

SELLIGENT MARKETING CLOUD SUBSCRIPTION AND SERVICES AGREEMENT

IMPORTANT, READ CAREFULLY: CLIENT'S USE OF AND ACCESS TO THE WEBSITE, PRODUCTS AND ASSOCIATED SERVICES AND SOFTWARE (COLLECTIVELY, THE "SERVICES") OF SELLIGENT, INC. D/B/A SELLIGENT MARKETING CLOUD AND THE SELLIGENT MARKETING CLOUD GROUP COMPANIES INCLUDING SELLIGENT S.A. AND ANY OF ITS SUBSIDIARIES ("SELLIGENT") IS CONDITIONED UPON CLIENT'S COMPLIANCE AND ACCEPTANCE OF THESE TERMS.

THIS SUBSCRIPTION AND SERVICES AGREEMENT ("AGREEMENT") GOVERNS THE ACQUISITION AND USE OF SELLIGENT'S SERVICES BY THE CLIENT. BY EXECUTING A "SALES ORDER" AND/OR STATEMENT OF WORK THAT REFERENCES THIS AGREEMENT, THE CLIENT AGREES TO ALL OF THE TERMS AND CONDITIONS OF THIS AGREEMENT. THE INDIVIDUAL ENTERING INTO THIS AGREEMENT ON BEHALF OF A COMPANY OR OTHER LEGAL ENTITY REPRESENTS TO HAVE THE AUTHORITY TO BIND SUCH ENTITY AND ITS AFFILIATES TO THESE TERMS AND CONDITIONS. ANY INDIVIDUAL WHO DOES NOT HAVE SUCH AUTHORITY, OR IF YOU DO NOT AGREE WITH ALL OF THESE TERMS AND CONDITIONS, MUST NOT ACCEPT THIS AGREEMENT. ANY CLIENT WHO DOES NOT AGREE WITH THESE TERMS AND CONDITIONS MAY NOT ACCESS OR USE THE SERVICES.

IN ADDITION, THE SERVICES MAY NOT BE ACCESSED BY ANY USER FOR PURPOSES OF MONITORING THEIR AVAILABILITY, PERFORMANCE, OR FUNCTIONALITY, OR FOR ANY OTHER BENCHMARKING OR COMPETITIVE PURPOSES WITHOUT THE EXPRESS WRITTEN PERMISSION OF SELLIGENT, INC. D/B/A SELLIGENT MARKETING CLOUD.

This Agreement was last updated on **February 1, 2019**, it is effective between the Client and Selligent as of the date of a Sales Order and/or Statement of Work is executed by both parties.

1. Definitions.

1.1 "Agreement" means this Subscription and Services Agreement, the Services Order(s), SOW(s) and the other documents as listed below and incorporated herein by reference, in prevailing order should there be conflicting provision:

1. Service Order(s), as applicable;
2. Specific Agreement(s), as applicable;
3. Data Processing Agreement (“DPA”), as applicable;
4. Support and Service Level Schedule;
5. Subscription and Services Agreement.

1.2 “Acceptable Use Policy” or “AUP” refers to the required actions and practices, as well as those actions and practices that are unacceptable and prohibited, with respect to the Client’s use of any product or Service created, developed, sold, licensed, delivered, supplied or performed by Selligent under this Agreement.

1.3 "Brand" Any combination of unique design, sign, symbol, words, or a combination of these, employed by Client in creating an image that identifies a product and differentiates it from its competitors or its other services.

1.4 "Channel" In addition to the Platform’s base modules, Client can add additional modules to enhance functionality or mode of communication with Client’s customers, each of these modules is a “Channel”. Each Channel is available separately and shall be accessible only via execution of a Sales Order(s).

1.5 "Client" includes any entity that controls, is controlled by, or is under common control with Client ("Affiliates"). For purposes of this Agreement, "Affiliate" means any entity directly or indirectly controlling or controlled by or in common control with Client, where "control" is defined as the ownership of at least 50% of the equity or beneficial interests of such entity or the right to vote for or appoint a majority of the board of directors or other governing body of such entity, and any other entity with respect to which Client or any of such Affiliates has management or operational responsibility. "Client" also includes any and all employees, agents, independent contractors, subcontractors, or affiliated third parties of Client who access or otherwise use the Service(s) provided under this Agreement. Client shall assume any liability arising out of the performance of its Affiliates, employees, agents, independent contractors, and affiliated third parties under this Agreement.

