



Oracle Data Services Moat Reach Service Descriptions

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Public

GLOSSARY

Defined Terms

The defined terms applicable to the Services in this document can be found in the Oracle Data Services Service Descriptions Definitions document (which may be viewed at <https://www.oracle.com/corporate/contracts/> under the “Service Descriptions” part of the “Oracle Data Services Contracts” section).

Moat Reach – 1000 Analyzed Impressions

Moat Reach audits whether Your advertising campaigns effectively reached Your intended audience. Moat Reach captures impressions from Your advertising campaigns via code or technology provided to You by Oracle and delivers analytics related to such advertising campaigns to You via the Moat Reach platform. Oracle will use Your Content to deliver Moat Reach.

Description of Service(s): Moat Reach gives You access to certain Oracle provided metrics, such as viewability and frequency, regarding the reach Your advertising campaigns run across various media platforms. These metrics are overlaid with audiences selected by You, which may include audiences created using Your Content. For Oracle to create audiences using Your Content, You must send Oracle your customer file (e.g., CRM file) (“OnRamp Input File”), which may contain Personal Data for Oracle to match those individuals to an Oracle ID.

Delivery: Standard delivery of Moat Reach is through a user interface or other mutually agreed upon delivery method (additional fees may apply).

Usage Limit(s):

- o Moat Reach may only be used for Your internal business operations.
- o You must adhere to approved OnRamp Input File configurations, upload limitations, and specifications as defined by Oracle in the Program Documentation.
- o You may not use the Services (including Your Content transmitted by the Services to a separate platform or environment) for targeting.
- o If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.
- o You may not, and may not cause or permit others to, perform or disclose any benchmarking or availability testing of the Services.
- o Moat Reach is based on only US consumer data. You shall not provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- o Your completion of Oracle’s platform integration process, including successful installation of any code or technology provided by Oracle.
- o Your specified preference of Subject Audience(s) to Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at <https://www.oracle.com/contracts/> under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Moat Reach – 1M Analyzed Impressions

Moat Reach audits whether Your advertising campaigns effectively reached Your intended audience. Moat Reach captures impressions from Your advertising campaigns via code or technology provided to You by Oracle and delivers analytics related to such advertising campaigns to You via the Moat Reach platform. Oracle will use Your Content to deliver Moat Reach.

Description of Service(s): Moat Reach gives You access to certain Oracle provided metrics, such as viewability and frequency, regarding the reach Your advertising campaigns run across various media platforms. These metrics are overlaid with audiences selected by You, which may include audiences created using Your Content. For Oracle to create audiences using Your Content, You must send Oracle your customer file (e.g., CRM file) (“OnRamp Input File”), which may contain Personal Data for Oracle to match those individuals to an Oracle ID.

Delivery: Standard delivery of Moat Reach is through a user interface or other mutually agreed upon delivery method (additional fees may apply).

Usage Limit(s):

- o Moat Reach may only be used for Your internal business operations.
- o You must adhere to approved OnRamp Input File configurations, upload limitations, and specifications as defined by Oracle in the Program Documentation.
- o You may not use the Services (including Your Content transmitted by the Services to a separate platform or environment) for targeting.
- o If code or technology is provided to You by Oracle, then it is Your responsibility to ensure that such code or technology is properly implemented in accordance with any instructions provided to You by Oracle. You are also responsible for testing the code or technology in a manner sufficient to ensure that the code or technology will not interfere with the proper functioning of Your web pages, including proper ad loading. Oracle assumes no responsibility regarding the implementation of the code or technology. Oracle may attempt to assist You with code or technology implementation issues, but cannot guarantee issues will be resolved. If the Services cannot be provided by Oracle due to incorrect code or technology implementation, or failure to perform sufficient testing, then Oracle shall have no liability or obligations hereunder.
- o You may not, and may not cause or permit others to, perform or disclose any benchmarking or availability testing of the Services.
- o Moat Reach is based on only US consumer data. You shall not provide Oracle with Your Content that relates to individuals located outside the United States.
- o If ordered as part of the Pilot, You are limited to selecting up to fifteen (15) audiences per ad campaign group.

Pre-Requisite(s):

- o Your completion of Oracle's platform integration process, including successful installation of any code or technology provided by Oracle.
- o Your specified preference of Subject Audience(s) to Oracle.

Unused Services: You acknowledge that the pricing for Services under the order is in consideration of the ordered quantities of such Services as well as Your commitment to pay all fees identified in Your order. You may not reduce the quantity of Services ordered, in whole or in part, during the Services Period. If You have not utilized all of the quantities of the Services under the order prior to the expiration of the Services Period, then You forfeit such remaining unused quantities and agree to pay Oracle the fees associated with such unused quantities. If You terminate the order as a result of Oracle's uncured material breach, then this Unused Services section will not apply.

Overages: This Service is subject to overage fees. Overages are charged at the Unit Net Price for each additional quantity used in excess of the ordered quantity.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at <https://www.oracle.com/contracts/> under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The privacy policy applicable to these Services can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.