



# Oracle Data Cloud Data Enrichment Service Descriptions



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# **GLOSSARY**

## **Defined Terms**

The defined terms applicable to the Services in this document can be found in the Oracle Data Cloud 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).

## Oracle Data Cloud Data Enrichment: Customer (Demographics)

Oracle Data Cloud Data Enrichment: Customer (Demographics) adds basic demographic information, such as age, gender and income to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

### Pricing Model:

- o 1000 Matched Records

**Description of Services:** This Service appends Your Customer ID File with an Oracle defined list of demographic-based Flags based on census, survey, and registration information. A full list of demographic-based Flags is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

### Usage Limit(s):

- o Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined demographic data pack.
- o This product is solely for offline targeting, digital targeting, and internal analytics only.
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S.
  - o Your Content may only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

### Pre-Requisite(s):

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

## Oracle Data Cloud Data Enrichment: Customer (Demographics Plus)

Oracle Data Cloud Data Enrichment: Customer (Demographics Plus) adds premium demographic information, such as hobbies, household composition and geographic data to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

### Pricing Model:

- o 1000 Matched Records

**Description of Services:** This Service appends Your Customer ID File with an Oracle defined list of demographic-based Flags based on census, survey, and registration information. A full list of demographics plus Flags is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

### Usage Limit(s):

- o Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined demographics plus data pack.

- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

## Oracle Data Cloud Data Enrichment: Customer (Retail)

Oracle Data Cloud Data Enrichment: Customer (Retail) provides a data pack of retail purchase information, such as apparel and sporting goods to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

**Pricing Model:**

- 1000 Matched Records

**Description of Services:** This Service appends Your Customer ID File with an Oracle defined list of retail purchase Flags based on purchase or survey-based information. A full list of Flags for the retail data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

**Usage Limit(s):**

- Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined retail data pack.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

## Oracle Data Cloud Data Enrichment: Customer (Retail Premium)

Oracle Data Cloud Data Enrichment: Customer (Retail Premium) provides a ranked list of retail purchase information, such as apparel and sporting goods to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

### Pricing Model:

- o 1000 Matched Records

**Description of Services:** This Service appends Your Customer ID File with the retail premium data pack in a ranked list according to Oracle's scoring methodology. The retail premium data pack is based on purchase or survey based information. A full list of Flags for the retail premium data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

### Usage Limit(s):

- o A ranked list of Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle retail premium data pack.
- o This product is solely for offline targeting, digital targeting, and internal analytics only.
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S.
  - o Your Content may only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

### Pre-Requisite(s):

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

## Oracle Data Cloud Data Enrichment: Customer (Lifestyle & Interest)

Oracle Data Cloud Data Enrichment: Customer (Lifestyle & Interest) adds behavioral data-based lifestyle and interest information, such as hobbies, interests, and activities to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

### Pricing Model:

- o 1000 Matched Records

**Description of Services:** This Service appends Your Customer ID File with an Oracle defined list of lifestyle & interest Flags based on purchase or survey based information. A full list of Flags for the lifestyle & interest data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

### Usage Limit(s):

- Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined lifestyle & interest data pack.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

### Oracle Data Cloud Data Enrichment: Customer (Lifestyle & Interest Premium)

Oracle Data Cloud Data Enrichment: Customer (Lifestyle & Interest Premium) provides a ranked list of behavioral data-based lifestyle and interest information, such as hobbies, interests, and activities to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

**Pricing Model:**

- 1000 Matched Records

**Description of Services:** This Service appends Your Customer ID File with the lifestyle & interest data pack in a ranked list according to Oracle’s scoring methodology. The lifestyle & interest data pack is based on purchase or survey based information. A full list of the lifestyle & interest premium data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

**Usage Limit(s):**

- A ranked list of Flags to be appended to Your Customer ID File(s) include all Flags present in the Oracle defined lifestyle & interest premium data pack.
- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

### **Oracle Data Cloud Data Enrichment: Customer (Custom)**

Oracle Data Cloud Data Enrichment: Customer (Custom) appends customer-selected information to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

**Pricing Model:**

- o 1000 Matched Records

**Description of Services:** This Service appends Your Customer ID File with a custom data pack or Flag mutually agreed upon by You and Oracle, based on Your specified criteria (as described in Your order) for Your customers’ shopping behavior as determined by Oracle.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

**Usage Limit(s):**

- o This product is solely for offline targeting, digital targeting, and internal analytics only.
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S.
  - o Your Content may only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- o Prior to the commencement of Services, Your specified criteria for each Flag will be made available to Oracle

**Overages:** This Service is subject to overage fees. Overage fees 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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

### **Oracle Data Cloud Data Enrichment: Customer (Custom Premium)**

Oracle Data Cloud Data Enrichment: Customer (Custom Premium) provides a ranked list of customer-selected information to Your Customer ID File. Your Content (which may include Personal Data) is used to deliver these Services.

