

IBM Coremetrics Web Analytics

The terms of this IBM Terms of Use are in addition to those of the IBM International Passport Advantage Agreement, the IBM International Passport Advantage Express Agreement, or the IBM International Agreement for Selected IBM SaaS Offerings, as applicable ("Agreement"). Carefully read these IBM SaaS Terms of Use ("Terms of Use" or "ToU") before using the IBM SaaS and any associated Enabling Software. Customer may use the IBM SaaS and Enabling Software only if Customer first accepts these Terms of Use. By ordering, accessing or using the IBM SaaS or Enabling Software or clicking on an "Accept" button, Customer agrees to these Terms of Use.

IF YOU ARE ACCEPTING THESE TERMS ON BEHALF OF CUSTOMER, YOU REPRESENT AND WARRANT THAT YOU HAVE FULL AUTHORITY TO BIND CUSTOMER TO THESE TERMS OF USE. IF YOU DO NOT AGREE WITH THESE TERMS OF USE OR DO NOT HAVE FULL AUTHORITY TO BIND CUSTOMER TO THESE TERMS OF USE THEN DO NOT IN ANY MANNER USE OR PARTICIPATE IN ANY OF THE FUNCTIONALITY OFFERED AS PART OF THE IBM SAAS OR USE ANY ENABLING SOFTWARE.

Part 1 – General Terms

1. Purpose

These IBM SaaS Terms of Use ("Terms of Use") are for the following IBM SaaS:

- IBM Coremetrics Web Analytics
- IBM Coremetrics Content Recommendations
- IBM Coremetrics Enterprise Analytics
- IBM Coremetrics Explore
- IBM Coremetrics Impression Attribution
- IBM Coremetrics Social Analytics
- IBM Coremetrics Lifecycle
- IBM Coremetrics Multichannel Analytics
- IBM Coremetrics LIVEmail

For the purpose of this ToU only, the term "IBM SaaS" refers to the specific IBM SaaS offering set forth in this Section 1.

Customer may use the IBM SaaS only during a valid Subscription Period.

2. Definitions

Capitalized terms not defined in these Terms of Use are defined in the Agreement. For purposes of these ToU, the term "Program" includes the term "program" each as may be used in the applicable Agreement, and the term "Transaction Document" includes the term "IBM SaaS Quotation."

Enabling Software — any Program and associated materials provided to Customer by IBM or a third party as part of the IBM SaaS offering in order to facilitate access to and use of IBM SaaS.

Privacy Practice — the Privacy Practice, located on the Internet at <http://www.ibm.com/privacy>, and any subsequent modification.

3. General Charge Terms

3.1 Metrics

Million Server Calls (MSCs) is a unit of measure by which the IBM SaaS can be obtained. MSCs are one (1) million Server Calls. A Server Call is data passed to and processed by IBM SaaS as a result of a tagged event, initiated by a tracked visitor for one Client ID. A Server Call processed by different Client IDs will be counted as a unique Server Call for each unique Client ID. A Client ID separates and/or controls access rights to data in the IBM SaaS which may encompass processed data from one or more Customer web sites. Sufficient entitlements must be obtained to cover the number of Million Server Calls used during the measurement period specified in a Proof of Entitlement (PoE) or Transaction Document.

Million Marketing Impressions (MMIs) is a unit of measure by which the IBM SaaS can be obtained. MMIs are one (1) million collected and processed marketing impressions. Sufficient entitlements must be obtained to cover the number of MMIs used during the measurement period specified in a Proof of Entitlement (PoE) or Transaction Document.

Entity ID is a unit of measure by which the IBM SaaS can be obtained. An Entity ID is a unique identifier which may be referred to in the SaaS environment by different terms that may include, but would not be limited to, Client ID, customer ID, partner ID, supplier ID, vendor ID or EDI ID within the IBM SaaS. Sufficient entitlements must be obtained to cover the number of Entity IDs identified in the IBM SaaS during the measurement period specified in Customer's Proof of Entitlement (PoE) or Transaction Document.

For the IBM SaaS, the Entity ID (often referred to as a Client ID in the SaaS usage) separates and/or controls access rights to data in the IBM SaaS which may encompass processed data from one or more web sites. Additional Entity IDs are needed if Customer exceeds amount entitled with the IBM SaaS.

Engagement is a unit of measure by which the services can be obtained. An Engagement consists of professional and/or training services including but not limited to a training event, business analysis, or a deliverable-based services event. Sufficient entitlements must be obtained to cover each Engagement.

3.2 Charges & Billing

3.2.1 Set-Up

One time setup charges will be applied upon initial provisioning of the IBM SaaS. The rate and billing term will be specified in a Transaction Document and billed accordingly.

3.2.2 Billing Options

The Subscription Period for this IBM SaaS offering is available to be ordered for up to sixty (60) months.

The amount payable for the IBM SaaS is specified in a Transaction Document. The billing options for the IBM SaaS subscription fee are as follows:

- a. Entire commitment amount upfront
- b. Monthly (in arrears)
- c. Quarterly (upfront)
- d. Annually (upfront)

The selected billing option will be valid for the length of the term specified in a PoE or a Transaction Document. The amount payable per billing cycle will be based on the annual subscription fee and number of billing cycles in a year.

3.2.3 Partial Month Charges

The Partial Month charge is a pro-rated daily rate that will be charged to Customer and included in their first invoice. The Partial Month Charges are calculated based on the remaining days of the partial month starting on the date Customer is notified by IBM that their access to the IBM SaaS is available.

