether such Fraudulent Traffic is identified by Media Company, Advertiser, Agency or a Third Party.

5. If Agency / Advertiser has paid Media Company sums which are subsequently determined as being attributable to Fraudulent Traffic, Media Company shall refund Agency (on behalf of Advertiser) within 5 days and provide reasonably adequate documentation to substantiate the accuracy of the refund.

- g. Verification. Media Company will permit use of the Accredited Tool on the Sites in order to monitor, block or create segments to prevent Ads from running pre or post bid in breach of the requirements of sub-sections: (d)(Viewability), (e)(Editorial Adjacencies), and / or (f)(Fraudulent Traffic).
- h. Media Company shall provide Agency at the point of impression with the referring URL or equivalent (of the location where the Ad is shown) or make the referring URL or equivalent available for Agency to extract itself (at Agency's discretion). Media Company agrees that Agency's decision to block an Ad in accordance with this section shall be final.
- i. If the Sites do not have the technical capability to accept use of Accredited Tools, Media Company (1st party) Campaign delivery data must be shared with Agency, at a daily placement level, within 5 business days of the end of the month in which the Deliverables were provided, in the Agency's required format [HERE](#).
- j. Media Company Technologies. The Sites must not use: (i) flash local shared objects (including but not limited to "flash cookies"), (ii) any JavaScript or similar technologies to ascertain the web browsing history of a User; (iii) any technologies that foster "respawning" of cookies (including but not limited to HTML5 local storage, browser cache and so-called "zombie cookies" and /or "supercookies") or otherwise circumvent end-user privacy/data collection preferences (e.g., "fingerprinting"); (iv) any technologies that do not provide Users with an opportunity to control their use or (v) any tracking or data collection technologies for which methods of operation and data collection technologies have not been fully disclosed to Agency prior to such use.
- k. Rich Media. If an Ad employs Rich Media creative (as defined by the IAB), Media Company must comply with expansion instructions as detailed in the IO (e.g. a skyscraper unit that expands to the right must be placed on the left side of the page).

l. United States Only. Ads are intended for delivery to Users located in the United States unless expressly stated otherwise in the IO.

m. Remedies. If Media Company breaches any of the requirements of this Section 2, without limiting Agency / Advertiser's other rights or remedies, Agency (on behalf of Advertiser) will be entitled to receive makegoods or cash back with respect to all affected Deliverables.

3. PAYMENT AND PAYMENT LIABILITY

a. Invoices. The Media Company's invoice for the Campaign will be sent to Agency upon completion of the first month of the Campaign term, or within 30 days of completion of the IO, whichever is earlier. Invoices will be sent to Agency's billing address as confirmed on the IO and must include Campaign ID, Order Number (#) and CPE (Client-Product-Estimate) Codes, plus other information reasonably specified by Agency.

b. Upon request from the Agency, Media Company must provide proof of performance for the invoiced period, which may include access to the reporting described at Section 4, below.

c. Payment Terms.

1. Agency will pay Media Company for actual confirmed delivered impressions in the previous month, pro-rata in arrears (and not in a lump sum), in accordance with the payment / invoicing schedule set out in the IO or, if no payment schedule is specified in the IO, a (calendar) monthly basis.

2. Media Company's undisputed and accurate invoices will be paid within 45 days of Agency's receipt but subject always to the sequential liability provisions, below.

3. No invoice shall be sent by Media Company until on or after 30 days from the Campaign start date.

4. Without limiting Advertiser's / Agency's other rights or remedies, in no event will: (i) final payment be made unless specified advertising guarantees / terms have been met; or (ii) disputed amounts be paid unless or until the dispute is resolved and, if the resolution requires changes to a prior invoice, a new invoice has been issued reflecting any such changes.

d. Sequential Liability. Unless otherwise stated (by Agency) on the IO, Media Company will hold Agency liable for payment solely to the extent proceeds have cleared from Advertiser to Agency for Ads placed in accordance with the IO. For sums not cleared to Agency, Media Company will hold Advertiser solely liable. Media Company understands that Advertiser is Agency's disclosed principal and Agency, as agent, has no obligations relating to such payments, either joint or several, except as specifically set forth in this Agreement, including without limitation, Sections 3(d) and 10(c).

Agency will make every reasonable effort to collect and clear payment from Advertiser on a timely basis. However, Media Company accepts that all invoices (other than corrections of

previously provided invoices) must be sent within 90 days of delivery of all Deliverables in the Campaign. If Media Company sends its invoice after the 90-day period and the Agency either has not received the applicable funds from the Advertiser or does not have the Advertiser's consent to disburse such funds to Media Company, Agency will use commercially reasonable efforts to assist Media Company in collecting payment directly from Advertiser or to obtain Advertiser's consent to disburse funds.

Media Company shall notify Agency if it has not received payment by the due date (ie within 45 days of Agency's invoice receipt) and if it intends to seek payment directly from Advertiser. Media Company may do so only after 90 days have elapsed since providing Agency such notice.

Notwithstanding the foregoing provisions of this Section, all invoices issued pursuant to this Agreement must be received (by Agency) within 180 days of delivery of all Deliverables in the Campaign. If Agency does not receive a properly documented invoice from Media Company within such 180 day period, Media Company shall waive the right to issue an invoice (and to be paid) for such Deliverables.

Agency's credit is established on a client-by-client basis. If Advertiser proceeds have not cleared for the IO, other Agency advertiser clients will not be prohibited from advertising on the Sites if their credit is not in question.

e. Payment for Custom Material (production). If a Campaign involves Media Company's creation or production of Custom Material, the amounts due for such production (the "**Production Fee**") will be confirmed as a separate line item on the IO. A proportion of the Production Fee may be payable upfront, prior to the Campaign start date, with the remainder being payable following Advertiser's approval of the Custom Material. Agency (on behalf of Advertiser) will pay the Production Fee in the instalments detailed in the applicable Term Sheet or IO but otherwise in accordance with the payment terms of this Agreement.

4. REPORTING

a. Confirmation of Campaign Initiation. Media Company will, within 2 business days of Campaign start date, confirm to Agency, in writing (or electronically), whether delivery has started.

b. Media Company Reporting. Media Company will measure delivery of Ads through its ad server and Agency will also measure delivery through its Third Party Ad Server. If Media Company is serving the Campaign, Media Company must make reporting available at least weekly, either electronically or in writing, unless otherwise specified on the IO. Reports will be broken out by day and summarized by creative execution, content area (Ad placement), impressions, clicks, spend / cost, and other variables detailed on the IO (e.g., keywords). Agency and Advertiser are entitled to rely on Media Company's report, subject to provision of Media Company's invoice for such period.

c. Makegoods for Reporting Failure. If Media Company fails to deliver an accurate and complete report weekly or as agreed, or if Media Company has delivered an incomplete or

inaccurate report, or no report at all, Agency may be entitled to a makegood. Media Company must cure any reporting failure within 5 business days of Agency's notice. Failure to do so may result in nonpayment for all activity for which data is incomplete or missing until Media Company delivers reasonable evidence of performance. Which evidence must be provided within 30 days of Media Company's knowledge of such failure or, absent such knowledge, within 180 days of delivery of all Deliverables.

5. **CANCELLATION AND TERMINATION**

a. **Without Cause.** Unless designated on the IO (or in the case of Lead Generation or Custom Material, the Term Sheet) as non-cancelable, Advertiser (or Agency on behalf of Advertiser) may cancel the entire IO, or any portion thereof, as follows:

1. for Deliverables purchased or sold on a guaranteed CPM basis, without penalty by giving 14 days' written notice to Media Company. For clarity and by way of example, if Advertiser cancels the guaranteed portions of the IO 8 days prior to serving of the first impression, Advertiser will only pay for the first 6 days of those Deliverables.

2. for all Deliverables purchased or sold on a cost-per-action or performance basis (as confirmed on the IO eg cost-per-click or a cost-per-lead basis, and some Deliverables purchased or sold on a CPM basis), without penalty on one day's written notice to Media Company.

