324 MARKETING TERMS AND CONDITIONS OF SERVICE

These Digital Agency Marketing Services Standard Terms and Conditions (these "Terms and Conditions of Services") apply to digital agency marketing services (collectively referred to in these Terms and Conditions of Services as the "Digital Services") ordered by Client pursuant to the agreement (the "Agreement") to which these Terms and Conditions of Services are attached or referenced. Terms used but not defined in these Terms and Conditions of Services shall have the meanings given such terms in the Agreement.

The term for the Digital Services shall commence on the Start Date indicated in the Agreement and shall continue for the term of the applicable Digital Services contracted for by Client under the Agreement, which term shall be for a period of no less than six (6) months. The Agreement for Digital Services can be terminated by either party by written notice to the other for a date six (6) months or later after the Start Date (or the date Digital Services commence, if later) upon thirty (30) days' written notice delivered to the other party. After the expiration of the initial term for the Digital Services, the Agreement for such Digital Services shall continue on a month-to-month basis until terminated by either party upon thirty (30) days' written notice delivered to the other party. In the event the contracted minimum term is not met for a contracted service a fee equivalent to one month's service, contract minimum fee, will be invoiced and due based upon billing terms. The transition of assets and content created under the Agreement related to such Digital Services will occur as described in Section 14 upon payment of all fees including any applicable contract minimum fees.
If Client is a covered entity, as defined under the Health Insurance Portability and Accountability Act (HIPAA), (a) Client acknowledges and agrees that Client will immediately inform Provider in writing of such status, and (b) the terms and conditions of the HIPPA Business Associate Addendum shall also apply.

The terms and conditions of this Agreement are subject to periodic review and update by Provider in its sole discretion, which updates shall become effective as of the date posted, published or otherwise indicated by Provider.

Seller reserves the right to change the rates for the Digital Services at any time, subject to providing Client with sixty (60) days' prior written notice before the effective date of any such change. If there is an increase due to a change in scope or significant third party price increases, Seller will work with Client to evaluate features, costs and expected delivery dates. In the event of any such rate increase, Client has the right to terminate the affected Digital Services by providing Seller at least thirty (30) days prior written notice of termination of such Digital Services.

Definitions. For purposes of these Terms and Conditions of Services, these terms shall have the following meanings: (i) "Client" means the end user purchasing and obtaining Digital Services from Seller (Client is sometimes also defined or referenced in order forms for Digital Services as "Customer" or "Advertiser" or with similar references; all are considered as "Client" for purposes of these Terms and Conditions of Service); (ii) "Client Data" means data, content or information

to be accessed, used, or analyzed by Provider Parties while performing Digital Services, including but not limited to, Client online and mobile web site and social media content, and Client advertising or marketing materials, including, without limitation, content, text, photos, videos, illustrations, graphics, designs, audio and/or visual materials, recordings, links, trade names, trademarks, service marks, and other items and materials; source code or technical configurations of online or mobile sites; traffic analytics; marketing campaign goals or metrics; personal data or online or mobile identifiers (e.g., IP addresses, phone numbers, device identifiers, email addresses and cookies) related to individuals who may be consumers or visitors of Client sites; and any data, content, information, items or materials provided or made available to Provider Parties; (iii) "Seller" means the seller of Digital Services to Client (Seller is sometimes also defined or referenced in the Agreement and/or order forms for Digital Services as "Publisher" or "Provider" or with similar references; all are considered as "Seller" for purposes of these Terms and Conditions of Service); (iv) "Digital Services" means digital marketing services purchased by Client from Seller, which may include local SEO, Organic SEO, social media, paid media, web development, web maintenance, web hosting or other digital marketing services, certain of which are further described in Exhibit A attached to these Terms and Conditions of Services; and (v) "Provider Parties" means Seller and its subcontractors, suppliers and service providers (and their respective subcontractors, suppliers and service providers) providing Digital Services for or on behalf of Client.

These Terms and Conditions of Services are a binding contract. They contain important information regarding Client's legal rights and obligations to use the Digital Service(s). PLEASE REVIEW THESE TERMS AND CONDITIONS OF SERVICES CAREFULLY. Client is responsible for ensuring that Client's use of the Digital Service(s) complies with the terms, conditions, and policies set forth in, or otherwise incorporated into, or referenced in, these Terms and Conditions of Services. IF CLIENT FAILS TO COMPLY WITH THESE TERMS AND CONDITIONS OF SERVICES, PROVIDER HAS THE RIGHT TO TERMINATE ANY OR ALL OF THE DIGITAL SERVICE(S) PROVIDED TO CLIENT (AS WELL AS THE AGREEMENT OR ANY OR ALL OF THE OTHER SERVICES UNDER THE AGREEMENT) AS PROVIDED IN THE AGREEMENT. If Provider takes this action, it may do so immediately and without prior notice to Client.