1.6 "Client Data" is all data, documentation, content, or information submitted by or on behalf of Client to or through the Service(s), including Consumer Data, any audio-visual design assets (i.e., photographic images, animations, illustrations), or other identifying or branding elements of Client or its clients to enable performance of the Service(s). For the avoidance of doubt, any and all Client Data shall remain the sole and exclusive property of Client.

1.7 "Consumer Data" means any information to which Selligent is provided access under this Agreement that could identify an individual either directly or indirectly including, without

limitation, the individual's name, birth date, personal contact information, passwords, employment information, or other individual confidential information.

1.8 "Documentation" are the information provided by Selligent describing operation and use of the Service(s), by any means of delivery, whether at Client's written request or otherwise, along with any other information provided to Selligent's clients generally, and all such items as updated from time-to-time.

1.9 "Location" refers to a specific point or area defined or identified by either: (a) the establishment by Client of a virtual perimeter of a specific geographic area (i.e. the area surrounding one of Client's physical locations) (a "Geofence"); and/or (b) the use of a device owned and placed by the Client transmitting a unique Bluetooth® signal that can be detected by the Services (a "Beacon").

1.10 "Platform" means the technical infrastructure Selligent has in place to provide the Subscription Service(s) for Client. Client may, elect to have multiple, logically separated installations of the Platform, each an "Instance". Instance(s) may be ordered only via execution of a Sales Order.

1.11 "Project Service(s)" means professional implementation, database, project management, technical integration, campaign services, and training services specified in an applicable SOW. An SOW for Project Services may describe certain work product (the "Deliverables"), which Deliverables, if any are specified, are limited to content specific to Client and do not include any retained, common, reusable or generic elements or methodologies.

1.12 "Sector" a description of the industry on which the Client's primary business is focused.

1.13 "Service(s)" means the Subscription Services, Project Services, Success Services and Support Services that the Client orders in the context of this Agreement. "Additional Services" may be ordered via subsequent SOW(s) and/or Sales Order(s) and upon execution of any such subsequent SOW(s) and/or Sales Order(s) shall be incorporated into the definition of "Services".

1.14 "Service Order(s)" are the ordering documents, including but not limited to a Sales Order, Statement of Work or otherwise, that specify, among other things, each Service, its subscription term and the scope of Service(s) ordered, and the applicable Fees. All such forms are executed hereunder and deemed incorporated herein.

1.15 "Statement of Work" or "SOW" means a document executed by Client and Selligent that specifies any Project Service(s), including the scope of such Project Service(s),

specifications thereof, any Fees associated therewith, and any other terms and conditions mutually agreed to by the parties regarding such Project Service(s).

1.16 "Subscription Service(s)" means, as ordered on a Service Order, the software and products which Selligent owns and/or is licensed to resell and/or distribute from third-parties, accessible via a designated website or IP address, or ancillary products and services provided to Client by Selligent, to which Client is being granted access under this Agreement.

1.17 "Subscription Term" means the term specified in the applicable Sales Order during which Client can use the Subscription Service.

1.18 "Success Service(s)" are Client enablement services, limited to the provision of introductions, reviews, and/or explanations of new, unused or underutilized aspects of the Selligent Platform, including step-by-step walk throughs designed to enable Client's self-service use of the Selligent Platform.

1.19 "Support Service(s)" means help-desk and technical support services which are by nature consumed on an ad-hoc basis and cannot be planned. Selligent provides permanent availability for those services governed by the conditions in the Support and Service Level Schedule (Exhibit A).

1.20 "Unique Contact" is a deduplicated e-mail address appearing on Client's lists within the Platform. The number of Unique Contacts appearing in a Client's list shall be used for billing purposes as described in an applicable Sales Order(s).

1.21 "Usage Rights" means those rights to use the Subscription Services in accordance with this Agreement.