3. for flat or fixed fee Deliverables (including, but not limited to: roadblocks, time-based or share-of-voice buys, and some types of sponsorships), without penalty by giving 30 days' written notice to Media Company. However, with the exception of Custom Material, Deliverables shall only be deemed to be within the scope of this subsection if specifically identified on the IO as requiring a 30-day notice period for termination, otherwise, the notice periods at subsections (1) or (2), above shall apply.

4. for Custom Material, by giving Media Company: (i) 30 days' written notice at any time during the Campaign; or (ii) 14 days' written notice prior to the Campaign start date, provided that Advertiser shall remain liable for a proportion of the Production Fee in order to reasonably compensate Media Company for production services performed in accordance with this Agreement prior to and including the date the termination notice is provided, together with such additional amounts (if any) to reimburse Media Company for any and all proven (as demonstrated by Media Company's financial records and contracts) Third Party costs paid or irrevocably committed by Media Company, prior to receipt of the termination notice, solely in connection with Media Company's development of the Custom Material in accordance with this Agreement (including the applicable Term Sheet). Media Company shall use reasonable endeavors to mitigate and reduce the Third Party costs payable by the Advertiser in this respect.

5. if under-delivery of the Campaign is 20% or more (as determined by comparing Deliverables actually delivered to Deliverables expected at a given point, assuming even

distribution of Deliverables throughout the Campaign), without penalty, immediately upon written notice, at any time.

b. **For Cause.** Either Media Company or Agency (on behalf of Advertiser) may terminate this Agreement at any time, on written notice, if:

1. the other party is in material breach of its obligations hereunder, and the breach is irremediable or, if it is remediable, is not cured in 5 days (or such other notice period as stated in this Agreement for a specific type of breach) of written notice from the non-breaching party; or

2. the other becomes insolvent, unable to pay its debts, or an order is made for its liquidation, administration, winding-up, or dissolution;

3. there is insufficient Media Company inventory, in which case Advertiser (or Agency on behalf of Advertiser) may terminate; or

4. Agency or Advertiser violates the same Policy 3 times (provided the Policy was provided to Agency or Advertiser in advance of the Campaign, in accordance with this Agreement) and has received timely notice from Media Company of each breach, even if Agency or Advertiser cures the breaches, then Media Company may terminate the IO or placements associated with the breach.

c. The acts or omissions of a particular advertiser shall not give Media Company any right to terminate, suspend or take any other action against Agency or Advertiser under this Agreement, or which impact Agency's other advertiser clients.

d. Termination for cause shall mean that no further payments are due to Media Company and notwithstanding any other rights and remedies that may be available, Media Company shall refund all monies previously paid for services or Deliverables not provided in accordance with this Agreement, including without limitation Production Fees attributable to unused or unusable Custom Material.

6. **MAKEGOODS FOR UNDER DELIVERY**

a. **Notification of Under-delivery.** Media Company will monitor Campaign delivery and will notify Agency as soon as possible (no later than 14 days before the IO end date unless the length of the Campaign is less than 14 days) if it believes under-delivery is likely.

b. **Makegood Procedure (if required).** As is noted in section 3, Agency makes payment to Media Company based on actual delivered impression confirmed for the previous month. However, if the IO confirms that Agency will pre-pay for all / part of the Campaign, and / or will make payment based on estimated delivery, and actual delivery for the Campaign falls below the levels confirmed in the IO, and / or if there is an omission of any Ad (placement or creative unit), Agency (on behalf of Advertiser) shall be entitled to a makegood. Such makegood shall be (at Agency's discretion) either: (i) a credit equal to the value of the under-delivered portion of the IO for which it was charged; or (ii) if Agency (for the

Advertiser) is reasonably current on all amounts owed to Media Company under other agreements for such Advertiser, a refund for the under-delivery equal to the difference between the pre-payment and the value of the delivered portion of the Campaign. Makegoods will not involve extending the Campaign beyond the flight period confirmed on the IO, without the Agency's prior written consent.

7. **BONUS IMPRESSIONS / OVER-DELIVERY**

- a. Media Company should not "bonus" or over deliver any impressions without Agency's written consent.
- b. If Agency uses a Third Party Ad Server, Media Company will not bonus more than 10% above the Deliverables specified on the IO without Agency's prior written consent. Permanent or exclusive placements will run for the specified period of time regardless of over-delivery, unless the IO confirms an impression cap for Third Party Ad Server activity. Media Company will not charge Agency / Advertiser for additional Deliverables above guaranteed or capped levels stated on the IO. If a Third Party Ad Server is being used and Agency notifies Media Company that the guaranteed or capped levels stated on the IO have been reached, Media Company will use commercially reasonable efforts to suspend delivery, within 48 hours of receiving such notice, and may either (i) serve any additional Ads itself, or (ii) be responsible for all applicable Ad serving charges incurred by but only: (A) after such notice has been provided, and (B) such charges are for over-delivery of more than 10% above guaranteed or capped levels.
- c. If Agency does not use a Third Party Ad Server, Media Company may bonus as many ad units as Media Company chooses (unless otherwise indicated on the IO) but will not charge Agency / Advertiser for additional Deliverables above levels guaranteed on the IO.

8. **FORCE MAJEURE**

- a. Generally. Excluding payment obligations, neither party will be deemed liable for delay or default in the performance of its obligations under this Agreement if such delay or default is caused by conditions beyond its reasonable control, including, but not limited to: war, fire, flood, accident, earthquakes, telecommunications line failures or internet downtime, electrical outages, network failures, acts of God, or labor disputes including strikes, industrial actions and lock outs, import or export embargo, terrorism or threat of terrorism, malicious acts of third parties, in each case unless such event and its impact on the performance of this Agreement could have reasonably been avoided by the affected party's action or inaction, and provided always that the affected party takes all appropriate steps to minimize the adverse effects for the others ("**Force Majeure event**"). If Media Company suffers such a delay or default, Media Company will make reasonable efforts within 5 business days to recommend a substitute transmission for the Ad or time period for the transmission. If a substitute time period or makegood is not reasonably acceptable to Advertiser, Media Company will allow a pro rata reduction in the charges payable, and Advertiser will continue to have the benefit of

the same discounts that would have been earned had there been no default or delay.

- b. Related to Payment. Subject always to the principle of sequential liability as outlined at Section 3, if Agency's ability to transfer funds to third parties has been materially impacted by a Force Majeure event, including, but not limited to, failure of banking clearing systems, then Agency will make every reasonable effort to make payment on time, and will be excused for any delays caused by such condition but will not be relieved of its obligations as to the amount of money that is due.
- c. Cancellation. If a Force Majeure event continues for 5 business days, Media Company and / or Agency (on behalf of Advertiser) has the right to cancel the remainder of the Agreement without penalty.