Access and Use of Client Data.a. Tags. The Digital Services may involve the use of third-party cookies, pixel tags, web beacons, technologies, and other relevant tags and data sources (together, "Tags") to collect and use industry standard user information (which may include IP addresses and other device identifiers) gathered with respect to one or more of Client's owned and/or operated or affiliated websites (collectively, the "Sites"). Because Client is responsible for privacy policies on the Sites, Provider Parties providing Digital Services involving Tags [GG1] rely on Client to ensure that data collection through Tags and data usage complies with all applicable laws, rules, and regulations, including but not limited to applicable data/privacy laws, self-regulatory principles, guidelines, rules, and codes of conduct to which third parties providing services, platforms, and data as part of the Digital Services are bound (collectively, "Applicable Laws"). Client represents, warrants, and covenants that, with respect to each website, mobile app, or other digital property owned, operated, and/or controlled by Client, Client does, and

throughout the Term of the Agreement will: (i) prominently display and comply with a privacy policy that (A) fully, accurately, and clearly discloses that third parties use or may use cookies or other code or technology to collect user information on the Client Sites, and ads or other content may be served on third party sites based on user information collected on the Client Sites; (B) conspicuously enables or links to a page that enables the user to opt out of having data used for online behavioral advertising; and (C) otherwise complies with all Applicable Laws. Furthermore, where required by Applicable Laws, Client will deploy appropriate notices and functionality to obtain all authorizations and consents prior to the placing and using of Tags on the Sites, and Client shall cooperate with Provider Parties to provide any required opt-in or opt-out mechanisms consistent with Applicable Laws for the purpose of providing users of the Sites with information and choices. Client further represents, warrants, and covenants that it will not use the Tags on Sites that could lead to the collection through the Tags of sensitive information, including information that reveals the health, race or ethnicity, political affiliation, religion, or sexual orientation of Site users, or information that is regulated under the Health Insurance Portability and Accountability Act, the Gramm-Leach Bliley Act, the Children's Online Privacy Protection Act, the Video Privacy Protection Act, or similar state laws.b. Client hereby authorizes Provider Parties to access and use Client Data for the purpose of providing Digital Services. Client further authorizes Provider Parties to use and share information collected through the Tags in accordance with subsection (a). Client represents and warrants that such Digital Services, and access, use, and sharing by Provider Parties, is permitted by law and conforms to the Client's own contractual obligations and privacy notices. Each Provider Party will use commercially reasonable efforts to maintain the confidentiality of Client Data accessed by the Provider Party. However, notwithstanding any other provisions in these Terms and Conditions of Services, Provider Parties may share user information collected through the Tags for purposes of online behavioral advertising.

Ownership and License Rights. Client represents and warrants to Seller and the other Provider Parties that it owns, licenses, or otherwise has all rights to the Client Data submitted or made available by Client to Provider Parties necessary for the Provider Parties to provide the Digital Services (including, but not limited to, all text, data, still pictures, illustrations, graphics, designs, other visual and/or audio materials, trade names, trademarks, service marks and metadata, and including all data, content, information, items or materials provided or made available to Provider Parties). Client further represents, warrants and agrees that the Client Data (i) contains no defamatory, libelous, disparaging, illegal or fraudulent material, and (ii) does not violate or infringe any right of privacy or publicity, or any intellectual property, proprietary or other rights of any third persons.

INDEMNIFICATION. CLIENT REPRESENTS AND WARRANTS TO SELLER AND THE OTHER PROVIDER PARTIES THAT CLIENT DATA, ACCESS PROVIDED TO CLIENT DATA, AND USE OF CLIENT DATA IN CONNECTION WITH DIGITAL SERVICES, COMPLIES WITH ALL LAWS AND SHALL NOT GIVE RISE TO A CLAIM BY A THIRD PARTY OR GOVERNMENT REGULATORY AUTHORITY FOR ANY REASON, INCLUDING, WITHOUT LIMITATION, FRAUD, MISREPRESENTATION, DEFAMATION, TRADE DISPARAGEMENT, PRIVACY VIOLATIONS, VIOLATION OF ANY LAW, RULE, OR REGULATION, OR INFRINGEMENT OF