3.2.4 Overage Charges

If Customer's actual usage of the IBM SaaS in any business quarter (based on a calendar year) exceeds three (3) times the entitlement specified in a PoE or Transaction Document, then Customer will be invoiced for the overage in accordance with the overage rates specified in the applicable PoE or Transaction Document. If Customer is provisioned within a given business quarter, overage will be prorated accordingly.

3.2.5 On Demand Setup

On Demand Setup parts will be invoiced upon placement of an order with IBM and will be payable as set forth in the Agreement or a Transaction Document.

3.2.6 Remote Services (Human Based)

The rate and billing term for additional remote services will be specified in a Transaction Document and billed accordingly.

4. Account Creation and Access

When IBM SaaS Users register for an account ("Account"), IBM may provide the IBM SaaS User with an Account identification and password. Customer is responsible for ensuring that each IBM SaaS User

manages and keeps their Account information current. At any time Customer may request that any Personal Data provided as part of registering for an Account or use of the IBM SaaS be corrected or removed from Account information and this information will be corrected or removed, but removal may prevent access to the IBM SaaS.

Customer is responsible for ensuring that each IBM SaaS User protects their Account identification and password and controls who may access an IBM SaaS User Account or use any IBM SaaS on Customer's behalf.

5. Trade-Ups

Certain IBM SaaS offerings may be acquired for a reduced charge to replace qualifying IBM SaaS offerings. Customer agrees that IBM will terminate Customer's use of the replaced IBM SaaS offering when Customer is provided access to the replacement IBM SaaS offering.

6. Enabling Software

This IBM SaaS offering may include Enabling Software provided by IBM or a third party supplier. If Customer downloads or installs any Enabling Software, Customer agrees not to use such Enabling Software for any purpose other than to facilitate or enable Customer's access and use of the IBM SaaS. If Enabling Software is presented with a separate license agreement (for example, the IBM International License Agreement for Non-Warranted Programs ("ILAN") or other IBM or third party license agreement) at the time of installation or download, such separate agreement will govern its use. Customer agrees that Customer accepts such terms by accepting this ToU or downloading, installing, or using the Enabling Software.

Enabling Software included with the IBM SaaS is:

- IBM Coremetrics Tracking Code Generator
- IBM Coremetrics LIVEview
- IBM Coremetrics TruePath
- IBM Coremetrics TagBar
- IBM Coremetrics Web Analytics API for Microsoft Excel

7. On Demand Setup

On Demand Setup parts of the IBM SaaS are orderable by Customer on an as-needed basis and are subject to these ToU, the Agreement, and any applicable Transaction Document.

The following On Demand Setup parts are available for order as part of the IBM SaaS:

- IBM Coremetrics Web Analytics Additional Client ID Implementation

8. Remote Services (Human Based)

8.1 IBM Coremetrics Web Analytics

Provides up to 40 hours of remote consulting, best practices, training and configuration for onboarding Customers to IBM Coremetrics Web Analytics. Services expire 90 days from purchase regardless of whether all hours have been used.

8.2 IBM Coremetrics LIVEMail Premium Onboarding Services

Provides up to 10 hours of remote consulting, best practices, training and configuration for onboarding Customers to IBM Coremetrics LIVEmail. Services are purchased per Client ID and expire 90 days from purchase regardless of whether all hours have been used.

8.3 IBM Coremetrics Content Recommendations Premium On-boarding Services

For dynamic delivery clients, provides up to 48 hours of remote consulting, best practices, training and configuration for onboarding Customers to IBM Coremetrics Content Recommendations. For flat delivery clients, provides up to 40 hours. Services are purchased per Client ID and expire 90 days from purchase regardless of whether all hours have been used.

8.4 IBM Coremetrics Tag Audit Services

Provides up to 16 hours of remote analysis of Customer's web site for optimum tagging. This may include, but not limited to, providing best practices and determining tagging requirements as well as

identifying tagging gaps. Services are purchased per Client ID and expire 90 days from purchase regardless of whether all hours have been used.

8.5 IBM Coremetrics Conversion Process Analysis Services

Provides up to 48 hours of guidance using advanced analysis to drive deeper understanding of site results and determine key problems and points of attrition. Services are purchased per Client ID and expire 90 days from purchase regardless of whether all hours have been used.

8.6 IBM Coremetrics Site Performance Analysis Services

Provides up to 48 hours of in-depth analysis on the performance of visitor types and channels throughout the client site, from entry to departure. This offering also provides a site health assessment on the life-cycle customer experience and the opportunities to improve visitor experience at key conversion points. Services are purchased per Client ID and expire 90 days from purchase regardless of whether all hours have been used.

8.7 IBM Coremetrics Quick Start Tag Implementation Services

Provides up to 50 hours of accelerated baseline data collection by delivering a custom global Javascript file to address the customer's tagging requirements and documentation to be able maintain the javascript file. Services are purchased per web domain and expire 90 days from purchase regardless of whether all hours have been used.

8.8 IBM Coremetrics Key Performance Indicators Workshop

This workshop, which includes up to 40 hours of training, will assist new and existing clients on how use data to drive analysis and decision making. Provides guidance on key performance indicators and how to use the reports to drive business objectives. Services are purchased per Client ID and expire 90 days from purchase regardless of whether all hours have been used.

8.9 IBM Coremetrics Explore Workshop

This workshop, which includes up to 40 hours of training, will enable the customer's business managers to better utilize data to drive analysis and develop an attribute tagging strategy to drive the best analysis. Services are purchased per Client ID and expire 90 days from purchase regardless of whether all hours have been used.

8.10 IBM Coremetrics Enablement Workshop

This workshop, which includes up to 30 hours of training, will train new and existing clients on how to properly tag the website themselves instead of engaging an implementation engineer. Services are purchased per Client ID and expire 90 days from purchase regardless of whether all hours have been used.