9. **AD MATERIALS**

- a. Submission. Ad Materials submitted by or on behalf of Advertiser for use by Media Company in connection with the Campaign shall comply with Media Company's Policies, provided Media Company has shared such Policies with Agency reasonably in advance of the Campaign.
- b. Late Creative. If Advertising Materials are not received by the Campaign start date, Media Company will work in good faith to: (i) shift the Campaign start date if the inventory is available and (ii) resell the applicable inventory, and Advertiser shall not be charged for late delivery if Media Company has been able to resell the inventory or to the extent Advertiser has purchased all anticipated inventory despite the late delivery. If Ad Materials are late based on non-compliance with the Policies, Media Company is not required to guarantee full delivery of the IO, however Media Company and Agency will agree a mutually acceptable resolution once Media Company has received all required Ad Materials in accordance with Section 9(a).
- c. Compliance. Media Company reserves the right to reject or remove from its Sites, any Ads for which the Ad Materials, software code associated with the Ad Materials (e.g. Tags), or the website to which the Ad is linked: (i) do not comply with its Policies (provided such Policies have been provided to Agency reasonably in advance of the Campaign); (ii) in Media Company's sole reasonable judgment, do not comply with Applicable Laws; or (iii) are reasonably likely to bring, disparagement, ridicule, or scorn upon Media Company or any of its Affiliates. However, if Media Company has developed the Custom Materials or reviewed and approved the Ads prior to their use on the Site, Media Company will not (under any circumstances and regardless whether the basis for removal arises under this Section or otherwise) remove Ads and will, instead, make commercially reasonable efforts to acquire mutually acceptable alternative Ad Materials from Agency / Advertiser.
- d. Damaged Creative. If Ad Materials provided by Agency are damaged or not compliant with Media Company's Policies, Media Company will notify Agency within 2 business days of its receipt of such Ad Materials.
- e. No Modification. Media Company will not edit or modify

submitted Ads or Ad Materials in any way, including, but not limited to, resizing, without Agency (on behalf of Advertiser)'s approval. Media Company will use all Ads and Ad Materials in strict compliance with this Agreement including instructions provided on the IO or in the Term Sheet (if applicable).

- f. Trademark Usage. Media Company, on the one hand, and Agency and Advertiser, on the other, will not use the other's trade name, trademarks, logos, or Ads in any public announcement (including, but not limited to, in any press release) regarding the existence or content of this Agreement without the other's prior written approval.
- g. Creative Changes. Agency/Advertiser are permitted to make changes to Ad Materials during the Campaign. If Agency is able to implement the changes itself, Agency will make reasonable efforts to notify Media Company prior to implementing a change. If the Agency is unable to make the changes itself, Media Company shall implement the changes within 48 hours of the Agency's request, or within such other mutually agreed timeframe.
- h. Trafficking Materials. Ad Materials will be sent to Media Company either by email or as otherwise directed (for example uploading to a user interface on Media Company's platform). Ad Materials must be trafficked in accordance with Agency's instructions, including but not limited to creative assets, linking URL, alt text and special copy rotation.
- i. Ownership. Ad Materials belong to the Advertiser and will continue to do so. All goodwill generated by the use of Ad Materials pursuant to this Agreement belongs to the Advertiser. Advertiser grants Media Company a limited, non-exclusive, royalty-free license, in the United States, to: (1) publish the Ad Materials within the Deliverables for the Campaign; and (2) if applicable, incorporate Ad Materials within Custom Material created by or on behalf of Media Company in accordance with the applicable Term Sheet and to publish such Ad Materials as part of approved Custom Material; in each case, strictly for the duration and for the purposes of performing this Agreement in accordance with its terms. Except for the rights expressly granted herein, all rights in the Ad Materials are expressly reserved to the Advertiser.

10. INDEMNIFICATION / ASSURANCES

- a. By Media Company. Media Company will perform its obligations under this Agreement with care and skill and in accordance with good industry practice. Media Company will defend, indemnify, and hold harmless Agency, Advertiser, and each of its Representatives from damages, liabilities, costs, and expenses (including reasonable attorneys' fees) (collectively, "**Losses**") resulting from any third party claim, judgment, or proceeding (collectively, "**Claims**") resulting from: (i) Media Company's breach of its representations, warranties or obligations under this Agreement; and/or (ii) any Custom Materials provided by Media Company (excluding any Ad Materials provided by Agency / Advertiser included therein) that: (A) violate any Applicable Laws; (B) infringe the rights of a Third Party; or (C) are defamatory or obscene.

- b. By Advertiser. Advertiser will defend, indemnify, and hold harmless Media Company and each of its Representatives from Losses resulting from any Claims resulting from: (i) Advertiser's breach of Section 12 or of its representations and warranties in Section 13(a), or (ii) the content or subject matter of any Ad or Ad Materials used by Media Company in accordance with this Agreement.
- c. By Agency. Agency represents and warrants that it has the authority as Advertiser's agent to bind Advertiser to this Agreement, and that all of Agency's actions related to this Agreement will be within the scope of such agency. Agency will defend, indemnify, and hold harmless Media Company and each of its Representatives from Losses resulting from Claims resulting from Agency's breach of the foregoing sentence.
- d. Procedure. The indemnified party(s) will promptly notify the indemnifying party of all Claims of which it becomes aware (provided that a failure or delay in providing such notice will not relieve the indemnifying party's obligations except to the extent such party is prejudiced by such failure or delay), and will: (i) provide reasonable cooperation to the indemnifying party at the indemnifying party's expense in connection with the defense or settlement of all Claims; and (ii) be entitled to participate at its own expense in the defense of all Claims. The indemnified party(s) agrees that the indemnifying party will have sole and exclusive control over the defense and settlement of all Claims; provided, however, the indemnifying party will not agree to any judgment or settlement, which imposes any obligation or liability on an indemnified party(s) without its prior written consent. Each party shall have a duty to mitigate any Losses for which it seeks recovery under any indemnity given under this Agreement.

11. LIMITATION OF LIABILITY

EXCLUDING AGENCY'S, ADVERTISER'S, AND MEDIA COMPANY'S RESPECTIVE OBLIGATIONS UNDER SECTION X OR INTENTIONAL MISCONDUCT BY AGENCY, ADVERTISER, OR MEDIA COMPANY, IN NO EVENT WILL ANY PARTY BE LIABLE FOR ANY CONSEQUENTIAL, INDIRECT, INCIDENTAL, PUNITIVE, SPECIAL, OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING, BUT NOT LIMITED TO, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF INFORMATION, LOSS OF ANTICIPATED SALES OR BUSINESS OR BUSINESS OPPORTUNITY, LOSS OF ANTICIPATED SAVINGS, AND THE LIKE, INCURRED BY ANOTHER PARTY ARISING OUT OF THIS AGREEMENT, EVEN IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SINCE THE AGENCY'S PRIMARY OBLIGATION HEREUNDER IS TO MAKE PAYMENT TO MEDIA COMPANY ON BEHALF OF THE ADVERTISER, AGENCY'S MAXIMUM AGGREGATE LIABILITY UNDER THIS AGREEMENT WILL BE NO GREATER THAN THE TOTAL CAMPAIGN COSTS PAYABLE TO THE MEDIA COMPANY, AS STATED ON THE IO.

12. CONFIDENTIAL INFORMATION, DATA USAGE, DATA OWNERSHIP, AND PRIVACY

- a. Confidential Information.

- 1. "**Confidential Information**" means and includes: (i) all information marked as "Confidential," "Proprietary," or with

a similar legend by the disclosing party ("**Discloser**") when given to the receiving party ("**Recipient**"); (ii) the terms of this Agreement; and (iii) information and data provided by the Discloser which, under the circumstances surrounding the disclosure, would be reasonably be expected to be deemed and treated as confidential or proprietary information, including without limitation, any information disclosed by a party concerning its business, products, pricing, profits, or clients. Without limiting the foregoing, IO Details (defined below) shall be considered Confidential Information of the parties, Performance Data is Confidential Information of the Advertiser, and Media Company Data is Confidential Information of the Media Company.

2. Recipient will protect Confidential Information in the same manner that it protects its own information of a similar nature, but in no event with less than reasonable care using appropriate measures and processes to protect its secrecy and to avoid its unauthorized disclosure or use.

3. Recipient shall not disclose Confidential Information to anyone except an employee, agent, Affiliate, or Third Party who has a need to know same for the performance of (or exercise of rights granted under) this Agreement, and who is bound by confidentiality and non-use obligations at least as protective of Confidential Information as those in this Section 12(a) and on the basis Recipient takes full responsibility for the acts and omissions of its secondary recipients. Disclosure to a Third Party shall only be with the Discloser's prior consent.

4. Recipient will use Discloser's Confidential Information solely to perform its obligations under and in accordance with and /or as expressly provided for in this Agreement.