ANY INTELLECTUAL PROPERTY OR PROPRIETARY RIGHTS (COLLECTIVELY “THIRD PARTY CLAIMS”). CLIENT AGREES TO DEFEND, REIMBURSE, PAY, INDEMNIFY AND HOLD PROVIDER PARTIES, THEIR RESPECTIVE PARENTS, SUBSIDIARIES AND AFFILIATES, AND THEIR RESPECTIVE OFFICERS, DIRECTORS, OWNERS, MANAGERS, MEMBERS, EMPLOYEES, REPRESENTATIVES, AGENTS, CONTRACTORS, SUBCONTRACTORS, SUCCESSORS AND ASSIGNS HARMLESS FROM AND AGAINST ANY LIABILITIES, LOSSES, DAMAGES, JUDGMENTS OR CLAIMS AND ALL COSTS AND EXPENSES, INCLUDING WITHOUT LIMITATION ATTORNEYS’ FEES AND COSTS, INCURRED IN CONNECTION WITH ANY ACTION, SUIT, CLAIM OR PROCEEDING OF WHATEVER NATURE THREATENED OR BROUGHT AGAINST ANY PROVIDER PARTIES ARISING FROM (I) ANY OF THE CLIENT DATA, INCLUDING, WITHOUT LIMITATION, THE ACCESS AND USE OF CLIENT DATA, OR (II) VIOLATION BY CLIENT OF ANY APPLICABLE LAW, ORDINANCE, RULE OR REGULATION, OF ANY STATE, CITY, PROVINCE, POLITICAL SUBDIVISION OR OTHER GOVERNMENTAL BODY.

DISCLAIMER. CLIENT AGREES AND ACKNOWLEDGES THAT THE PROVIDER PARTIES HAVE NOT MADE ANY REPRESENTATIONS OR GUARANTEES REGARDING THE EXPECTED BENEFITS, PROFITABILITY OR EFFECTIVENESS OF THE DIGITAL SERVICES, NOR CAN THEY DO SO. THE DIGITAL SERVICES ARE PROVIDED “AS IS” WITHOUT ANY REPRESENTATIONS OR WARRANTIES OF ANY KIND. THE PROVIDER PARTIES DISCLAIM ALL WARRANTIES WHETHER WRITTEN OR ORAL, EXPRESS, IMPLIED OR STATUTORY, INCLUDING BUT NOT LIMITED TO ANY IMPLIED WARRANTIES OR CONDITIONS OF MERCHANTABILITY, NON-INFRINGEMENT, TITLE OR FITNESS FOR A PARTICULAR PURPOSE OR ARISING FROM A COURSE OF DEALING OR USAGE OF TRADE. THE PROVIDER PARTIES DO NOT WARRANT, REPRESENT OR GUARANTEE THAT THE DIGITAL SERVICES WILL BE AVAILABLE, UNINTERRUPTED, ERROR-FREE OR SECURE.

THE PROVIDER PARTIES HAVE NO CONTROL OVER THIRD PARTIES, INCLUDING SEARCH ENGINE RANKING COMPANIES, SOCIAL MEDIA OUTLETS, BRAND REPUTATION OR PUBLIC RELATIONS OUTCOMES AND FULLY DISCLAIM ALL LIABILITY FOR ANY ACTIONS TAKEN BY ANY THIRD PARTIES. CLIENT REMAINS RESPONSIBLE FOR ALL ASPECTS OF LEGAL COMPLIANCE WITH RESPECT TO ITS SITES AND PROVIDER PARTIES ACCEPT NO RESPONSIBILITY FOR ANY FAILURE OF A SITE TO MEET ANY LEGAL REQUIREMENT.

LIMITED LIABILITY. PROVIDER PARTIES SHALL NOT BE LIABLE TO CLIENT FOR ANY LOST REVENUE, LOST BUSINESS, LOST PROFITS OR ANY INCIDENTAL, SPECIAL, PUNITIVE OR CONSEQUENTIAL DAMAGES RELATED IN ANY WAY TO THE DIGITAL SERVICES, EVEN IF CLIENT HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. PROVIDER PARTIES SHALL NOT BE LIABLE OR OBLIGATED WITH RESPECT TO ANY SUBJECT MATTER RELATING TO THE DIGITAL SERVICES, THESE TERMS AND CONDITIONS OF SERVICES, OR UNDER CONTRACT, NEGLIGENCE, STRICT LIABILITY OR ANY OTHER LEGAL OR EQUITABLE THEORY, FOR ANY AMOUNTS IN EXCESS OF

THE AGGREGATE OF THE AMOUNT PAID OR DUE TO SELLER FOR THE DIGITAL SERVICES DURING THE SIX (6) MONTH PERIOD PRIOR TO THE CLAIM.