1.22 "User" means an individual expressly authorized by Client to use the Services and to whom Client has supplied a user identification and password. Users may include Client's employees, agents (third-party service providers), independent contractors, or subcontractors.

2. Provision and Use of the Service(s).

2.1 Description of Subscription Service(s). Selligent will make available the Subscription Service(s) for Client's use in an environment hosted and managed by Selligent and its contracted third-party(ies). Selligent may change third-party providers at any time, in its sole discretion, including by hosting, and/or by providing the Service(s) directly. Client shall have no right to pursue a cause of action or other claim against any such third-party provider(s) with

respect to the provision of Services under this Agreement, and expressly acknowledges this and waives any such right(s) to do so, provided, however, that the obligations under this Section 2.1 shall not constitute a waiver of any rights Client may have against Selligent related to the provision of Service(s) under this Agreement, including those aspects of the Service(s) provided by a contracted third-party, and Selligent acknowledges that it is responsible and liable for the performance of any third-party vendor hereunder. Selligent or its contracted third-party(ies) may provide Client, solely for Client's own internal use, with access information (including without limitation URL(s), XML interface(s), user name(s) and/or password(s)) to access the Service(s). If a server migration is required, Selligent will take commercially reasonable steps to notify Client at least twelve (12) hours in advance of beginning the migration unless the server migration process must begin sooner to protect server data. Selligent will also take commercially reasonable steps to ensure that server migrations are complete within six (6) hours of start time. Client agrees that other required maintenance may interfere with access and use of the Service(s) until such maintenance has been completed, and expressly accepts such condition. Selligent will take commercially reasonable steps to notify Client approximately two (2) business days in advance of any such additional required maintenance. In the event of downtime, Client will only be entitled to credit(s), refund(s), and/or set-offs as expressly provided in this Agreement, the Support and Service Level Schedule, attached hereto as Exhibit A and incorporated herein by reference, or as otherwise agreed upon by the parties in writing.

Selligent may also provide Client with Project Services and Support Services as may be described in a Statement of Work. Timeframes specified in any Sales Order or Statement of Work are only estimates. Actual performance times will be dependent upon Client's timely provision of accurate and properly-formatted data, feedback, and access to key personnel reasonably requested by Selligent from time-to-time. Selligent shall not be accountable for any performance delays caused by Client's failure to timely provide such data, access, or feedback required for its performance. In such an event, estimated timetables shall be extended accordingly, and Fees may be increased as a result of such delays.

Client shall not have any right, claim or interest whatsoever relating to the Services other than those granted by this Agreement. Client agrees that execution of any Service Order shall not be contingent on the delivery of any future functionality or features, nor shall any such execution rely on any oral or written, private or public comments made by Selligent respecting future functionality or features.

2.2 Selligent Obligations; Reservations of Rights. Selligent shall make the Service(s) available to Client pursuant to the terms and conditions of this Agreement and any set forth on the Service Order(s). During the term of this Agreement: (i) the Service(s) shall perform materially in accordance with its Documentation, and (ii) the functionality of the Service(s) will not be materially decreased from that available as of the Effective Date. Client agrees its purchase of Subscription Services is not contingent on the delivery of any future functionality or features nor on any oral or written private or public comments made by Selligent respecting future functionality or features. Client acknowledges that in providing the Service(s), Selligent uses Selligent's: (a) company name(s), copyright(s), trademark(s), logo(s), domain name(s),