5. "Confidential Information" excludes information which: (i) was previously known to Recipient; (ii) was or becomes generally available to the public through no fault of Recipient; (iii) was rightfully in Recipient's possession free of any obligation of confidentiality at, or prior to, the time it was communicated to Recipient by Discloser; (iv) was developed by Representatives of Recipient independently of, and without reference to, the Discloser's Confidential Information; or (v) was communicated by Discloser to an unaffiliated third party free of any obligation of confidentiality.

6. Notwithstanding the foregoing, the Recipient may disclose Confidential Information of the Discloser in response to a valid order by a court or other governmental body, as otherwise required by Applicable Laws or as necessary to establish the rights of either party under this Agreement; provided, however, that both Discloser and Recipient will stipulate to any orders necessary to protect such information from public disclosure.

7. Unless expressly confirmed otherwise in writing, Media Company will not use Advertiser's or Agency's Confidential Information or any Ad Materials as an input or prompt for an artificial intelligence tool whether such tool is Third Party-owned or Media Company's proprietary artificial intelligence tool. If the parties agree that Media Company may use an artificial intelligence tool in connection with its services

provided under this Agreement, Media Company shall only ever use artificial intelligence in a secure, private mode ensuring that all Agency / Advertiser Confidential Information, data and other materials (including Ad Materials) are secure, used solely for Agency / Advertiser, and not used to train the underlying technology or for models / agents Media Company (or the tool provider) may have developed for any Third Party. Under no circumstances will Media Company use public versions of artificial intelligence technology or tools.

b. Data Collection, Data Usage and Data Ownership.

1. Additional Definitions. The following terms shall have the following meaning:

- i. "**IO Details**" are details recorded on the IO including Ad pricing information, Ad description, Ad placement information, and Ad targeting information.
- ii. "**Performance Data**" is data regarding a Campaign (often referred to as "Log-Level Data" and / or "Transaction Data") which may be provided to Agency or Advertiser by Media Company as part of its reporting obligations under this Agreement and / or collected either via Tags or directly by Agency (or Advertiser) during delivery of the Campaign; such data will often include number of delivered impressions, interactions, and header information, and Tag Data (defined below) or data equivalent to Tag Data to the extent provided by Media Company, and other data that identifies or allows identification of the Advertiser, the Campaign, Media Company / Site context, but excluding Media Company Data and IO Details.
- iii. "**Media Company Data**" is any data that is (A) pre-existing Media Company data used by Media Company pursuant to the IO; (B) gathered by Media Company in connection with the Campaign including during delivery of an Ad that identifies or allows identification of Media Company, Sites, brand, content, context, or Users as such; or (C) entered / submitted directly by Users to Media Company on any Media Company Site (other than User Volunteered Data) but in all cases does not identify or allow identification of the Advertiser or the Campaign.
- iv. "**Aggregated**" means a form in which data gathered under an IO is combined with data from numerous campaigns of numerous advertisers and precludes identification, directly or indirectly, of Advertiser or the Campaign.
- v. "**User Volunteered Data**" is Personal Information collected from Users by Media Company for and at the express request of the Advertiser (as confirmed in the IO or Term Sheet) whether during delivery of, or otherwise in connection with the Campaign, including without limitation any Lead Information (as such term is defined at Exhibit 5), in each case where it is expressly disclosed to such Users that collection of such data is solely on behalf of Advertiser.

2. Unless otherwise authorized by Media Company in

writing, Advertiser / Agency will not collect Users' Personal Information for use in cross-context behavioral advertising. Agency / Advertiser's only collection and use of Users' Personal Information pursuant to this Agreement is for the Approved Purpose (defined below) or as otherwise agreed in writing.

3. As between the Parties, Performance Data belongs to Advertiser and neither Advertiser nor Agency is required to disclose Performance Data to Media Company. If Performance Data is disclosed to Media Company, or Media Company otherwise has access to it, Media Company may only use such data only for performing its obligations under this Agreement and not for any other purpose.

4. Unless otherwise authorized by Agency (on behalf of Advertiser) Media Company will only use IO Details referring to or identifying the Advertiser or the Campaign for performing its obligations under this Agreement and / or for internal reporting or internal analysis.

5. Agency may use and shall be provided with Media Company Data and IO Details on an Aggregated basis for internal media planning purposes, including evaluations for its clients and potential clients. Both Agency and Advertiser may use and disclose IO Details and Media Company Data (including to a Third Party or any Affiliate) as may be necessary to confirm Media Company's performance hereunder. Agency will not otherwise use Media Company Data or IO Details identifying Media Company unless Advertiser is permitted to use such data, and will only use such data in a manner which is consistent with the Advertiser's permitted usage as confirmed in this Agreement.

6. Media Company acknowledges and accepts that the Sites must accept and Agency or Advertiser may use tracking and measurement technologies, including without limitation the Accredited Tool, provided by Third Parties contracted by Agency or Advertiser ("**Third Party Tags**" or "**Tags**"). These Third Party Tags may be within the ad-server or appended to the Ad Materials and will be used for one or a combination of the following:

- i. serving or delivering Ads to the Sites for the Campaign;
- ii. monitoring and measuring delivery of Ads for reporting and invoicing;
- iii. conducting audit and attribution analysis and / or Campaign effectiveness analysis (for example tracking impressions, interactions and conversions);
- iv. screening and monitoring Sites for Fraudulent Traffic, including blocking ad delivery to detected Fraudulent Traffic;
- v. measuring viewability; and
- vi. monitoring Site content for brand safety purposes and compliance with Editorial Adjacency Guidelines, including blocking ad delivery to content / Sites detected as being non-compliant with Editorial Adjacency Guidelines;

the foregoing being the "**Approved Purpose**" and the data collected by Third Party Tags for the Approved Purpose is "**Tag Data**".

7. Media Company acknowledges that Tag Data may include Personal Information from or pertaining to Users, solely in the form of online identifiers such as: cookie IDs, device IDs (including Mobile Advertising IDs (MAIDS) and IP address.

8. Media Company accepts the use of Third Party Tags on the Sites for the Approved Purpose and shall ensure the Sites allow for the lawful use of Third Party Tags and the collection of Tag Data for the Approved Purpose, including without limitation ensuring the Sites contain appropriate disclosures and consent mechanisms to inform Users about the collection of Tag Data and to give them control over, and the ability to withhold their consent to (in each case as required by applicable Data Protection Laws) the collection of their Personal Information for the Approved Purpose. Media Company shall also establish sufficient mechanisms for the communication of User opt-outs to Third Party Tag owners and / or to prevent the sharing of Personal Information with Third Party Tag owners, where Users have exercised their right to opt out (of their Personal Information being shared) in connection with the Approved Purpose.

9. Agency will not use nor authorize the use of Third Party Tags on and / or the collection of Personal Information from the Sites for any purpose other than the Approved Purpose without Media Company's prior written permission.

10. Media Company must not use or modify, decompile, reverse engineer, disassemble, alter or change any Third Party Tags and, in particular, shall not: (1) make any changes that would interrupt the proper functioning of any privacy notification overlays and associated click through destination URLs; (2) manipulate, alter, change, "piggyback" on, gather data from, or otherwise use the Third Party Tags in any way other than for the performance of this Agreement.

11. If and to the extent Advertiser requests (as confirmed on the IO or otherwise in writing) that Media Company shall collect and share User Volunteered Data in connection with or as part of the Campaign, (including but without limitation in connection with any agreed Lead Generation Services) Media Company agrees to enter into an appropriate data processing and protection agreement to govern the terms upon which the Personal Information may be collected and used. User Volunteered Data shall not be shared with or via the Agency.

12. Applicable Regulations. Media Company warrants that it is and shall remain fully compliant with all self-regulatory guidelines relevant or applicable to the Sites and the Deliverables. Each Party will post on its respective website(s) appropriate privacy policies and disclosures as may be required by Applicable Laws.

