

## THE TRADE DESK TERMS AND CONDITIONS

For Digital Media Inventory placed with The Trade Desk, Inc. or any of its affiliated entities, the following terms and conditions apply.

1. Client agrees and acknowledges that The Trade Desk may use the data generated by Accenture's use of The Trade Desk platform and services (i) to provide the media buying services to Client, (ii) internally for any other business purpose (e.g., fraud detection or financial reporting), and (iii) externally if such data is aggregated with other data such that third parties cannot attribute the data to Accenture (e.g., publishing industry trends on average CPMs).
2. Client agrees and acknowledges that it is solely responsible for:
  - compliance with applicable Internet advertising industry guidelines (including but not limited to DAA Self-Governing Principles in the US (currently found at [aboutads.info](http://aboutads.info)), the EDAA European Principles (currently found at [edaa.eu](http://edaa.eu)) in Europe, or the DAAC principles (currently found at [youradchoices.ca](http://youradchoices.ca)) in Canada);
  - 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.
3. Client should not request Accenture to process: (a) any information regarding an individual user's specific health condition or any information or inference regarding health that would be considered sensitive under the NAI Code; (b) any information associated with a persistent identifier that is: (i) from or about individuals Client knows or should know are children (children being individuals less than the greater of 13 years of age or the age defined by law in any applicable jurisdiction), (ii) any information from inventory that Client knows or should know is directed to children, or (iii) any user or audience segments directed at or identifying children; (c) any directly identifying information; or (d) any other information that would be considered sensitive, special, or similar under applicable local law.