

## **GOOGLE DOUBLE CLICK TERMS AND CONDITIONS**

For Digital Media Inventory placed with DOUBLECLICK, a division of Google LLC or any of its affiliated entities, the following terms and conditions apply.

1. Client agrees to comply with (i) the Google privacy terms found at <https://privacy.google.com/businesses/processor/terms/>, as updated from time to time and (ii) Google platforms program policies available at <http://support.google.com/platformspolicy>, as updated from time to time.
2. Client authorizes Accenture to take all the necessary measures in order to comply with the terms and conditions of its agreement with DoubleClick in respect of purchasing the Digital Media.
3. Client agrees and acknowledges that it is solely responsible for:
  - compliance with applicable Internet advertising industry guidelines (including, but not limited to the self-regulatory principles/code of conduct of the Network Advertising Initiative, the Interactive Advertising Bureau and the Digital Advertising Alliance);
  - its web sites, consent-based email publication and any other kind of publications to contain a privacy policy that (a) discloses (i) the usage of third-party technology and (ii) the data collection and usage resulting from said third-party technology and (b) complies with all applicable privacy laws, rules and regulations.