13. THIRD PARTY AD SERVING, VERIFICATION, AND MONITORING

- a. Ad Serving and Tracking. Media Company will track Campaign delivery through its own ad server and Agency will also measure delivery through its own Third Party Ad Server

as has been confirmed to Media Company in advance of the Campaign. Agency will not substitute its specified Third Party Ad Server without notifying Media Company.

- b. Ad Server Reporting Access. Agency and Media Company agree to give reasonable reciprocal access to relevant and non-proprietary statistics and supporting data from both ad servers, or if such access is not available, provide weekly (or other mutually agreed timeframe) placement-level activity reports to each other. In particular, the party responsible for the Controlling Measurement (defined below) must provide the other with access to such ad server data, ideally online or automated via a user interface, within one day of Campaign launch. The other party will notify the other if they have not received such access. If the party responsible for the Controlling Measurement fails to provide ad server data, then the other party's statistics will be used for invoicing.
- c. Controlling Measurement (for billing). The measurement used for invoicing and calculating Media Company's fees under this Agreement (the "**Controlling Measurement**") will be:
 - i. the measurement from the ad server that is certified as compliant with the IAB/AAAA Ad Measurement Guidelines (the "**IAB Guidelines**").
 - ii. if both ad servers are compliant with, IAB Guidelines, the measurement from whichever ad-server is a Third Party Ad Server (provided it provides an automated daily reporting interface and automated delivery of data to Media Company in electronic form approved by Media Company, and Media Company has access to such interface).
 - iii. if both parties are using a Third Party Ad Server which is compliant with IAB Guidelines and both provide automated reporting and access to the data via a user interface, the Agency's Third Party Ad Server data will be used.
 - iv. If neither party's ad server is compliant with the IAB Guidelines or the reporting requirements noted above cannot be met by the ad server, the Controlling Measurement will be the Media Company's ad server, unless otherwise agreed by the parties, in writing.
- d. Third Party Ad Server Malfunction. If Agency is using a Third Party Ad Server to serve the Campaign, and that Third Party Ad Server fails to serve the Ads, Agency will have a one-time right to temporarily suspend Campaign delivery. In such circumstances, on written notice to Media Company, Media Company will have 24 hours to suspend Campaign delivery. After such 24 hour period, neither Agency nor Advertiser will be charged fees for any Ads that run until the earlier of: (i) expiry of 72-hours; or (ii) Media Company is notified that the Third Party Ad Server is working and able to serve Ads. After a 72-hour period, even if the Agency's Third Party Ad Server is still not serving Ads, Agency (on behalf of Advertiser) will be charged for all Ads that would or should have run (or which are run) and can require Media Company to serve the Ads, which Media Company agrees to do until such time as the Third Party Ad Server is able to serve Ads or for the remainder of the Campaign (at Agency's discretion). If Agency does not require Media Company to serve the Ads, Media Company may use the inventory that would otherwise have been used, for its own advertisements or Third Party advertisements.

- e. Third Party Ad Server Fixed. Upon notification that the Third Party Ad Server is functioning, Media Company will have 72 hours to resume delivery. Any delay beyond this period, without reasonable explanation, will result in Media Company owing a makegood to Advertiser.

14. MISCELLANEOUS

- a. Necessary Assurances.
 1. Media Company represents and warrants that:
 - i. it has all necessary permits, licenses, and clearances to sell the Deliverables specified on the IO in accordance with this Agreement;
 - ii. it has the full right, power and authority to enter into and perform the Agreement;
 - iii. its performance of the Agreement does not breach its other agreements with Third Parties;
 - iv. the Sites comply with Applicable Laws; and
 - v. the Personal Information used by Media Company to target Ads to Users (or segments of Users) in connection with the Campaign was and is obtained and is being used in compliance with Applicable Laws. In particular but without limitation, Media Company confirms that: (i) adequate and accurate disclosures were and are made to Users regarding the use of their Personal Information as contemplated under this Agreement (including disclosure about use for behavioral advertising) and regarding how a User can opt out of such collection and use; (ii) the Personal Information used does not include Personal Information of Users who have exercised their right to opt-out of such collection and use, and / or have requested for their Personal Information to be deleted. As between the parties, Media Company is the Business and / or the Controller (as such terms are defined under Data Protection Laws) of the Personal Information Media Company uses for targeting Campaigns.
 2. Advertiser represents and warrants that:
 - i. it has all necessary licenses and clearances to use and allow Media Company to use the content contained in the Ads and Advertising Materials in accordance with this Agreement, including any applicable Policies; and
 - ii. its Ad Materials comply with Applicable Laws.
- b. Insurance. Media Company will maintain suitable insurance cover, issued by financially sound and responsible insurance companies, as may be required to cover its liabilities and obligations under or concerning this Agreement, and shall provide evidence of such policies on request. The terms of any insurance or the amount of cover shall not relieve Media Company from any liabilities under the Agreement and it shall be Media Company's responsibility to determine the nature and amount of insurance that will be adequate to satisfy its liabilities under this Agreement.
- c. Assessment. If reasonably requested, Media Company will participate in and cooperate with any risk, ethics or sustainability assessment conducted by WPP plc (Agency's parent company), or its independent third party auditors.

Media Company will keep reasonably accurate records (during the term of this Agreement and for 3 years thereafter) relating to its performance of this Agreement and will permit Agency or Advertiser (either themselves or by an agreed nominee), upon 30 days' notice, to review, examine, and inspect those records together with any policies applicable to this Agreement and, if an audit indicates Media Company is in breach of this Agreement or has overcharged Advertiser (or Agency on behalf of Advertiser), Media Company shall promptly correct the breach and reimburse the cost of the assessment.

- d. Assignment. Neither party may resell, assign, or transfer any of its rights or obligations hereunder, without the prior written consent of the other parties. Any attempt to do so will be null and void. All terms and conditions in this Agreement will be binding upon and inure to the benefit of the parties hereto and their respective permitted transferees, successors, and assigns.
- e. Entire Agreement. This Agreement together with the Codes of Conduct, plus (i) any Term Sheet signed or approved by the parties referring to the IO or the Campaign; and (ii) if applicable, a Data Protection Agreement; constitutes the entire agreement of the parties with respect to the subject matter referred to in the IO, and supersedes all previous communications, Policies, understandings, and other agreements, relating to the same subject matter. No modification of this Agreement will be binding unless in writing and signed by each of the parties. The terms of any Media Company purchase order, click-through agreement, or other business form that Media Company may use, and any handwritten changes by Media Company, will not form part of this Agreement, nor serve to alter or have any effect on this Agreement.
- f. Counterparts. The IO may be executed in counterparts, each of which will be an original, and all of which together will

constitute one and the same document.

- g. Third Parties. There are no 3rd party rights under this Agreement.
- h. Notices. Any notice required to be delivered hereunder will be deemed delivered three days after deposit, postage paid, in U.S. mail, return receipt requested, one business day if sent by overnight courier service, and immediately if sent electronically (by email). All notices to Media Company and Agency will be sent to the contact as noted on the IO with a copy to the Agency's Legal Department (at WPP Media, Attn.: Legal, 175 Greenwich Street, New York, NY 10007). All notices to Advertiser will be sent to the address specified on the IO.
- i. Survival. Sections 3, 6, 10, 11, 12, and 13 will survive termination or expiration of this Agreement, and Section 4 will survive for 30 days after the termination or expiration of this Agreement. In addition, each party will promptly return or destroy the other party's Confidential Information upon written request and remove Advertising Materials and Tags upon termination of this Agreement.
- j. Headings. Section or paragraph headings used in this Agreement are for reference purposes only and don't affect its interpretation.
- k. Severance / Waiver. If any part of this Agreement is held to be unenforceable, the remainder will remain in full force and effect. A party's failure / delay in exercising a right or remedy hereunder will not constitute a waiver of it.
- l. Remedies. All rights and remedies hereunder are cumulative.