the product and service name(s) associated with the Service(s), and other trademarks and service marks; (b) certain audio and visual information; and (c) other technology, software, hardware, products, processes, algorithms, user interfaces, know-how and other trade secrets, techniques, designs, inventions, and other tangible or intangible technical material or information (collectively "Selligent Technology") and that the Selligent Technology is covered by intellectual property rights owned or licensed by Selligent (collectively "Selligent IP Rights"). Certain components of the Selligent Technology may be provided by third-party providers, and are subject to terms of Specific Agreements as indicated in an applicable Sales Order. Such third-party components are the Intellectual Property of the specific providers, and as such, no right, title or interest, other the right to utilize the Services as described herein, shall vest in the Client. Other than as expressly set forth in this Agreement, no right, title, license or any other rights in or to the Selligent Technology or Selligent IP Rights are granted to Client, and that any and all such licenses and rights are hereby expressly reserved by Selligent. In addition, Selligent reserves the right to modify, update, upgrade, or discontinue features of the Service(s), however no functionality of the Service(s) will be materially decreased from those available as of the Services ordering. Client acknowledges and agrees that Selligent may, subject to the terms of its Privacy Policy, currently available at: <https://www.selligent.com/privacy-policy> and the terms of this Agreement, use Client Data to provide services hereunder. Client hereby grants to Selligent a non-exclusive, non-transferable license to use, perform, and display the Client Data during the Term solely to allow Selligent to perform its obligations as stated herein. Selligent may prepare aggregated and anonymized summary statistics incorporating, and based upon, the usage activity, delivery data, and other statistics of Client and Selligent's other clients ("Benchmarking Statistics"). Selligent shall own all right, title, and license in the Benchmarking Statistics, which it may use in its own research, marketing and other commercial services, offerings or activities.

2.3 Client Obligations. Client shall use the Service(s) solely for its internal business purposes as contemplated by this Agreement. Client is solely responsible for all activities that occur under Client's user accounts and acknowledges having been sufficiently informed about the Platform specifications. Further, Client shall: (i) have sole responsibility for the accuracy, quality, integrity, legality, reliability, and appropriateness of all Client Data (including its text, audio, images or other content) and shall not store in the Platform any data that is illegal, harmful, or offensive (The database of Client's production instance shall be limited to fifty gigabytes (50GB) unless Client purchases extra database capacity from Selligent); (ii) use commercially reasonable efforts to prevent unauthorized access to, or use of, the Service(s), and notify Selligent promptly of any unauthorized use; and (iii) have sole responsibility for complying with all applicable local, state, federal, and foreign laws and regulations governing its use of the Service(s) and Platform. Client agrees not to store any data in the Platform that violates the security, stability, or integrity of any network, computer, communications system, software application, network, or computing device.

2.4 Client Use Guidelines & Restrictions. Selligent grants Client a limited, non-exclusive, non-transferable, non-sublicensable, worldwide right to access and use the Service(s) in accordance with all the terms and conditions of this Agreement. Client is responsible for the provision and use of the appropriate equipment needed to connect to and use the Services,

including, without limitation, computers, computer operating system and web browser. Client shall ensure that this equipment complies with the specifications set forth in the Documentation. Client shall not: (i) license, sublicense, sell, resell, rent, lease, transfer, assign, distribute, time-share or otherwise commercially exploit or make the Service(s) available to any third-party, other than as contemplated by this Agreement; (ii) use the Service(s) to send spam or otherwise duplicative or unsolicited electronic communications in violation of any applicable law; (iii) send or store material which is infringing, libelous, or otherwise unlawful or tortious, including material harmful to children or violative of any third-party privacy rights; (iv) use the Services for any criminal, illegal or otherwise unlawful purposes; (v) send or store material known by Client to contain software viruses, worms, Trojan horses or other harmful computer code, files, scripts, agents or programs; (vi) intentionally interfere with or disrupt the integrity or performance of the Service(s) or the data contained therein; or (vii) attempt to gain unauthorized access to the Service(s) or their related systems or networks; (viii) modify, copy or create derivative works based on the Service(s) or Selligent Technology; (ix) create Internet "links" to or from the Service(s), or "frame" or "mirror" any content forming part of the Service(s), other than on Client's own intranets or otherwise for its own internal business purposes; or (x) disassemble, reverse engineer, translate or decompile the Service(s) or Selligent Technology, or purposefully access it with the intent to (A) build a competitive product or service, (B) build a product or service providing substantially similar features, functions or graphics of the Service(s), or (C) copy any features, functions, or graphics of the Service(s). Client may not access the Service(s) if Client is a competitor of Selligent, except with Selligent's prior written consent. Client may not access the Service(s) for purposes of monitoring its performance or functionality, or for any other benchmarking or competitive purpose(s).