8.11 IBM Coremetrics Category Definition File Workshop

This workshop, which includes up to 32 hours, will help guide the customer how to build a strong merchandising categorization framework to drive the data used for merchandising reports. Services are purchased per Client ID and expire 90 days from purchase regardless of whether all hours have been used.

9. Suspension of IBM SaaS and Termination

9.1 Suspension

9.1.1 Suspension of User Account

In the event of a breach of the Terms of Use, Agreement, or Acceptable Use Policy, misappropriation of IBM intellectual property or violation of applicable law by an IBM SaaS User, IBM reserves the right to suspend or revoke the offending IBM SaaS User's access to the IBM SaaS, and/or delete the offending IBM SaaS User's Content, at any time. IBM will notify Customer of any suspension or revocation action.

9.1.2 Suspension of Customer Account

If Customer's account is 30 days or more overdue (except with respect to charges then under reasonable and good faith dispute), in addition to any of its other rights or remedies, IBM reserves the right to suspend the IBM SaaS provided to Customer, without liability to Customer, until such amounts are paid in full; provided, however, that no suspension will take effect unless IBM has given Customer at least 10 business days prior written notice that its account is overdue.

9.2 Termination

IBM may terminate Customer's access to IBM SaaS for cause if Customer does not comply with the terms of the Agreement or this ToU and such noncompliance is not remedied within a reasonable time after receiving written notice from IBM. Upon termination, Customer's access and other rights to the IBM SaaS will be cancelled and cease. In such event Customer and its IBM SaaS Users must cease any further use of the IBM SaaS and destroy any copies of the associated Enabling Software within their possession or control.

10. Renewal of a Subscription Period

10.1 Automatic Renewal of a Subscription Period

For IBM International Passport Advantage Agreement or IBM International Passport Advantage Express Agreement customers, the terms of the first two paragraphs of Section 3.5.4 of the Agreement: Annual Renewal of Software Subscription and Support and Selected Support, including any applicable Country-unique terms, apply to this IBM SaaS offering except that for purposes of these Terms of Use:

- a. the words "software subscription and support" or "Selected Support" are replaced by the words "IBM SaaS Subscription Period"; and
- b. to prevent an automatic renewal of the IBM SaaS Subscription Period, Customer must provide IBM with ninety (90) days written notice of cancellation prior to the end of the applicable Subscription Period.

10.2 Customer Renewal Required

For the IBM International Agreement for Selected IBM SaaS Offerings customers, notwithstanding anything to the contrary in that Agreement (including country unique terms), the IBM SaaS offering will not renew at the end of the initial Subscription Period. In order to continue use of the IBM SaaS beyond the initial Subscription Period, Customer must obtain a new subscription for the IBM SaaS under the terms of the IBM International Passport Advantage Agreement or IBM International Passport Advantage Express Agreement, as applicable.

11. Emergency Maintenance & Scheduled Maintenance

IBM may perform regularly scheduled maintenance during maintenance windows defined by IBM. Other scheduled and non-scheduled down times may occur.

IBM SaaS will not be available during these times.

12. Updates; Applicable Terms and Authorization for Auto Updates

These Terms of Use apply to all enhancements, modifications, variations, revisions, updates, supplements, add-on components, and replacements for the IBM SaaS (collectively, "Updates") that IBM may provide or make available for the IBM SaaS, subject to any additional terms provided by IBM applicable to such Updates. Customer authorizes IBM to, and agrees that IBM may, in accordance with IBM's standard operating procedures, automatically transmit, access, install, and otherwise provide Updates to IBM SaaS without further notice or need for consent. IBM has no obligation to, and nothing in these Terms of Use may be construed to require IBM to, create, provide, or install Updates.

13. Updates to Terms of Use

IBM reserves the right to prospectively modify these Terms of Use, to account for any Updates that IBM may provide or make available for the IBM SaaS during the Subscription Period and as otherwise required by applicable law, by providing at least thirty (30) days notice of such modified terms to Customer. Subscription renewals will be governed by the Terms of Use in effect at the time of renewal.

14. Technical Support

Technical support is provided for the IBM SaaS offering and Enabling Software, as applicable, during the Subscription Period. Such technical support is included with the IBM SaaS and is not available as a separate offering.

Technical Support information can be found at the following URL:

http://www.ibm.com/software/info/emm/coremetrics_support_comm.html.

15. Data Privacy and Data Security

15.1 Customer's Obligations

In relation to all Personal Data provided by or through Customer to IBM, Customer will be responsible as the sole data controller for complying with all applicable data protection or similar laws such as, but not limited to, EU Directive 95/46/EC (and laws implementing that Directive) that regulate the processing of Personal Data including special categories of data, as such terms are defined in that Directive (and laws implementing that Directive).

Customer agrees to obtain all legally required consents, authorizations and approvals and make all necessary disclosures before (i) including any Personal Data in Content and (ii) using the Enabling Software and IBM SaaS.

Customer confirms and acknowledges that it is solely responsible for any Personal Data that may be contained in Content, including any information which any IBM SaaS User shares with third parties on Customer's behalf. Customer is solely responsible for determining the purposes and means of processing any Personal Data by IBM under these Terms of Use, including that such processing according to Customer's instructions will not place IBM in breach of applicable data protection laws.