Each party acknowledges that in order to perform the Digital Services, the parties may provide to each other or a party may be exposed to certain confidential information of the other party, including but not limited to, the identity of customers, business plans, and marketing strategies, and any other information identified by a party as confidential, or information that a reasonable person would understand to be confidential under the circumstances. Each party will take all reasonable steps necessary to protect the other party's confidential information disclosed to it from improper disclosure. Each party will keep all such information confidential and shall not reveal, share or provide any such confidential information to or with a third party without the prior, express written consent of the other party. The obligations of this provision shall not apply to information which (i) is in the receiving party's possession before receipt from the other disclosing party; (ii) is or becomes a matter of public knowledge through no fault of the receiving party; (iii) is rightfully received by the receiving party from a third party without a duty of confidentiality; (iv) is independently developed by the receiving party; or (v) is disclosed by the receiving party under operation of law provided the receiving party gives the disclosing party prompt notice of the requirement to disclose and the opportunity to contest such disclosure. Client agrees that during the provision of Digital Services under these Terms and Conditions of Services and for a period of one (1) year after the expiration or termination of these Terms and Conditions of Services, Client will not, except with prior written approval of Seller, directly or indirectly, individually or as part of or on behalf of any other person, company, employer or other entity, hire or attempt to solicit for hire any persons who have been or are employed by the Seller or its affiliates.

Unless Client expressly declines (opts out), Client hereby grants to Provider Parties a worldwide, nonexclusive, non-transferable, fully-paid license to display Client's name, trademarks, and logos for the sole purpose of identifying Client as a customer and promoting Provider Parties' services.

Fulfillment Considerations.

a. Provision: Digital Services are as provided by the Provider Parties from time to time in the ordinary course of the applicable Provider Party's business, or for custom Digital Services, based on a custom strategy agreed to in writing by Seller and Client for the applicable Digital Services.
b. Changes: Performance of and deliverables for a Digital Service may change at Provider Parties' sole discretion to accommodate current changes in technology, algorithms, and/or Client market conditions.
c. ADA Compliance: Unless specifically agreed in writing between Seller and Client, Client acknowledges and agrees that Provider Parties do not produce, and are not responsible for the production of, Americans with Disabilities Act ("ADA") compliant websites or other deliverables in any way, and have made no representations and warranties (and specifically disclaim any representations and warranties) that any websites, webpages, or other deliverables will be ADA

compliant. ADA compliance rests solely with the Client and Client agrees to indemnify, defend and hold Provider Parties harmless against any liabilities, costs and expenses arising from the allegation of any non-compliance claims. ADA services may be separately and specifically contracted from Seller, which includes third-party software for features intended to assist individuals with disabilities that help achieve compliance; provided, however, this software is not warranted in any manner by the Provider Parties, and the Provider Parties do not guarantee compliance with ADA. If ADA services are contracted from Seller, Provider Parties may provide contracted services such as: configuration and implementation; initial assessments and monthly recap utilizing software scans; and custom consulting services for specific ADA based objectives.

d. Paid Services: Provider Parties do not guarantee position, consistent positioning, or specific placement for any particular PPC keyword, phrase or search term. Seller strives to spend the monthly budgeted amount for paid services; however, due to auction/market conditions, geographic targets, campaign targets, and/or timing of campaign configuration and approval, the exact dollar amount for the budgeted spend may not be achieved each month. Refunds and credits are not available for individual campaigns, ad sets, ad groups, or monthly spend targets as overall objectives and life-time budgets are managed at the account level. Spend is reconciled monthly with communication to Client if there is an under or overspend condition of more than $250.00 USD on recommendations intended to achieve campaign targets.

e. Web Services: Client is solely responsible for the quality and performance of Client's website, including all Client Data. In no event will Provider Parties be liable to Client or any third party for any lost revenue, lost business, lost profits or any incidental, special, punitive or consequential damages related in any way to Client's website or webpages, including, without limitation the operation or inoperability thereof.