Client may not use the Services or the Platform for (i) activities or purposes for which the Platform or Services require specific certifications (e.g. they are not certified for Payment Card Industry (PCI) compliance; (ii) for storing any personally identifiable medical, healthcare, or financial related data; or (iii) for activities or purposes which exceed the license granted in this Agreement (e.g. disaster recovery services, the sending of videos and the hosting of videos on the Platform and Services; using of bandwidth in an abusive manner by including large files in e-mails are forbidden); in excess of the Platform limitations as defined in the Documentation; and/or in a manner adversely affecting the Services' usability for Selligent, including for Selligent's other clients.

2.5 Subscription Services Requirements: : Except to the extent the enumerated items below permit deviation, Client shall, at all times, comply with the Acceptable Use Policy ("AUP") of Selligent, as may be updated from time-to-time by Selligent, in its sole discretion, on notice to Client, currently available at: <http://www.selligent.com/acceptable-use-policy>. Client further agrees that it will:

- a. use commercially reasonable security precautions, including encrypting any Consumer Data transmitted to Selligent servers or storage devices;

- b. cooperate with Selligent's reasonable investigations of services outages, security problems and/or any suspected breach of this Agreement, including all exhibit(s) and Service Orders;
- c. include the recipient's e-mail address in the body of the message or in the "TO" line of the e-mail;
- d. on request, or as needed, respond to any third-party complaints, promptly provide any available information documenting the business relationship or consent of the involved parties, and otherwise reasonably cooperate in responding to complaints and mitigating the effects related to such complaints on applicable third-party cloud hosting provider's networks or Selligent's provision of the Service(s);
- e. post a Privacy Policy for each domain named in or associated with each mailing;
- f. post an e-mail address for complaints (such as abuse@yourdomain.com) in a conspicuous place on each website named in or associated with each mailing and promptly respond to messages sent to such address;
- g. not alter or obscure mail headers or assume a sender's identity without the sender's explicit permission;
- h. honor revocations of consent or unsubscribe requests, and notify recipients of the same; and
- i. properly handle and process notices sent to Client by any person claiming Client Data violates such person's rights.

Selligent may, in its sole discretion or at the direction of any then-applicable third-party service provider(s) may suspend the Service(s), and, as the case may be, IP address(es), for a violation of the AUP or an actual or reasonably-apparent imminent attack or unauthorized access, until such violation, attack or unauthorized access is remedied. In the event Selligent must suspend Service(s) due to an actual or reasonably-apparent imminent attack on, or unauthorized access to, the Service(s), Selligent will use commercially reasonable efforts to provide Client with advanced notice of such suspension. Selligent reserves the right to terminate any client for any singular material violation of the AUP that risks the safety, security or reputation of any network, person or entity, or for repeated violations of the AUP resulting in burdensome administration for Selligent or the then-applicable third-party service provider. In the event of any such suspension or termination, Client shall not be entitled to any credit, refund, or set-off.

2.6 Third-Party Providers. Any exchange of data or other interaction between Client and a third-party provider (other than any subcontractor or agent performing any obligations of Selligent under this Agreement), and any purchase by Client of any product or service offered by any third-party provider, is solely between Client and such third-party provider.

3. Fees & Payment.

3.1 Fees. Throughout the Term of this Agreement, Selligent will invoice and Client shall pay all “Fees” specified in all executed Service Orders hereunder in accordance with the terms and conditions set forth herein. Except as otherwise provided in a Sales Order or SOW, all Fees are quoted in United States Dollars (“USD”). Except as provided for in Sections 6.2 and 9.2 of this Agreement, all Fees are non-refundable.

3.2 Invoicing & Payment. Fees for the Service(s) will be invoiced in accordance with the terms in the relevant Service Order and shall be payable, by Client, annually in advance, unless otherwise agreed to in writing by the parties. Unless otherwise stated in the Service Order, Fees shall be payable net thirty (30) calendar days from date of invoice. Unless otherwise stated in the Service Order, all Fees under this Agreement shall be specified in USD. Client shall maintain complete and accurate billing and contact information for the Service(s) at all times, and shall update such information periodically, as needed. Unless agreed to otherwise in a specific Service Order, all payments made by Client hereunder shall be made electronically via automated clearing house payment (“ACH”) or wire transfer in accordance with the terms herein.