IBM SaaS is not intended for the storage or receipt of any Sensitive Personal Information or Protected Health Information (as defined below), in any form, and Customer will be responsible for reasonable costs and other amounts IBM may incur relating to any such information provided to IBM or the loss or disclosure of such information by IBM, including those arising out of any third party claims. "Sensitive Personal Information" is: 1) Personal Data, the loss of which would trigger a data breach notification requirement, and includes, but is not limited to financial information, country identification number (e.g. Social Insurance Number (SIN), Social Security Number (SSN)) or other governmentally issued identification number such as driver's license or passport number, bank account number, credit card or debit card number; and 2) Personal Data relating to racial or ethnic origin, sexual orientation, or political opinions or religious, ideological or philosophical beliefs or activities or trade union membership. "Protected Health Information" is "individually identifiable health information" as defined under the Health Information Portability and Accountability Act of 1996 ("HIPAA"), as amended.

Customer agrees that IBM may process Content, including any Personal Data, across a country border through entities and countries notified to Customer. IBM abides by the U.S.- EU Safe Harbor Framework as set forth by the United States Department of Commerce regarding the collection, use and retention of information collected from the European Union. For more information about Safe Harbor or to access IBM's certification statement, go to <http://www.export.gov/safeharbor/>. IBM will also enter into an agreement with Customer based on the EU standard contractual model clauses for the transfer of personal data where required. Customer is solely responsible for determining and confirms that any transfer of any Personal Data across country borders under the terms of the Terms of Use complies with applicable data protection laws. IBM shall reasonably cooperate with Customer for the benefit of a Customer data controller, in its fulfillment of any legal requirement, including obtaining mandatory approvals.

If IBM makes a change to the way it processes or secures Personal Data as part of IBM SaaS and the change causes Customer to be noncompliant with data protection laws applicable to it, Customer may terminate the current Subscription Period for the affected IBM SaaS, by providing written notice to IBM within thirty (30) days of IBM's notification of the change to Customer. Any such termination will not obligate IBM to issue a refund or credit to Customer.

15.2 IBM's Obligations

IBM will only process Personal Data in a manner that is reasonably necessary to provide IBM SaaS, and only for that purpose.

IBM will only process Personal Data in delivering IBM SaaS as described by IBM, and Customer agrees that the description provided by IBM is consistent with Customer's processing instructions.

Upon Customer's written request, following termination or expiry of either this ToU or the Agreement, IBM will destroy or return to Customer all Content that Customer identifies as Personal Data.

If Customer or a Customer data controller is required by applicable data protection laws to provide information about or access to Personal Data to any individual or to a relevant authority, IBM will reasonably cooperate with Customer in providing such information or access.

15.3 Protection of Content

Notwithstanding anything to the contrary in the Agreement, IBM commits to protect Customer Content using the practices and standards described in this ToU.

- a. IBM will not intentionally disclose or use Customer's Content except to operate and perform the IBM SaaS as contemplated in this ToU, subject to IBM's compliance with applicable laws.
- b. IBM will only process Customer Content on systems used to host and operate the IBM SaaS, on which IBM has implemented the security practices and procedures referenced below.

15.4 Security Practices

IBM implements and maintains practices and procedures, which may be revised periodically, regarding the systems used to host and operate the IBM SaaS. These practices and procedures are designed to reduce the vulnerability of our systems to accidental loss, unlawful intrusions, unauthorized access, disclosure or alteration or wrongful conduct that may interfere with, misappropriate, or otherwise damage the Content or Customer's use of the IBM SaaS. A description of the practices and procedures applicable to the IBM SaaS, including applicable technical and operational measures, is available to Customer upon request. Customer is responsible for determining whether these practices and procedures are appropriate to meet Customer's requirements. By using the IBM SaaS, Customer acknowledges its acceptance of the IBM practices and procedures and their adequacy for Customer's purposes. Except as specifically provided in the Security Practices for the IBM SaaS, IBM makes no representations or warranties regarding any security functions.

16. Compliance with Applicable Export Law

Each party agrees to comply with all applicable import and export laws and regulations, including those of the United States regarding embargo and sanctions regulations and prohibitions on export by certain end users or for any prohibited end uses (including nuclear, space or missile, and chemical and biological weapons). Customer represents that Content will not, in whole or part, be controlled under the U.S. International Traffic in Arms Regulation (ITAR). Customer acknowledges that IBM may use global resources (non-permanent residents used locally and personnel in locations worldwide) to remotely support the delivery of IBM SaaS. Customer represents that no Content accessible to IBM for the IBM SaaS will require an export license or is restricted from export to any IBM global resource or personnel under applicable export control laws.

17. Indemnity

Customer agrees to indemnify, defend and hold IBM harmless against any third party claim arising out of or relating to: 1) violation of the Acceptable Use policy by Customer or any IBM SaaS User; or 2) Content created within IBM SaaS or provided, uploaded, or transferred to IBM SaaS by Customer or any IBM SaaS User.

18. Copyright Infringement

It is IBM's policy to respect the intellectual property rights of others. To report the infringement of copyrighted material, please visit the Digital Millennium Copyright Act Notices Page at <http://www.ibm.com/legal/us/en/dmca.html>.

19. Warranty and Exclusions

19.1 Service Level Agreements and Warranty Exclusions

The IBM SaaS is delivered subject to the Service Level Agreement ("SLA") attached to this TOU and the remedies stated in that SLA. The SLA is Customer's sole and exclusive remedy with respect to the service level commitments defined therein.

SUBJECT TO THE SLA OR ANY STATUTORY WARRANTIES THAT CANNOT BE EXCLUDED, IBM MAKES NO WARRANTIES OR CONDITIONS, EXPRESS OR IMPLIED, REGARDING THE IBM SaaS, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OR CONDITIONS OF MERCHANTABILITY, SATISFACTORY QUALITY, FITNESS FOR A PARTICULAR PURPOSE, AND TITLE, AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT.

IBM does not make any representation that it will provide uninterrupted, secure, or error-free operation of IBM SaaS or that IBM will be able to prevent third party disruptions of IBM SaaS or that IBM will correct all defects.