These Terms were last updated June 2025

Exhibit 1 Agencies

GroupM Worldwide, LLC whether operating as itself or under one of the following business or trading names:

- WPP Media
- EssenceMediacom,
- Mindshare,
- OpenMind,
- Wavemaker.

WPP Media Holdings LLC, whether operating as itself or under one of the following business or trading names:

- Nexus Media Solutions,
- Midas,
- GroupM Motion Entertainment.

Choreograph LLC

GTB Agency, LLC

The Ogilvy Group, LLC d/b/a Eightbar

mSix Communications, LLC (whether operating as "mSix and Partners", "m/Six", "The & Partnership" or "T&Pm")

Plus any other agencies or business names as may be notified in writing by WPP Media Worldwide LLC.

Exhibit 2
Competitions, Sweepstakes or Prize Promotions

If and to the extent the IO refers to and / or the Campaign otherwise includes a competition, contest, sweepstake or similar prize promotion (a "**Prize Promotion**"), the terms of this Exhibit apply.

The legal responsibility and liability for the Prize Promotion, including without limitation its administration and the appropriateness / requirements for Prize Promotion rules, is Media Company's alone and Media Company shall be fully responsible for all Claims in connection with the same.

Media Company represents and warrants that: (1) it will conduct and administer the Prize Promotion in accordance with all Applicable Laws (including without limitation state-specific requirements) pertaining to the administration and delivery of Prize Promotions together with, if applicable, any specific rules or guidelines required by social media platforms and other publishers regarding the administration and delivery of Prize Promotions; and (2) it will not represent or imply that Advertiser or Agency is a sponsor, co-sponsor or otherwise responsible for the Prize Promotion.

If requested, Media Company shall provide, for Advertiser's review and approval, a copy of the Prize Promotion rules or terms drafted and published by Media Company in respect of the Prize Promotion. However, Media Company acknowledges that such review does not constitute an opinion as to the legal appropriateness or the adequacy of such rules or their manner of use.

To the extent the Advertiser has requested, in writing, that the Prize Promotion should involve an element of "**Data Capture**" (namely, the collection of User Volunteered Data to be used by the Advertiser for future marketing purposes) the provisions of section 12(b)(5) of this Agreement will apply and in any event Media Company shall ensure that: (1) appropriate disclosure and consent language is made conspicuously available to Users at the point of data collection; (2) Advertiser is given the opportunity to review and approve such disclosure and consent language (although such review / approval does not constitute an opinion as to the legal appropriateness or the adequacy of such language and / or consent mechanisms); (3) only the Personal Information of Users who have expressly consented to their Personal Information being shared with Advertiser is shared with the Advertiser; and (4) the Data Capture otherwise complies with Applicable Laws, including Data Protection Laws.

Media Company shall agree with the Advertiser an appropriately secure mechanism for the transfer of Personal Information from Media Company to Advertiser. Personal Information will not be transferred to or via the Agency.

Exhibit 3
Influencers / Talent / Native Advertising

To the extent the Campaign involves Media Company's engagement of any influencers, content creators or other talent (to provide any content or services including Custom Material for the Campaign) and / or any native advertising or similar or related products or services, Media Company will comply with all Applicable Laws concerning native advertising practices and influencer marketing and, in particular, will:

1. unless expressly specified otherwise in the Term Sheet, be responsible for contracting with the influencers, content creators, or talent involved in the Campaign ("**Influencers**") to perform the services described in the Term Sheet or IO;
2. ensure Influencers:
 - (i) incorporate all hashtags and other necessary disclosures as may be required by the Advertiser and / or to comply with Applicable Law or social media platform requirements in all social media and other communications published, distributed or otherwise communicated as part of or in connection with the Campaign and / or at the direction of the Advertiser ("**Communications**");
 - (ii) comply with all relevant Federal Trade Commission ("**FTC**")'s Guides (as updated / amended) and associated guidance published by the FTC, as well as influencer guidelines provided by Agency or Advertiser (collectively, the "**Guides**"); and
 - (iii) do not act in any way likely or intended to damage or disparage the goodwill or reputation of Advertiser or its products or services.
3. obtain Advertiser's prior written approval before publication of any Communications, it being understood that such approval shall not limit Media Company's obligations;
4. act in accordance with the agreed Term Sheet and the highest of industry standards, together with any requirements communicated by Advertiser with respect to its recruitment, selection, and monitoring of Influencers engaged in connection with this Agreement;
5. implement guidelines, rules and protocols for reviewing and monitoring Influencer activities and Communications throughout the Campaign term, and implement an appropriate system to address problematic Communications and to notify Advertiser and Agency of same;
6. ensure that neither Media Company nor any Influencer will speak about or refer to Advertiser, without disclosing that Advertiser paid for the Influencer's services;
7. if applicable, comply with the FTC Enforcement Policy Statement on Deceptively Formatted Advertisements and Native Advertising: A Guide for Businesses;
8. ensure all native disclosures are clear and conspicuous and allow Advertiser (without limiting Media Company's obligations) the right to approve all native advertising disclosures; and
9. take any other actions or steps to ensure compliance with Applicable Laws and the Guides, including, without limitation, termination of any non-compliant Influencer's participation in the Campaign.

Notwithstanding the termination rights specified elsewhere in this Agreement, Media Company's failure to cure any breach of the requirements set forth in this Exhibit, within 24 hours of receiving notice from Agency or Advertiser, shall be considered an irremediable material breach, entitling Agency (on behalf of Advertiser) to terminate the Agreement pursuant to Section 5(b)(1).

All advertorials, native advertising, sponsorship of any content, or any other content provided to or with which the Advertiser is to be associated in any manner, that is provided by or through the Media Company shall be deemed to be Custom Materials and the relevant terms of this Agreement shall therefore apply to such Custom Materials.

Exhibit 4
Emails / Newsletters / Electronic Communications

If and to the extent the Campaign involves Media Company sending emails, electronic newsletters or other electronic communications, including text messages ("**Electronic Communications**"), which mention or refer to the Advertiser in any manner, Media Company shall ensure that the content and the sending of such Electronic Communications complies in all respects with Applicable Laws including to the extent applicable, but not limited to: the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (the "**CAN-SPAM Act**") and the Telephone Consumer Protection Act ("**TCPA**") and all rules under the TCPA. Such measures shall specifically include but shall not be limited to:

- (i) clearly identifying the Electronic Communication as an advertisement;
- (ii) ensuring each recipient has "opted-in" to receiving Electronic Communications from Media Company and its advertisers (Media Company will provide Agency with proof of such opt-in upon request);
- (iii) ensuring the Electronic Communication message explicitly states why the recipient is receiving the communication (e.g. "you are receiving this because you asked XYZ magazine to send you information...");
- (iv) ensuring the Electronic Communication contains all appropriate removal mechanisms required by the Applicable Laws to allow the recipient to opt-out of receiving similar communications and such mechanisms are clearly and conspicuously displayed and fully functional;
- (v) providing Agency with written confirmation that opt-out requests are and will be complied with in a timely fashion;
- (vi) ensuring the subject line of the Electronic Communication is not misleading;
- (vii) ensuring Media Company has suppressed Advertiser's "Do Not Email" list before any mailings are performed; and Media Company includes Agency and Advertiser on a "seed" list for testing prior to the actual "drop" of the Electronic Communication, and on the list for the actual (non-test) communication.

Without limiting its other rights and remedies, Advertiser shall not be required to pay for any Electronic Communication (or related Deliverables) sent in violation of this Exhibit and shall be entitled to a makegood email drop (at no charge) that satisfies all the terms of this Exhibit.

Exhibit 5
Lead Generation Terms

This Exhibit governs the collection of prospective customer contact information ("**Leads**") by Media Company on behalf of Advertiser. Capitalized terms which are not defined in this Exhibit, will have the meanings given elsewhere in the Agreement.