f. Hosting Services: Provider Parties use commercially reasonable measures to safeguard the availability of data via backups, redundant equipment and redundant services with any provided hosting services; however, Provider Parties cannot and do not guarantee uptime, and are not liable in any manner for any lost revenue, lost business, lost profits or any incidental, special, punitive or consequential damages related in any way to website downtime, data loss or data breaches. Client acknowledges that Client is solely responsible for data integrity and data backup, and agrees to hold Provider harmless against claims related to lost or damaged data.

g. First Party Data Services: Client must adhere to privacy policy and consent management as defined in 5.a Tags prior to the deployment of any Tags, or utilization and access to first-party data. This service does not include re-marketing services such as paid media, audience extension, or email drip marketing, but may provide the data to facilitate those campaigns. The cost of this service is based on the volume of website visitors and expected resolutions. The Provider will perform platform usage audits, and if the monthly resolutions do not align with the contracted service level for two consecutive months, the monthly charges will be adjusted accordingly with Client notification to ensure the service level aligns with the resolution volume.

h. Email Marketing: The Client shall ensure that any email addresses and associated personal information provided by or on behalf of the Client to the Provider for use in connection with email marketing services has been collected in accordance with and maintains adherence to applicable laws. All content provided is owned by Client per Section 6.

i. Consent Management Platform: The Client is responsible for their privacy policy and for actively managing their Consent Management Platform including user data subject requests and compliance configuration.

Upon termination of these Terms and Conditions of Services, content, assets, and account access transition will be determined based upon the Digital Services delivered and term completion status per the following:

a. Organic Services: All content and content linking created by Provider Parties and residing on the Client's website are considered owned by the Client only upon payment in full for the Digital Services. All content and content linking created for the Client residing on non-Client websites will no longer be actively managed and the content will expire based upon the policy, process, and procedure of each website. Standard services such as Google Analytics, Google Webmaster Tools, etc. utilized to manage organic deliveries will have administrative access transitioned to the Client upon termination and payment in full.

b. Social Services: All content created by Provider Parties and posted on the Client's social pages are considered owned by the Client only upon payment in full for the Digital Services. Standard social services such as Facebook, Twitter, Google My Business, etc. utilized to manage social deliveries will have administrative access transitioned back to Client upon termination and payment in full.

c. Web Services: The website structure and logic specifically developed for the Client and content created by Provider Parties and residing on the Client's website are considered owned by the Client only upon payment in full for the Digital Services. The Client website(s) hosted and maintained by Provider Parties require web hosting or web maintenance services to keep the website(s) active. If there is no agreement for these services and payment for such services has been made, Seller, upon request from Client, will provide Client with an electronic copy of the content created by Provider Parties; however, transition services are subject to separate additional fees.

d. Paid Services: Upon payment in full for all Digital Services ordered by Client, advertising content created by Provider Parties and posted for the Client along with performance data is considered owned by the Client. Campaign structures and all related campaign configuration data is not transferable.

e. First Party Data Services: Upon payment in full for all Digital Services ordered by Client, data processed and resolved for the Client will be provided to Client. Upon termination deployed tags and consent management deployed for this service will be removed from Client's website.

f. Email: All content and designs created by Provider Parties and residing on the Client's Email Service Provider (ESP) are considered owned by the Client, and the ESP utilized to manage email marketing deliveries will have administrative access transitioned to the Client upon termination and payment in full.

g. Consent Management Platform: Upon termination the Provider consent management platform will be removed from the Client's website.

If Digital Services are obtained on behalf of Client by an advertising agent or other agent for Client, said agency represents and warrants that it is authorized to enter into these Terms and Conditions of Services and any related agreements on behalf of its Client and bind such Client. It is further understood and agreed that the Client is liable for all payment and other obligations

under these Terms and Conditions or Services and any related agreements jointly and severally with such agency.

Exhibit A

Description of Digital Services

The Digital Services offered by or through Seller may include any of the following services, the availability of which shall be determined by Seller in its sole discretion, from which a Client may select, depending on such Client's needs. Such Digital Services may be modified from time to time by the Provider Parties.

Local Search Engine Optimization ("SEO") – Per Location. Designed for mobile and tablets to improve the Client's reach and relevance within Google My Business / Maps so Client's businesses can be found when people are on the go. Service includes claiming and verifying location listings, merging duplicate listings, building diverse citations (Top Tier, Niche-Geo and Aggregator Syndication), enhancing citation listings (by adding descriptions, photos), conduct social media scan for customer reviews and recommend best practices, conducting a website scan for Local SEO signals and making appropriate recommendations and measuring results with baseline and/or monthly reporting.