Customer is responsible for the results obtained from the use of the IBM SaaS.

20. IBM SaaS Offering Unique Terms

In connection with Customer's use of the IBM SaaS, Customer acknowledges and agrees that: (i) IBM SaaS User names, titles, company names and photographs may be posted by an IBM SaaS User as part of a profile ("Profile") and that the Profile can be viewed by other IBM SaaS Users, and (ii) at any time Customer may request that an IBM SaaS User Profile be corrected or removed from the IBM SaaS and such Profile will be corrected or removed, but removal may prevent access to the IBM SaaS.

If Customer or an IBM SaaS User transmits Content to a third party website or other service that is linked to or made accessible by the IBM SaaS, Customer and the IBM User provide IBM with the consent to enable any such transmission of Content, but such interaction is solely between Customer and the third party website or service. IBM makes no warranties or representations about such third party sites or services, and shall have no liability for such third party sites or services.

20.1 IBM Coremetrics Web Analytics

Included in the subscription fee for IBM Coremetrics Web Analytics are the following:

- a. Based on IBM's assessment, Customer will be provided an appropriate number of Client IDs in order to meet their web analytics needs. If necessary this includes from 1-50 Clients IDs at no charge to Customer. Any additional Client IDs beyond 50 are subject to an additional fee.
- b. IBM Coremetrics Explore (Fifty (50) Explore reports per month included)
- c. Ten (10) report segments
- d. Four (4) attribution windows
- e. IBM Coremetrics Benchmark
- f. IBM Coremetrics Digital Data Exchange
- g. IBM Coremetrics Web Analytics Report Module for IBM WebSphere Commerce
- h. IBM Coremetrics LIVE Profiles
- i. IBM Coremetrics Monitor
- j. IBM Coremetrics Enterprise Dashboard
- k. IBM Coremetrics Export
- l. IBM Coremetrics Multi-Byte Character Support (if applicable, migration fee applies)
- m. Up to one (1) Client ID enabled on IBM Coremetrics Explore Live Reports
- n. Stored "Session Activity Data" includes, but is not limited to, detailed records related to a Visitor's session including timestamps, categories, and page ids for all pages viewed within a Visitor session. IBM Coremetrics shall store Session Activity Data for thirteen (13) weeks. After such period, the Session Activity Data is deleted. This data roll-off will affect "setup" reporting (reporting requiring user configuration and initiation) including, but not limited to, One-Time Report Segments, Clickstream, TruePath, Inbound Link Analysis and On-Site Link Analysis reporting on time periods that have rolled-off.
- o. Stored "LIVEview Report Data" includes, but is not limited to, data used for rendering results into the LIVEview click overlay report for the user selected time period as well as other locations where this data is used, including, but not limited to, downloads, exports and Page Zoom reports. IBM Coremetrics shall store LIVEview Report Data for thirteen (13) weeks. After such period, the LIVEview Report Data is deleted.
- p. Stored "Visitor Activity Data" includes, but is not limited to, a Visitor history of pages, products, marketing activities, orders and other select activities associated with a Visitor. IBM Coremetrics shall store Client's Visitor Activity Data for thirteen (13) months. After such period, the Visitor Activity Data is deleted. This data roll-off will affect "setup" reporting (reporting requiring user configuration and initiation) including, but not limited to, Profile Segments analysis on time periods that have rolled-off.
- q. Stored "LIVE Profile Data" includes attributes of a Visitor's profile including, but not limited to, Visitor registration data such as email address, gender, age and education and key Visitor milestones including, but not limited to, date of first visit, cumulative spend and initial referral source. IBM Coremetrics shall store the Client's LIVE Profile Data for the duration of the Subscription Period.

- r. Stored “Standard Report Data” includes best practice reports and dashboards that IBM Coremetrics automatically processes every night without Client setup. IBM Coremetrics shall store the Client’s Standard Reports for twenty-seven (27) months rolling. This report roll-off will also affect custom report views. Note: Top Line Metrics (Section 2(c)(iii)) data will be kept for the duration of the Subscription Period.

20.2 IBM Coremetrics Enterprise Analytics

With IBM Coremetrics Enterprise Analytics, the following changes apply to what is included with IBM Coremetrics Web Analytics:

- a. A total of Fifty (50) Explore reports per month are included, regardless of how many sites are managed by Coremetrics Enterprise Analytics. Each submitted Explore report that is run for a site will be counted individually towards the fifty (50).
- b. Ten (10) report segments will be included for each site managed by Coremetrics Enterprise Analytics
- c. Four (4) attribution windows will be included for each site managed by Coremetrics Enterprise Analytics

20.3 IBM Coremetrics Benchmark Service

Although IBM Benchmark Services are a standard part of IBM SaaS, participation is *optional*. If Customer wishes *not* to participate, please let your Sales Representative know. Customer understands that for IBM to provide any Benchmarking Services, IBM must prepare, access, process and analyze Summary Data regarding IBM Customers, and use Customer’s Summary Data to populate the Aggregate Data used in each IBM Benchmarking Service. IBM shall not disclose to any third party nor make publicly available any of Customer’s Summary Data in a fashion that identifies Customer or its product brands or trademarks, or any Visitor. Subject to the foregoing, in connection with providing IBM Benchmarking Services nothing in this Agreement will restrict IBM from: (i) adding Customer’s Summary Data to other customer’s Summary Data to create the pool of Aggregate Data, using Customer’s Summary Data to access or analyze Aggregate Data, or disclosing or using such Aggregate Data; or (ii) using Customer’s Summary Data to provide Services to Customer and enable Customer to participate in the IBM Benchmarking Service. Under no circumstances shall Customer’s Summary Data be disclosed except as may be pre-approved by Customer in writing. Customer shall not, without IBM’s prior written consent, distribute or otherwise provide access to any IBM Benchmarking report or its contents, or any Summary Data or Aggregate Data provided to Customer, to any third parties, except for such advisors and contractors as may be retained in connection with Customer’s use of Services and in each case subject to a confidentiality agreement in form similar to the confidentiality clause of the Agreement. IBM Benchmarking reports and their contents and the Aggregate Data are the property of IBM and are IBM’s Confidential Information as set forth in the confidentiality clause of the Agreement. Customer may provide its employees and consultants with copies of and access to a IBM Benchmarking Service report provided such persons are advised of their obligation not to distribute such report or its contents to third parties.