3.3 Overdue Payments. Any payment(s) not received from Client by the due date may accrue late charges at the rate of 0.5% of the outstanding balance per month, or the maximum rate permitted by law, whichever is lower, from the date such payment was due until the date paid. Upon two (2) business days' notice, Selligent may suspend any Service that is unpaid as and when due, and will notify Client of such suspension by e-mail. Selligent may fully and finally terminate any Service(s) that remains unpaid five (5) business days following such e-mail notice. In the event of any termination of Services as described in this Agreement, Client acknowledges and agrees that Selligent shall have no obligation to retain Client Data, and that such Client Data may be irretrievably deleted no sooner than fourteen (14) calendar days after any termination hereunder.

3.4 Taxes. Unless otherwise stated, Fees specified on a Service Order do not include any local, state, federal or foreign taxes or duties of any nature (“Taxes”). Client shall be responsible for paying all Taxes, excluding any taxes based on Selligent's income. If Selligent has the legal obligation to pay or collect Taxes in any jurisdiction, Client shall be responsible for such Taxes and the appropriate amount shall be invoiced to and paid by Client, unless Client provides to Selligent a valid tax exemption certificate authorized by the appropriate taxing authority.

4. Confidentiality.

4.1 Definition of Confidential Information. As used herein, "Confidential Information" is all non-public and proprietary information of a party ("Disclosing Party") disclosed by or on behalf of the Disclosing Party to the other ("Receiving Party"), whether orally or in writing, that is designated as confidential or that reasonably should be understood to be confidential given the nature of the information and the circumstances of disclosure, including this Agreement (and pricing and other terms reflected in all Service Order(s)), Client Data, the Service(s), the Selligent Technology, business and marketing plans, trade secrets, technology and technical information, product designs, methods, processes, code, data, inventions, apparatus, statistics, programs, research, development, information technology, network designs, passwords, sign-on codes, usage data, business processes, and the terms of this Agreement. Confidential Information (except for Client Data) shall not include any information that: (i) is or becomes generally known to the public without breach of any obligation owed to the Disclosing Party; (ii) was known to the Receiving Party prior to its disclosure by the Disclosing Party without breach of any obligation owed to the Disclosing Party; (iii) was independently developed by the Receiving Party without breach of any obligation owed to the Disclosing Party; (iv) is incorporated into Benchmarking Statistics; or (v) is received from a third-party without breach of any obligation owed to the Disclosing Party.

4.2 Confidentiality. Except as provided for in Sections 2.1 and 4.4 of this Agreement, the Receiving Party shall not disclose or use Confidential Information of the Disclosing Party for any purpose outside the scope of this Agreement, except with Disclosing Party's prior written permission.

4.3 Protection. Throughout the Term of this Agreement, and for a period of three (3) years from the termination thereof, each party agrees to a) use at least the same care and precaution in protecting such Confidential Information as the Receiving Party uses to protect its own Confidential Information and trade secrets, and in no event use not less than a commercially reasonable standard of care to protect Disclosing Party's Confidential Information disclosed hereunder; (b) not use Disclosing Party's Confidential Information other than as necessary to perform its obligations under this Agreement; (c) not disclose the Confidential Information to any other third-party except as provided herein or as authorized by the Disclosing Party in writing; and (d) disclose Disclosing Party's Confidential Information to its authorized employees, agents, affiliates and/or consultants on a "need-to-know" basis only, provided that each Representative is bound by obligations of confidentiality and usage and restrictions against disclosure substantially similar to those contained herein. If required under applicable law, Client and Selligent agree to be bound by the DPA, a copy of which is hereby incorporated into this Agreement as Exhibit B. Client agrees that Selligent may, subject to the terms of the DPA, process Client and Consumer Data.

4.4 Compelled Disclosure. If the Receiving Party is compelled by law to disclose Confidential Information of the Disclosing Party, it shall (i) provide the Disclosing Party with reasonable prior written notice of such compelled disclosure (to the extent legally permitted), (ii) provide the Disclosing Party with reasonable assistance and cooperation, at Disclosing Party's cost, if

the Disclosing Party wishes to contest or limit the disclosure, and (iii) only disclose that Confidential Information necessary to comply with such subpoena or order.

