

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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GfK MRI

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