- a. “**Summary Data**” shall be defined as certain key performance indicator metrics of a single IBM client.
- b. “**Aggregate Data**” shall be defined as all Summary Data from each IBM customer participating in a IBM Benchmarking Service including a Subvertical thereof.
- c. A “**Subvertical**” shall be defined as a group of not fewer than four (4) customer’s who participate in a IBM Benchmarking Service where each member of each Subvertical is engaged in a similar field of business based on products sold and markets targeted (e.g. apparel, jewelry, office supplies, etc.).

20.4 IBM Coremetrics Web Analytics Standard Data Export Service

The Coremetrics Web Analytics Standard Data Export Service provides a standardized data export package that includes Customer’s raw data available in IBM Coremetrics. The Standard Data Export Service consists of multiple defined format files containing information about Visitors’ clickstream, pages, products, cart actions, registrations, orders/transactions, and Visitor technical properties The data are structured in a number of data files. The export can be scheduled on a daily or weekly basis.

20.5 IBM Coremetrics Web Analytics End of Contract Data Export Service

The Coremetrics Web Analytics End of Contract Data Export Service provides a standardized data export package for one time use that includes Customer’s raw data available in IBM Coremetrics. The exported

time range of data is conditional upon the parameters for deletion of data specified in this Section 20, however notwithstanding any language to the contrary the exported time range of data is restricted to a maximum of two years of Customer's historical data. The data are structured in the same way as the data in the IBM Coremetrics Web Analytics Standard Data Export Service..

20.6 IBM Coremetrics Web Analytics Advanced Report Services

The Coremetrics Web Analytics Advanced Report Services entitle customer to the type and monthly number of unique Advanced Reports as subscribed. For example:

- IBM Coremetrics Web Analytics Advanced Report Services for 5 Simple Reports entitles Customer for up to 5 monthly unique Advanced Reports categorized by IBM as Simple in complexity.
- IBM Coremetrics Web Analytics Advanced Report Services for 2 Complex Reports entitles customer for up to 2 monthly unique Advanced Reports categorized by IBM as Complex.

Simple Reports are defined as such that produce fewer than 1 Million rows of data and for input only depend on Customer's IBM Coremetrics collected web analytics data but not any additional imported data nor the output from other reports. All other reports are defined as Complex Reports.

If Customer requires this Advanced Report Services function Customer will be charged a fee contained in a customized statement of work that will be governed by a separate professional services agreement between IBM and Customer.

20.7 IBM Coremetrics Web Analytics Retention Extension

The Coremetrics Web Analytics Retention Extension provides the option for Customer to retain certain stored data elements for an extended length of time, namely:

- additional 12 weeks retention of Session Activity Data
- additional 12 months retention of Visitor Activity Data
- additional 12 months retention of static reports
- additional 12 weeks retention of Persistent Report Segment data

20.8 IBM Coremetrics Explore Retention Extension

The Coremetrics Explore Retention Extension provides the option for Customer to retain certain stored data elements for an extended length of time, namely:

- additional 12 months retention of IBM Coremetrics Explore data
- additional 12 months retention of IBM Coremetrics Explore reports

21. General

Customer acknowledges and agrees that IBM may use cookie and tracking technologies to collect and use basic statistics about Customer's use of IBM SaaS in accordance with the IBM Online Privacy Policy available at <http://www.ibm.com/privacy>.

If any provision of these Terms of Use is held to be invalid or unenforceable, the remaining provisions of these Terms of Use remain in full force and effect. Failure by either party to insist on strict performance or to exercise a right when entitled does not prevent either party from doing so at a later time, either in relation to that default or any subsequent one. Any terms of these Terms of Use that by their nature extend beyond termination of these Terms of Use or the applicable Subscription Period remain in effect until fulfilled, and apply to respective successors and assignees.

22. Entire Agreement

The complete agreement between the parties, replacing any prior oral or written communications between Customer and IBM, consists of these Terms of Use and the Agreement. If there is a conflict among the terms of these Terms of Use and the Agreement, then these Terms of Use prevail over the Agreement.

Additional or different terms in any written communication from Customer (such as a purchase order, acknowledgement or e-mail) are void. These Terms of Use may only be amended as set forth herein.

IBM SaaS Terms of Use

Part 2 – Country-unique Terms

The following terms replace or modify the referenced terms in Part 1. All terms in Part 1 that are not changed by these amendments remain unmodified and in effect. This Part 2 is comprised of amendments to this Terms of Use and is organized as follows:

- Asia Pacific country amendments; and
- Europe, Middle East, and Africa country amendments.

ASIA PACIFIC COUNTRY AMENDMENTS

AUSTRALIA

19. Warranty and Exclusions

The following is added to the end of Section 19:

Although IBM specifies that there are no warranties, Customer may have certain rights under the Competition and Consumer Act 2010 or other legislation and are only limited to the extent permitted by the applicable legislation.