Organic SEO – Per Location, Product, & Solution – SEO and Schema-focused "on-page" optimization of a Client's organic presence to drive clicks to customer sites and conversions. Service includes onsite optimization, content creation, link building, and strategic services focused on website engagement and conversions.

Content – Per Location, Product, and Service – Involves the research, creation and optimization of onsite, blog content, or press releases. Written content is a tiered product (base, specialty or expert) and is based on the level of expertise needed to research and write the content. Services may include: content on boarding call, branded terminology, extensive keyword research, creation of the content, QA of content, and implementation of content (within common CMS).

Website Design/Redesign for marketing and lead generation purposes. Services include building a responsive design for desktop, mobile, and tablet. Services include building a responsive website built from a WordPress template, which may include: content site pages plus homepage (Client must supply content); if an eCommerce site, a product menu page and build landing pages with content for a number of products (Client must supply content, including stock photos and provide a merchant account); adding of Client provided content including logos, photos, description, menu of services; loading of an initial number of products (Client must supply data in provided template format); setup navigation; addition of Social Icons (Links and Feeds); and Call to Actions elements.

Website Maintenance and Hosting – Per Website. Website maintenance provides web services for site edits, software updates, and technical support. Website hosting services provide active management and a hosting environment for Client's website; including servers, networking, monitoring, intrusion scanning, and backups.

Social Media Services – Per Location, Product & Solution. Monitoring, managing, and engaging the Client's community through its social presence. Services may include: monthly content calendar including a number of posts per week, support for Facebook, Twitter, and Instagram; a number of custom images per month; Monday through Friday customer service monitoring; monthly boost budget; monthly contesting; active listening; support for LinkedIn or, Instagram or Pinterest; and monthly reporting.

Reputation Services – Per Location, Product and Service – Monitoring, and best practices on generating, listening and/or responding to reviews. Services may include: online dashboard access, email drip campaign to generate reviews, notifications of new reviews, management of review responses, and performance reporting.

Paid Media (Search & Social Marketing) – Per Location, Product & Solution. Service may include using a series of paid search providers in order to hit the goal of providing qualified leads or conversions, which may include all top search engines as well as social networks and ad networks; targeting Facebook users who are in Provider Parties' email opt-in program (as well as Client's) and the look-alike audience we have created that matches applicable Provider Parties' users' likes to drive leads. Specific options may include: search engine marketing (Google Ads); Facebook sponsored posts: Facebook video ads, click-to-website ads, and engagement ads (desktop & mobile); audience targeting using 1st party data, RTB, Search, and Social; retargeting using Google, Yahoo, Bing retargeting and Facebook retargeting (desktop).
Campaign Tracking – Per Implementation – Tracking is a fundamental component of a marketing campaign. Provider Parties follow best practices regarding measuring, managing, and optimizing towards conversions/ROI. In order to do this, tracking must be set up to help drive customer interaction. Setup fee may include:
Google Analytics configuration and implementation
Google Tag Manager configuration and implementation
Google Ads configuration and implementation
Facebook Ads configuration and implementation
Ecommerce Configuration (Advanced only)
3rd Party Integration (Advanced only)
Cross-Domain Tracking (Advanced only)
Call Tracking (2 numbers) (Advanced only, but can be purchased a la carte)
Custom Services – In addition to the Digital Services identified above, custom services are available that will be quoted and specifically approved by Client and Seller.

First Party Data Services – Services include installing a Tag on Client Sites where Provider will capture available data from express or implied consenting website visitors and process via a resolution process to provide a more comprehensive profile of the visitor for the purposes of

remarketing. Provider does not guarantee the resolution percentage. Client must adhere to privacy policy and consent management as defined in 5.a Tags.

Email – Assisting and advising the Client with their email marketing strategy. Designing, in consultation with the Client, email templates to be used in connection with email marketing lists and campaigns. Managing the Client's email marketing campaigns including sending emails to addresses in the Client's email marketing lists. Providing the Client with reports about these services detailing numbers of emails sent, opened emails, and returns.

Consent Management Platform – The Consent Management Platform consists of an implementation and a tool that is focused on helping the Client manage data privacy and protection compliance with their website in the event any data is being collected from the client's website. This platform focuses on managing user consent related to CCPA and GDPR while maintaining user trust.

Programmatic Ad Services – Allows advertisers to precisely target specific audiences and demographics, improving the efficiency and effectiveness of advertising campaigns.