

## AMAZON TERMS AND CONDITIONS

For Digital Media Inventory placed with Amazon Media Group LLC or any of its affiliated entities, the following terms and conditions apply.

1. Client agrees to comply with Amazon platform policies available at <https://advertising.amazon.com/resources/ad-specs/en/>, as may be updated from time to time (“Amazon Platform Policies”).
2. Client represents and warrants that:
  - all ads, ad content, campaign details, fee data, technology, any trademarks, copyrightable works under applicable law, information, data, photographs, images, videos and other materials and items provided or made available by the Client to Accenture is not false, misleading, defamatory, libelous, slanderous, harassing or threatening and will not constitute unfair competition or unfair commercial practice and will not violate any applicable Law or will infringe or misappropriate the proprietary rights (including intellectual property rights) of any third party;
  - it is fully responsible for the acts, omissions, and performance of any of Client's contractors, or any of their agents, employees and directors in using any technology engaged in the delivery of ads content.
3. Client represents and warrants that: (a) Client's Ads will not contain, include or link to content that violates the Amazon Platform Policies; (b) Client will not, nor will either permit or encourage any third party, to use BOTNET or other automated or manual means to generate fraudulent clicks or Impressions, or otherwise incent or encourage Impression, click or engagement behavior solely for the purpose of increasing advertising revenue; (c) Client will not knowingly target ads to children under age 13 (or any other applicable age threshold as defined by applicable Law of the European Economic Area); (d) Client will not knowingly collect, use or disclose (or enable any third party to collect, use or disclose) personal identifiable information from children under age 13 (or any other applicable age threshold as defined by applicable Law of the European Economic Area); (e) Client will not, as a result of their actions or inactions, deliver any malicious code to the Amazon Demand Site Platform (“DSP”), to user devices through the Amazon DSP, or otherwise on or through any location where the ad is placed.
4. Client agrees and acknowledges that it is solely responsible for compliance with applicable Self-Regulatory Principles for Online Behavioral Advertising made available by i) the Digital Advertising Alliance at <http://www.aboutads.info/> in the United States, (ii) the European Interactive Digital Advertising Alliance at <http://www.edaa.eu/european-principles/> in Europe, (iii) the Digital Advertising Alliance of Canada at <http://youradchoices.ca/the-principles/> in Canada, and (iv) the Japan Interactive Advertising Association at [http://www.jiaa.org/release/release\\_guide\\_140324.html](http://www.jiaa.org/release/release_guide_140324.html) in Japan. Client may not utilize any technology that creates any kind of persistent identification object/element that will bypass a user's browser preferences and settings that were affirmatively set by the user or restores deleted cookies (e.g., flash cookies).
5. Client authorizes Accenture and Amazon during the term to access, index, cache, monitor and otherwise investigate ads, including any links to a content or property to

which an ad links or directs a viewer and the products and services advertised therein, in order to provide the Amazon DSP to Client and verify its compliance with it.

6. Client represents, warrants and covenants that: (a) it and its financial institution(s) are not subject to sanctions or otherwise designated on any list of prohibited or restricted parties or owned or controlled by such a party, including, according to the lists maintained by the United Nations Security Council, the US Government (e.g., the US Department of Treasury's Specially Designated Nationals list and Foreign Sanctions Evaders list and the US Department of Commerce's Entity List), the European Union or its member states, or other applicable government authority; and (b) it will not directly or indirectly export, re-export, transmit, or cause to be exported, re-exported or transmitted, any commodities, software or technology to any country, individual, corporation, organization, or entity to which such export, re-export, or transmission is restricted or prohibited, including any country, individual, corporation, organization, or entity under sanctions or embargoes administered by the United Nations, US Departments of State, Treasury or Commerce, the European Union, or any other applicable government authority.
7. Client will not, discuss, mention, or reference in any manner (a) "Amazon.com", Amazon or any of its affiliates (or any trade name, trademark, service mark, logo, commercial symbol, proprietary rights, content, products, or services associated with any of the aforementioned entities), (b) the publishers or publisher properties accessible through the Amazon DSP, or (c) Client's relationship with Accenture under these Media Buying Terms, in any manner in press releases, advertising, sales, public, or other promotional activities or statements. Client may not misrepresent or embellish the relationship between Accenture and Amazon in any way.
8. Client authorizes Amazon (and will provide Accenture documentation evidencing their authorization upon Accenture request) to verify Client information (including any updated information) and to obtain credit reports about Client from time to time.