NEW ZEALAND

19. Warranty and Exclusions

The following is added to the end of Section 19:

Although IBM specifies that there are no warranties, Customer may have certain rights under the Consumer Guarantees Act 1993 or other legislation which cannot be excluded or limited. The Consumer Guarantees Act 1993 will not apply in respect of any goods which IBM provides, if Customer requires the goods for the purposes of a business as defined in that Act.

EUROPE, MIDDLE EAST, AFRICA (EMEA) COUNTRY AMENDMENTS

EUROPEAN UNION MEMBER STATES

The following is added to Section 19: Warranty and Exclusions

In the European Union ("EU"), consumers have legal rights under applicable national legislation governing the sale of consumer goods. Such rights are not affected by the provisions set out in this Section 19: Warranty and Exclusions.

AUSTRIA

19. Warranty and Exclusions

If you paid a charge for the IBM SaaS then the Section 19 Warranty and Exclusions is replaced in its entirety by the following:

19. Warranties and Exclusions

IBM provides the IBM SaaS in conformity with its descriptions as contained in the IBM SaaS announcement and maintains it in this condition for the term of the IBM SaaS. IBM, its Affiliates and suppliers disclaim all further warranties ("*Ausschluß der Gewährleistung*").

Warranties, if any, for Enabling Software supplied as part of this IBM SaaS may be found in their license agreements.

GERMANY

19. Warranty and Exclusions

If you paid a charge for the IBM SaaS then the Section 19 Warranty and Exclusions is replaced in its entirety by the following:

19. Warranties and Exclusions

IBM provides the IBM SaaS in conformity with its descriptions as contained in the IBM SaaS announcement and maintains it in this condition for the term of the IBM SaaS. IBM, its Affiliates and suppliers disclaim all further warranties ("*Ausschluß der Gewährleistung*").

Warranties, if any, for Enabling Software supplied as part of this IBM SaaS may be found in their license agreements.

IRELAND

19. Warranty and Exclusions

The following paragraph is added:

Except as expressly provided in these terms and conditions, or Section 12 of the Sale of Goods Act 1893 as amended by the Sale of Goods and Supply of Services Act, 1980 (the "1980 Act"), all conditions or warranties (express or implied, statutory or otherwise) are hereby excluded including, without limitation, any warranties implied by the Sale of Goods Act 1893 as amended by the 1980 Act (including, for the avoidance of doubt, Section 39 of the 1980 Act).

IRELAND AND UNITED KINGDOM

22. Entire Agreement

The following sentence is added at the beginning of this Section 22:

Nothing in the following paragraphs shall have the effect of excluding or limiting liability for fraud.

Service Level Agreement

This Service Level Agreement (SLA) is for the following IBM SaaS:

- IBM Unica Marketing Operations OnDemand
- IBM Unica Digital Profiler
- IBM Unica Email Optimization
- IBM Unica eReputation Manager
- IBM Unica eDesign Optimizer
- IBM Unica eContent Scorer
- IBM Unica eDelivery Tracker
- IBM Unica Social Email Analytics
- IBM Unica eMessage
- IBM eMessage Post Click Analytics
- IBM Coremetrics Web Analytics
- IBM Coremetrics Lifecycle
- IBM Coremetrics Impression Attribution
- IBM Coremetrics Multichannel Analytics
- IBM Coremetrics Social Analytics
- IBM Coremetrics Enterprise Analytics
- IBM Coremetrics Intelligent Offer
- IBM Coremetrics Search Marketing
- IBM Coremetrics LIVEmail
- IBM Coremetrics Explore
- IBM Coremetrics AdTarget
- IBM Coremetrics Content Recommendations

IBM provides this SLA to its Customers subject to the following terms. The version of this SLA that is current at the commencement or renewal of the term of your subscription will apply

1. Definitions

- a. "Application Downtime" means a period of time during which users of the IBM hosted portions of the application interface are unable to use all aspects of the Service for which they have appropriate permissions. By way of clarification, there is no "Downtime" if any user can use any aspect of the Service for which they have appropriate permissions.
- b. "Authorized Contact" means the individual you have specified to IBM who is authorized to submit Claims under this SLA.
- c. "Availability Credit" means the remedy IBM will provide for a validated Claim. The Availability Credit will be applied in the form of a credit or discount against a future invoice of subscription charges for the Service.
- d. "Claim" means a claim submitted by your Authorized Contact to IBM pursuant to this SLA that a Service Level has not been met during a Contracted Month.
- e. "Contracted Month" means each full month during the term of the Service measured from 12:00 a.m. GMT on the first day of the month through 11:59 p.m. GMT on the last day of the month.

- f. "Customer" or "you" or "your" means an entity that is subscribing for the Service directly from IBM, and that is not in default of any material obligations, including payment obligations, under its contract with IBM for the Service.
- g. "Downtime" means Application Downtime and/or Inbound Processing Downtime applicable to the corresponding Service Level shown on the table below. Downtime does not include the period of time when the Service is not available as a result of:
 - Planned System Downtime.
 - Force Majeure.
 - Problems with Customer or third party applications, equipment, or data.
 - Customer or third party acts or omissions (including anyone gaining access to the Service by means of your passwords or equipment).
 - Failure to adhere to required system configurations and supported platforms for accessing the Service.
 - IBM's compliance with any designs, specifications, or instructions provided by Customer or a third party on Customer's behalf.
- h. "Event" means a circumstance or set of circumstances taken together, resulting in a failure to meet a Service Level.
- i. "Force Majeure" means acts of God, terrorism, labor action, fire, flood, earthquake, riot, war, governmental acts, orders or restrictions, viruses, denial of service attacks and other malicious conduct, utility and network connectivity failures, or any other cause of Service unavailability that was outside IBM's reasonable control.
- j. "Inbound Data Collection Downtime", if applicable, means a period of time during which the Service is unable to collect inbound data via the inbound data processing elements of the Service.
- k. "Planned System Downtime" means a scheduled outage of the Service for the purpose of service maintenance.
- l. "Service" means the Service to which this SLA applies, as shown on the first page of this SLA.
- m. "Service Level" means the standard set forth below by which IBM measures the level of service it provides in this SLA.