1. TERM SHEET

- a. Prior to commencing a Campaign for Lead Generation Services, the parties will agree a Term Sheet in the format provided by the Agency which will specify:
 - i. the intended use of the Leads by Advertiser ("**Lead Generation Purpose**");
 - ii. the description of what constitutes a valid Lead ("**Lead Definition**") including any requirements for Leads to be unique to Advertiser ("**Lead Exclusivity**") and / or for Leads to have been generated within a specific time frame ("**Lead Age**");
 - iii. the acceptable methods Media Agency may use to acquire Leads ("**Lead Sourcing**");
 - iv. the exact information to be shared by Media Company with Agency and Advertiser for each Lead ("**Lead Information**");
 - v. the checks against Lead Information ("**Lead Validation**") and against do not contact lists ("**Lead Suppression Lists**") that must be undertaken by Media Company before sharing any Lead Information with Advertiser; and
 - vi. the method of sharing the Lead Information with Advertiser ("**Lead Transfer**").
- b. Once the parties have signed or otherwise approved the Term Sheet, Media Company will undertake to generate Leads for Advertiser as described in the Term Sheet.

2. DATA PROTECTION

- a. Media Company will send Lead Information (including User Volunteered Data comprised therein) directly to Advertiser in accordance with the agreed Lead Transfer details. Media Company will not otherwise send or make available any Personal Information to Advertiser or Agency.
- b. Agency and Advertiser will not send or make available any Personal Information to Media Company, other than a Lead Suppression List provided by Advertiser as agreed in the Term Sheet.
- c. If requested, Media Company will sign an appropriate data protection agreement with Advertiser (or with Agency on behalf of Advertiser) and will process all Personal Information (including without limitation the Lead Suppression List and the Lead Information) in accordance with any such data protection agreement.
- d. Notwithstanding the terms of any data protection agreement signed by or on behalf of the parties, Media Company warrants that:
 - i. it has obtained all necessary consents and permissions from data subjects / consumers to allow the Lead Information to be collected, shared with and used by Advertiser for the Lead Generation Purpose;
 - ii. it can provide evidence of applicable consent or permission if required by Agency or Advertiser;
 - iii. it maintains an appropriate privacy policy and privacy disclosures in order to comply with Applicable Laws, including Data Protection Laws;
 - iv. it has been granted affirmative and verifiable consent from each individual whose Personal Information comprises the Lead to collect their Personal Information and disclose it to Advertiser for use in connection with Advertiser's future marketing of its products / services;
 - v. it has not obtained any Leads using fraudulent, deceptive, or misleading means or any means that violate any Applicable Law;
 - vi. it shall not gather Leads on any website or other property that is not expressly disclosed to and been approved by Agency / Advertiser;
 - vii. it will cooperate with Advertiser or received directly from data subjects, in relation to any requests from data subjects / consumers to access or delete their Personal Information or to otherwise exercise their rights under Data Protection Laws; and
 - viii. to the extent Media Company engages Third Parties to be involved with generating Leads, it ensures those Third Parties comply with the requirements of this section (d).

3. REPORTING AND PAYMENT. Notwithstanding anything to the contrary stated elsewhere in this Agreement, payment for lead Generation Services will be as follows:

- a. By the second business day of each calendar month during the Campaign term, Media Company shall provide Agency with a report confirming the number of Leads generated and shared (to Advertiser) in the preceding month which are due for billing. This report will

be reviewed by Agency and Advertiser against the Lead criteria set out in the Term Sheet. Agency and Media Company will work together in good faith to investigate any Leads identified as not meeting the Lead criteria.

- b. Neither Agency nor Advertiser shall be obliged to pay for Leads which do not meet the Lead criteria.
 - c. Media Company shall invoice in accordance with the payment schedule specified in the IO or monthly, if no payment schedule is specified. Agency will pay Media Company's undisputed invoices in accordance with the Terms.
4. Media Company represents and warrants that Lead Information will: (1) be accurate, complete and true to the best of its knowledge; and (2) be generated in compliance with Data Protection Laws.
5. Media Company will indemnify Advertiser and Agency and keep them fully and effectively indemnified and held harmless from and against all Claims which are due to Media Company's breach of any warranty specified at sections 2 and 4 of this Exhibit.
6. **TERMINATION.** Notwithstanding the termination provisions included elsewhere in this Agreement:
- a. Agency, on behalf of Advertiser, may terminate any Lead generation element of the Campaign upon giving least 30 days written notice to Media Company, provided that Agency (on behalf of Advertiser) shall pay Media Company for all Leads generated in accordance with this Agreement, as of the effective date of termination.
 - b. The following shall be considered a material breach entitling the Agency (on behalf of Advertiser) to terminate the Agreement unless remedied within the timescales specified at Section 5(b)(1): (i) there is insufficient generation of Leads; (ii) the quality of Leads is unsatisfactory or insufficient (ie Leads consistently fail to meet the Lead Definition); and / or (iii) Media Company otherwise fails to perform in accordance with the terms of this Exhibit. In such cases, Agency shall not make any further payments to Media Company and is entitled to a full refund for any unused or unsatisfactory Leads.
7. Confidential Information includes all Lead information and Lead Suppression Lists.

Exhibit 6
Custom Content Terms

This Exhibit 6 sets out the additional terms governing Media Company's development of Custom Material for publication and delivery by Media Company as part of the Campaign unless to the extent the parties have signed a separate custom content addendum referring to the IO / Campaign. For the avoidance of any doubt, if Campaign involves: (a) Competitions, Sweepstakes or Prize Promotions, the terms of Exhibit 2 shall also apply; and (b) Influencers / Talent / Native Advertising, Exhibit 3 shall also apply.

1. In accordance with this Exhibit, Media Company will develop the Custom Material as described in the applicable Term Sheet, and will deliver Custom Material as confirmed in the Term Sheet and IO.
2. Media Company will develop Custom Material in accordance with Advertiser's reasonable instructions and requirements, conforming to all specifications and descriptions detailed in the Term Sheet or otherwise pre-agreed with the Media Company, including via email (the "Specifications").
3. Media Company will perform all typical pre-production, production and post-production services with respect to the development and delivery of the Custom Material.
4. Advertiser will supply all Ad Materials required for the Custom Material on or before the Asset Delivery Deadline confirmed in the Term Sheet.
5. Media Company will deliver the draft Custom Material to Advertiser, for approval, on or before the Approval Deadline confirmed in the Term Sheet.
6. Unless expressly confirmed in the Term Sheet, Media Company shall not use generative artificial intelligence to create, including as part of the production process, Custom Material. To the extent the Term Sheet confirms that Media Company is permitted to use artificial intelligence, Media Company shall:
 - a. only use artificial intelligence tools in a secure, private mode, ensuring that all Agency and Advertiser Confidential Information, data and Ad Materials provided to Media Company by or on behalf of Advertiser for inclusion in the Custom Materials are secure, used solely for the benefit of the Advertiser and for the performance of the Agreement and, specifically, shall not be used to train the underlying technology or for any models / agents Media Company (or the technology provider) may have developed for itself or for any other person;
 - b. not use public versions of artificial intelligence technology or tools;
 - c. not enter third-party owned content, data or other materials into artificial intelligence technologies, without permission to do so from the relevant third party rights holder;
 - d. prior to sharing with the Advertiser for approval, review all outputs of the artificial intelligence technology, intended for inclusion in Custom Material, to check for hallucinations and / or infringement of third party rights and resolve all defects by: (i) removing and / or correcting hallucinations from the draft Custom Material; and / or (ii) obtaining clearances as may be required from relevant third parties or removing the infringing (or uncleared) items;
 - e. defend, indemnify, and hold harmless Advertiser and Agency against any and all third party claims, demands, suits, or proceedings threatened or asserted against Advertiser or Agency arising in any way due to Media Company's failure to comply with this Section 6.
7. Advertiser will confirm its approval of or (if it does not approve) its comments on the draft Custom Material on or before the Approval Confirmation Date, as confirmed in the Term Sheet or otherwise agreed. Failure to do so may be interpreted as the Advertiser's acceptance and approval of the draft Custom Material.
8. If Advertiser does not approve draft Custom Material, it shall endeavor to provide written details of required changes which, if made, would mean its approval would be given. Provided such changes are consistent with the Specifications, Media Company shall (subject to legal or regulatory restrictions) accommodate Advertiser's request, at no additional cost, to ensure Custom Material is available and suitable for publication and delivery on the Campaign start date. If Advertiser requests changes to draft Custom Material which are outside of the Specifications, Advertiser accepts that additional production costs may be payable, and that the Custom Material may not be available for delivery on the Campaign start date. In such circumstances, subject to agreement on production costs, Media Company shall use all reasonable endeavors to revise the Custom Material to enable distribution for the Campaign on or as soon as possible to the Campaign start date or other agreed distribution date.
9. Media Company will not amend approved Custom Material.

