SERVICE-SPECIFIC AND THIRD PARTY LICENSOR PROVISIONS

**Services**
Claritas 360 Directory Insights
Claritas 360 MyBestSegments
Claritas 360 Quick Insights
Claritas Consumer Profiles Complete (includes Nielsen TV and GfK MRI Data)

**Deliverables Containing:**
- GfK MRI Data
- Nielsen DMA®
- Nielsen TV Profiles
- Segment Distributions
- ZIP Code Level Boundary Data (includes TomTom)
- TDLinx Market and Competitive Store Analysis Report

**Third Party Licensors**
Environics Analytics
TomTom North America, Inc. (“TomTom”)
The Nielsen Company (US), LLC (“Nielsen”)
GfK US, LLC (“GfK MRI”)

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

**Claritas 360 Directory Insights, Claritas 360 Quick Insights & 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.

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**Environics Analytics**
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Consumer Buying Power™ is proprietary to Environics Analytics Group Ltd. Copyright [YEAR].
GfK MRI
GfK MRI data are proprietary to GfK US, LLC, a Third Party Licensor, and must be cited as: “Source: GfK US, LLC. DoubleBase [YEAR].”

Nielsen DMA® Boundary Data
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Nielsen TV Profiles
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