2. **Availability Credits**

In order to be eligible to submit a Claim you must have logged a support ticket for each Event with the IBM customer support help desk for the applicable Service, in accordance with IBM procedure for reporting Severity 1 support issues. You must provide all necessary detailed information about the Event, including the time you were first impacted by the Event, and reasonably assist IBM with the diagnosis and resolution of the Event to the extent required for Severity 1 support tickets. Such ticket must be logged within twenty-four (24) hours of your first becoming aware that the Event has impacted your use of the Service.

Your Authorized Contact must submit your Claim for an Availability Credit no later than three (3) business days after the end of the Contracted Month that is the subject of the Claim.

Your Authorized Contact must provide to IBM all reasonable details regarding the Claim, including but not limited to, detailed descriptions of all relevant Events and the Service Level claimed not to have been met.

IBM will measure internally total combined Downtime during each Contracted Month applicable to the corresponding Service Level shown on the table below. Availability Credits will be based on the duration of the Downtime measured from the time you report that you were first impacted by the Downtime. If Customer reports an Event of Application Downtime and an Event of Inbound Data Processing Downtime occurring simultaneously, then IBM will treat the overlapping periods of Downtime as a single period of Downtime, and not as two separate periods of Downtime. For each valid Claim, IBM will apply the highest applicable Availability Credit based on the achieved Service Level during each Contracted Month, as shown on the tables below. IBM will not be liable for multiple Availability Credits for the same Event(s) in the same Contracted Month.

For Bundled Service (individual Services packaged and sold together for a single combined price), the Availability Credit will be calculated based on the single combined monthly price for the Bundled Service, and not the monthly subscription fee for each individual Service. You may only submit Claims relating to

one individual Service in a bundle in any Contracted Month, and IBM will not be liable for Availability Credits with respect to more than one Service in a bundle in any Contracted Month.

If you purchased the Service from a valid IBM reseller in a remarketing transaction in which IBM maintains primary responsibility for fulfilling the Service and SLA commitments, then the Availability Credit will be based on the then-current Relationship Suggested Value Price (RSVP) for the Service in effect for the Contracted Month which is the subject of a Claim, discounted at a rate of 50%.

The total Availability Credits awarded with respect to any Contracted Month shall not, under any circumstance, exceed twenty percent (20%) of one twelfth (1/12th) of the annual charge paid by you to IBM for the Service.

IBM will use its reasonable judgment to validate Claims based on information available in IBM's records, which will prevail in the event of a conflict with data in your records.

THE AVAILABILITY CREDITS PROVIDED TO YOU IN ACCORDANCE WITH THIS SLA ARE YOUR SOLE AND EXCLUSIVE REMEDY WITH RESPECT TO ANY CLAIM.

3. Service Levels

Service	Applicable Service Level	
	Application availability during a Contracted Month	Inbound Data Collection availability during a Contracted Month
IBM Unica Marketing Operation on Demand	Y	N
IBM Unica Digital Profiler	Y	Y
IBM Unica Email Optimization	Y	Y
IBM Unica eReputation Manager	Y	N
IBM Unica eDesign Optimizer	Y	Y
IBM Unica eContent Scorer	Y	Y
IBM Unica eDelivery Tracker	Y	Y
IBM Unica Social Email Analytics	Y	Y
IBM Unica eMessage	Y	Y
IBM eMessage Post Click Analytics	Y	Y
IBM Coremetrics Web Analytics	Y	Y
IBM Coremetrics Lifecycle	Y	N
IBM Coremetrics Impression Attribution	Y	Y
IBM Coremetrics Multichannel Analytics	Y	N
IBM Coremetrics Social Analytics	Y	N
IBM Coremetrics Enterprise Analytics	Y	N
IBM Coremetrics Intelligent Offer	Y	Y
IBM Coremetrics Search Marketing	Y	N

IBM Coremetrics LIVEmail	Y	N
IBM Coremetrics Explore	Y	N
IBM Coremetrics AdTarget	Y	N
IBM Coremetrics Content Recommendations	Y	Y

Achieved Service Level during a Contracted Month	Availability Credit (% of Monthly Subscription Fee for Contracted Month which is the subject of a Claim)
99% - 99.949%	2%
98% - 98.999%	5%
97% - 97.999%	12%
Less than 97.000%	20%

“Achieved Service Level” percentage is calculated as: (a) the total number of minutes in a Contracted Month, minus (b) the total number of minutes of Downtime in a Contracted Month, divided by (c) the total number of minutes in a Contracted Month, with the resulting fraction expressed as a percentage.

Example: 50 minutes total Downtime during Contracted Month

43,200 total minutes in a 30 day Contracted Month -- 50 minutes Downtime = 43,150 minutes <hr/> 43,200 total minutes in a 30 day Contracted Month	= 2% Availability Credit for 99.884% Achieved Service Level
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4. Exclusions

This SLA is made available only to IBM Customers. This SLA does not apply to the following:

- Beta and trial Services.
- Non-production environments, including but not limited to test, disaster recovery, Q&A, or development.
- Claims made by an IBM Customer’s users, guests, and participants of the Service.
- If you have breached any material obligations under the Terms of Use, Acceptable Use Policy or your contract for the Service, including without limitation, breach of any payment obligations.