10. As is confirmed in the Term Sheet:

a. EITHER, Custom Material will be owned by Advertiser as a work-for hire (as defined under U.S. copyright law) and to the extent any part of the Custom Material is not considered to be a work for hire, Media Company irrevocably and unconditionally assigns to Advertiser, with full title guarantee (in perpetuity and by way of present assignment of future rights), the entirety of all rights, title to and interest in the Custom Material, wherever such rights and interest may exist in the world, including any amendments and extensions thereto. Accordingly, Advertiser is (and its 3rd party licensees are) entitled (but not obliged), at its sole discretion, and without any requirement to make further payment to Media Company, to use and exploit the Custom Material and any secondary, derivative, or ancillary material relating thereto, in any media whether now known or developed in the future, anywhere in the world, without restriction; OR

b. The Custom Material and all intellectual property rights therein (excluding anything which constitutes Ad Materials) will belong to Media Company, who grants Advertiser a royalty-free, worldwide, exclusive license during the "License Term" confirmed in the Term Sheet, which license will permit Advertiser (and Agency on behalf of Advertiser) to reproduce, store, adapt, distribute and publicly communicate the Custom Material on the "Approved Platforms" confirmed in the Term Sheet during the License Term. The fact that all or any part of the Custom Material remains on public display or in circulation on Approved Platforms after the License Term, shall not give rise to any claim by Media Company or any third party against Advertiser or Agency. In addition, both during and after the License Term, Advertiser and Agency shall have the right to use the Custom Material for non-public corporate, archival, historical, or other internal purposes, as well as industry awards and publicity related thereto. Media Company also grants Advertiser (and Agency on behalf of Advertiser) a license to use Media Company's name, trademark, logo and other indicia, solely in connection with the Custom Material during the License Term. Media Company will cooperate with any reasonable request from the Advertiser to extend the License Term.

11. Media Company's right to use Ad Materials (including as part of and as incorporated in Custom Material) outside of delivering the Campaign in accordance with this Agreement, is only permitted if confirmed in the Term Sheet.

12. Payment of the Production Fee represents the entire payment responsibility of Advertiser / Agency for development and production of the Custom Material. Any overage, expense or expenditure beyond the Media Company's planned production budget shall be Media Company's sole responsibility, and neither Advertiser nor Agency are responsible for such overages.

13. Notwithstanding the assurances provided elsewhere in this Agreement, Media Company represents, warrants and undertakes that:

a. if Custom Material (excluding Ad Materials) includes a Third Party contribution (including any persons featured therein), it will obtain all necessary permissions and waivers in order to include such contribution in the Custom Material, and to use and grant the rights in respect of the Custom Material in accordance with this Agreement, and, therefore, neither Agency nor Advertiser will need to obtain or pay for any Third Party permissions or consents for the use and exploitation of the Custom Materials in accordance with this Agreement;

b. the Custom Material will: (i) be accurate, complete and true; (ii) subject to Sub-section 13(a), above, be Media Company's own original creation and will not have been copied; (iii) not be defamatory; and (iv) notwithstanding Advertiser's responsibilities specified at Section 15, below, comply with Applicable Laws; and (v) not contain viruses, bugs, harmful codes or any other form of defect or contamination which will cause damage to or otherwise impair any digital platforms on which Custom Material may be delivered pursuant to the exploitation of the rights granted herein; and

c. Unless expressly specified on the Term Sheet as being Advertiser's responsibility, Media Company will be responsible for all payments in respect of talent featured in, or otherwise involved in the development of, the Custom Material, including without limitation any payments as may be required by any applicable unions or agreements with unions, so as to enable both the development of the Custom Material and its exploitation as envisaged by this Agreement. Media Company is fully responsible for determining if payments are required under any relevant union agreements applicable to Media Company and / or talent, and for managing such payments.

14. Media Company is not responsible for any part of the Custom Material which constitutes Ad Materials, unless, in breach of this Agreement, Media Company edits or changes Ad Materials without Advertiser's approval.

15. Advertiser is responsible for ensuring that when it approves Custom Material: (i) such approved Custom Materials complies with Applicable Laws which are specific to the Advertiser's products, services or industry; and (ii) any advertising claims included in such Custom Materials which refer to the Advertiser or to Advertiser's products, services or brand, can be substantiated.

16. Media Company will comply with non-compete and exclusivity requirements specified in the Term Sheet and, if the Term Sheet so specifies, shall not produce content similar or related to the Custom Material during the Restrictive Period for any Competitor. To the extent the Campaign includes Influencer activities, Media Company shall also require that Influencers will not, during the Restrictive Period, accept a materially similar engagement with any Competitor.



These Terms were last updated June 2025

17. Termination / Cancellation. Notwithstanding the termination rights specified elsewhere in this Agreement, Media Company's failure to provide Custom Material which complies with the Specifications constitutes a material breach which if not remedied entitles Agency (on behalf of Advertiser) to terminate this Agreement for cause, pursuant to Section 5 of the Terms.

Exhibit 7
Beacons – Media Company's use of technology on Advertiser web properties

- A. Media Company may only use Beacons to the extent and in the manner expressly approved by Advertiser. If Advertiser has given its approval to Media Company's use of Beacons, Media Company must comply with Advertiser's requirements and must –
- i. Unless otherwise approved, in writing, by Advertiser and recorded on the IO, only use Beacons to measure conversions on an Advertiser website and for tracking activities related to targeting of Advertiser Ads by Media Company to Users of Sites, in each case, solely for the benefit of Advertiser, and not for the benefit of Media Company, its other advertisers or any other party;
 - ii. disclose to Agency and Advertiser all details of data collected by the Beacons ("**Data**") including how long Media Company retains such Data, where it is stored, who it is shared with and / or accessible by, and how long its cookies will persist before automatically expiring;
 - iii. ensure Beacons, gather Data in accordance with, and otherwise comply with all Applicable Laws;
 - iv. implement commercially reasonable safeguards in the design and hosting of Beacons that are no less rigorous than accepted commercially reasonable Internet practices and shall describe such practices to Agency in writing and notify Agency immediately if it becomes aware of any security vulnerability associated with any Beacons;
 - v. in the event of a security vulnerability, immediately unless requested otherwise by Agency / Advertiser, remove all Beacons from the Advertiser website(s), suspend all activities related to the Beacons, and take any such measures as are appropriate under the circumstances until the vulnerability is remediated to Agency's and Advertiser's complete satisfaction;
 - vi. cause the Beacons, when delivered to any entity or any end user, to be free from any viruses, worm or other malicious or unauthorized code or feature, including without limitation, any such code or feature that prevents or interrupts the use of any website or other code that is intended to be used to delete, damage or disable the functionality of any website or other property;
 - vii. not load any computer program onto an individual's computer, including without limitation programs commonly referred to as adware or spyware; and
 - viii. during the Campaign term and for a period of 2 years thereafter, keep usual and proper records related to the Beacons and the Data and permit Agency or Advertiser, upon reasonable notice, to audit its records and systems for the purpose of verifying Media Company's compliance with this Exhibit.