**Pricing Model:**

- o 1000 Matched Records

**Description of Services:** This Service appends Your Customer ID File with a custom data pack or Flag in a ranked list mutually agreed upon by You and Oracle, based on Your specified criteria (as described in Your order) for Your customers’ shopping behavior as determined by Oracle.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.



**Usage Limit(s):**

- This product is solely for offline targeting, digital targeting, and internal analytics only.
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- Prior to the commencement of Services, Your specified criteria for each Flag will be made available to Oracle

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

**Oracle Data Cloud Data Enrichment: Prospect (Demographics)**

Oracle Data Cloud Data Enrichment: Prospect (Demographics) will identify potential prospects that best align to Your Seed Data and adds basic demographic information, such as age, gender, and income. Your Content (which may include Personal Data) is used to deliver these Services.

**Pricing Model:**

- 1000 Matched Records

**Description of Services:** This Service models Your Seed Data and then appends the Your Customer ID File with an Oracle defined list of demographic-based Flags based on census, survey, and registration information. A full list of demographic-based Flags is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

**Usage Limit(s):**

- Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined list of demographics data pack.
- This product is solely for internal insights & analytics.
  - Additional use (e.g. Targeting) may only occur through Oracle Data Cloud and upon signing additional order(s)
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

### **Oracle Data Cloud Data Enrichment: Prospect (Demographics Plus)**

Oracle Data Cloud Data Enrichment: Prospect (Demographics Plus) will identify potential prospects that best align to Your Seed Data and adds premium demographic information, such as hobbies, household composition, and geographic data. Your Content (which may include Personal Data) is used to deliver these Services.

#### **Pricing Model:**

- o 1000 Matched Records

**Description of Services:** This Service models Your Seed Data and then appends the Your Customer ID File with an Oracle defined list of premium demographic-based Flags based on census, survey, and registration information. A full list of demographic plus Flags is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

#### **Usage Limit(s):**

- o Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined list of demographic plus data pack.
- o This product is solely for internal insights & analytics.
  - o Additional use (e.g. Targeting) may only occur through Oracle Data Cloud and upon signing additional order(s).
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S.
  - o Your Content may only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

#### **Pre-Requisite(s):**

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- o You must provide the Seed Data.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

### **Oracle Data Cloud Data Enrichment: Prospect (Retail)**

Oracle Data Cloud Data Enrichment: Prospect (Retail) will create a model to identify potential prospects best aligned with Your Seed Data. After the model is created, Oracle will append a data pack of retail purchase data information, such as apparel and sporting goods to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

#### **Pricing Model:**

- o 1000 Matched Records

**Description of Services:** This Service models Your Seed Data and then appends Your Customer ID File with an Oracle defined list of retail Flags based on purchase or survey-based information. A full list of Flags for the retail data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

**Usage Limit(s):**

- o Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined retail data pack.
- o This product is solely for internal insights & analytics.
  - o Additional use (e.g. Targeting) may only occur through Oracle Data Cloud and upon signing additional order(s).
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S.
  - o Your Content may only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- o You must provide the Seed Data.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

## Oracle Data Cloud Data Enrichment: Prospect (Retail Premium)

Oracle Data Cloud Data Enrichment: Prospect (Retail Premium) will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will add a ranked list of retail purchase data information, such as apparel and sporting goods to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

**Pricing Model:**

- o 1000 Matched Records

**Description of Services:** This Service models Your Seed Data and then appends Your Customer ID File with the retail premium data pack in a ranked list according to Oracle's scoring methodology. The retail premium data pack is based on purchase or survey based information. A full list of Flags for the retail premium data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

**Usage Limit(s):**

- o A ranked list of Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined retail premium data pack.
- o This product is solely for internal insights & analytics.
  - o Additional use (e.g. Targeting) may only occur through Oracle Data Cloud and upon signing additional order(s).

- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

## Oracle Data Cloud Data Enrichment: Prospect (Lifestyle & Interest)

Oracle Data Cloud Data Enrichment: Prospect (Lifestyle & Interest) will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will append a data pack of lifestyle and interest data, such as hobbies, interests, and activities to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

**Pricing Model:**

- 1000 Matched Records

**Description of Services:** This Service models Your Seed Data and then appends Your Customer ID File with an Oracle defined list of lifestyle & interest based Flags based on purchase or survey-based information. A full list of Flags for the lifestyle & interest data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

**Usage Limit(s):**

- Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined lifestyle & interest data pack.
- This product is solely for internal insights & analytics.
  - Additional use (e.g. Targeting) may only occur through Oracle Data Cloud and upon signing additional order(s).
- Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- This Service is only available for use in the U.S.
  - Your Content may only contain Personal Data from individuals located in the U.S.
- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

### **Oracle Data Cloud Data Enrichment: Prospect (Lifestyle & Interest Premium)**

Oracle Data Cloud Data Enrichment: Prospect (Lifestyle & Interest Premium) will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will add a ranked list of premium lifestyle and interest data, such as hobbies, interests, and activities to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

#### **Pricing Model:**

- o 1000 Matched Records

**Description of Services:** This Service models Your Seed Data and then appends Your Customer ID File with an Oracle defined list of lifestyle & interest data pack based on purchase or survey-based information. A full list of Flags for the lifestyle & interest premium data pack is available upon request.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

#### **Usage Limit(s):**

- o A ranked list of Flags are only appended to an Oracle Person ID (OPID) and include all Flags present in the Oracle-defined lifestyle & interest premium data pack.
- o This product is solely for internal insights & analytics.
  - o Additional use (e.g. Targeting) may only occur through Oracle Data Cloud and upon signing additional order(s).
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S.
  - o Your Content may only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

#### **Pre-Requisite(s):**

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- o You must provide the Seed Data.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

### **Oracle Data Cloud Data Enrichment: Prospect (Custom)**

Oracle Data Cloud Data Enrichment: Prospect (Custom) data pack will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will append a custom data pack or Flag mutually agreed upon by You and Oracle to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

#### **Pricing Model:**

- o 1000 Matched Records

**Description of Services:** This Service models Your Seed Data and then appends Your Customer ID File with a custom data pack or Flag mutually agreed upon by You and Oracle.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

**Usage Limit(s):**

- o Flags are only appended to an Oracle Person ID (OPID)
- o This product is solely for internal insights & analytics.
  - o Additional use (e.g. Targeting) may only occur through Oracle Data Cloud and upon signing additional order(s).
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S.
  - o Your Content may only contain Personal Data from individuals located in the U.S.
- o This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- o You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- o You must provide the Seed Data.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.

## Oracle Data Cloud Data Enrichment: Prospect (Custom Premium)

Oracle Data Cloud Data Enrichment: Prospect (Custom Premium) will create a model list to identify potential prospects best aligned with Your Seed Data. After the model list is created, Oracle will append a custom data pack or Flag in a ranked list mutually agreed upon by You and Oracle to the model list and will provide You with an enriched file. Your Content (which may include Personal Data) is used to deliver these Services.

**Pricing Model:**

- o 1000 Matched Records

**Description of Services:** This Service models Your Seed Data and then appends a ranked list based on Your Customer ID File with a custom data pack or Flag mutually agreed upon by You and Oracle.

An enriched file will be delivered to You via secure file transfer protocol (SFTP) on a frequency mutually agreed upon by You and Oracle.

**Usage Limit(s):**

- o ranked list of Flags are only appended to an Oracle Person ID (OPID)
- o This product is solely for internal insights & analytics.
  - o Additional use (e.g. Targeting) may only occur through Oracle Data Cloud and upon signing additional order(s).
- o Subject to the next sentence, You may use Oracle Data for up to twelve (12) months after the date the Oracle Data is made available to You. If Your order expires or is terminated, then You must immediately cease use of the Oracle Data and delete the Oracle Data within thirty (30) days of such expiration or termination.
- o This Service is only available for use in the U.S.
  - o Your Content may only contain Personal Data from individuals located in the U.S.

- This Service includes up to eight (8) enriched files delivered to You by Oracle during Your twelve (12) month subscription.

**Pre-Requisite(s):**

- You must provide Your Customer ID File(s) to Oracle for delivery of the Service.
- You must provide the Seed Data.

**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 is located at <https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html>.