

SERVICE-SPECIFIC AND THIRD PARTY LICENSOR PROVISIONS

Services

Claritas 360 Data Insights/Directory

Claritas 360 MyBestSegments

Claritas Consumer Profiles Complete (includes Nielsen TV and GfK MRI Data)

Flat File Deliverables Containing:

- GfK MRI Data
- Nielsen DMA®
- Nielsen TV Profiles
- Segment Distributions
- ZIP Code Level Boundary Data (includes TomTom)

Third Party Licensors

Environics Analytics Inc.

TomTom North America, Inc. ("TomTom")

The Nielsen Company (US), LLC ("Nielsen")

GfK Mediamark Research & Intelligence, LLC ("GfK MRI")

The provisions below apply to licenses for the Services and Third Party Licensor data, as indicated:

Claritas 360 Data Insights/Directory & Claritas 360 MyBestSegments (collectively, "Claritas 360")

The Claritas Solution Center provides telephone support to registered users, at no additional charge, from 9 am to 8 pm Eastern Time, excluding holidays and pre-holiday early closures. Claritas 360 has a defined operational period and will cease to function following the Term.

Claritas 360 & Segment Distributions

Licensee may use its knowledge of Claritas segments for the purpose of activating online advertising campaigns through any authorized platform offering Claritas segments as selection criteria; provided that Licensee may not (a) independently upload or onboard Claritas segments into an ad serving platform without a digital license grant; (b) export Claritas segments from Claritas 360, except as appended to individual consumer records or for coding its own consumer records pursuant to a Directory license; or (c) use segment assignments to (i) select geographies for online advertising, (ii) compile a directory or cross-reference file showing the unique one-for-one segment assignment for any geographic unit or household, or (iii) disclose a specific geography associated with a particular Claritas segment (e.g., linking ZIP Code to a specific segment), unless aggregated to include not less than 3 segments.

Environics Analytics Inc.

Retail Market Power is proprietary to Environics Analytics Inc., Claritas' Third Party Licensor, Copyright [YEAR]

Consumer Buying Power is proprietary to Environics Analytics Inc., Claritas' Third Party Licensor, Copyright [YEAR]

GfK MRI

GfK MRI data are proprietary to GfK MRI and must be cited as: "Source: GfK Mediamark Research & Intelligence LLC. DoubleBase [YEAR]."

Nielsen DMA® Boundary Data

Nielsen DMA® Boundaries Data consist of the boundaries of Nielsen DMA® regions within the United States. Nielsen is the sole and exclusive owner of the Nielsen DMA® Boundaries Data and the federally-registered mark "DMA" for use in connection with television viewer market research and analysis services, pursuant to 15 U.S.C. § 1065 and Federal Registration No. 1,157,555 ("Licensed Mark"). Any use of or reference to Nielsen DMA® data in Output must include attribution and Nielsen's Licensed Mark (e.g., "Boundary data source: Nielsen DMA® data, [current year]"). Licensee is otherwise prohibited from using the Licensed Mark and may not assign, sublicense, or otherwise transfer its license or rights hereunder.

Nielsen TV Profiles

Nielsen TV Profiles are proprietary to Nielsen and may be used solely in connection with Claritas segmentation.

TomTom (collectively, "TomTom data")

TomTom data, including boundary, street and/or centroid data, is proprietary to TomTom and is for Licensee's internal use. Licensee may not: use TomTom data for in-flight or drone navigation; in connection with any high risk systems or services critical to health, safety or security; to create a digital map database that includes road geometry and street names, routing attributes that enable turn-by-turn navigation, latitude/longitude of addresses and house numbers; or to provide competitive information about TomTom or its products to third parties. Claritas shall have the right to verify via audit Licensee's compliance with respect to the TomTom data.

U.S. Government: If Licensee is an agency, department, or other entity of the United States Government, or funded in whole or in part by the United States Government, then the use, duplication, reproduction, release, modification, disclosure or transfer of TomTom data and accompanying documentation, is restricted in accordance with the LIMITED or RESTRICTED rights as described in any applicable DFARS or FAR. In case of conflict between any of the FAR and/or DFARS that may apply to the TomTom data, the construction that provides greater limitations on the Government's rights shall control. Contractor/manufacturer is TomTom North America, Inc., 11 Lafayette Street, Lebanon, NH 03766-1445. Phone: 603.643.0330. TomTom data are ©2006-[current year] by TomTom. ALL RIGHTS RESERVED. For purpose of any public disclosure provision under any federal, state or local law, it is agreed that the TomTom data are a trade secret and a proprietary commercial product and not subject to disclosure. If Licensee is an agency, department, or other entity of any State government, the United States Government or any other public entity or funded in whole or in part by the United States Government, then Licensee hereby agrees to protect the TomTom data from public disclosure and to consider TomTom data exempt from any statute, law, regulation, or code, including any Sunshine Act, Public Records Act, Freedom of Information Act, or equivalent, which permits public access and/or reproduction or use of the TomTom data. In the event that such exemption is challenged under any such laws, this agreement shall be considered breached and any and all right to retain any copies or use the TomTom data shall be terminated and considered immediately null and void.

References to capitalized terms not defined herein are defined in the Information Services Agreement.