4.5 Remedies. If the Receiving Party discloses or uses (or threatens to disclose or use) any Confidential Information of the Disclosing Party in breach of this Section, the Disclosing Party shall have the right, in addition to any other remedies available to it, to seek injunctive relief to enjoin such acts, it being specifically acknowledged by the parties that any other available remedies are inadequate.

4.6 Return of Confidential Information. Upon the written request of Disclosing Party at any time throughout the Term or upon expiration or termination of this Agreement, Receiving Party shall at its option, and if legally permissible, return or destroy (and certify such destruction in a signed writing) all Confidential Information of Disclosing Party, including all copies thereof, whether in physical or electronic form; provided, however, Selligent may retain an archival set of its working papers and a copy of Client's Confidential Information for ensuring compliance with applicable laws, regulations, and professional standards regarding documentation of work performed under this Agreement. To the extent that it is impracticable to return or destroy any Confidential Information, and with respect to any information retained for archival purposes, Receiving Party shall continue to maintain the confidentiality of such information in accordance with this Agreement for as long as such information is retained.

4.7 Data Breach. For purposes of this section, a "breach" means any actual unlawful or unauthorized access, acquisition, or use of Client Data that compromises the security, privacy, or integrity of the Client Data. If any Client Data that is held by Selligent is breached, Selligent shall utilize commercially reasonable efforts to: (i) provide the Client written notice of such breach no later than three (3) business days from the date it obtains actual or constructive knowledge of the breach; and (ii) take steps designed to mitigate all known causes of the breach. In the event of a breach as defined in this section or any other occurrence of any other event regarding Consumer Data resulting from Selligent's failure to comply with applicable law or with the provisions of this Section 4 that requires notification under applicable law, Selligent agrees, subject to the limits set forth in Section 7, to pay the Client's reasonable direct costs incurred in providing any required notice to affected individuals in accordance with any applicable law.

5. Warranties & Disclaimers.

5.1 Mutual Warranties. Each party warrants that it has the legal power to enter into this Agreement.

5.2 Selligent Warranties. Selligent warrants that it will provide the Service(s) in a workmanlike manner consistent with general industry standards reasonably applicable to the provision thereof. If Client notifies Selligent in writing, within thirty (30) calendar days of receipt thereof, of the failure of any unaltered version of any Deliverables specified in an applicable Statement of Work or with any Subscription Services ordered in a Sales Order, to perform as described in any Documentation or set forth in an applicable Statement of Work (“Error(s)”), Selligent’s sole liability with respect to the noted Errors in the unaltered versions of such Deliverables or Subscription Services, shall be to attempt to correct those errors. Should any Errors contained within any of the Deliverables or with respect to any Subscription Services result from Client’s, or any third-party’s alterations, modifications or adjustments to the same, Selligent may, in its sole discretion, attempt to correct those Errors, on a time and materials basis at its then-current rates.

5.3 Client Warranties. Client warrants that: (a) Client owns or otherwise has the right to use any Client Data, Consumer Data, software, systems or materials provided by or on behalf of Client to Selligent in performing any Services hereunder; (b) Client Data and Consumer Data do not, and shall not, contain any data or materials that infringe upon the intellectual property rights of a third-party, or that Client knows to be inaccurate; (c) Client has obtained the necessary authorizations to permit Selligent to access any third-party data, software, systems and materials to provide any Services requested under an applicable Sales Order or Statement of Work; and (d) Client's use of the Services, Deliverables, and any outputs or results obtained therefrom shall not violate any applicable law, rule, or regulation, including, without limitation, export, privacy, anti-discrimination, or anti-trust laws, or any proprietary or contract right of any third-party.

5.4 Disclaimer. EXCEPT AS EXPRESSLY PROVIDED HEREIN, SELLIGENT MAKES NO WARRANTY OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE. SELLIGENT HEREBY SPECIFICALLY DISCLAIMS ALL IMPLIED WARRANTIES, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW.

6. Indemnification.

6.1 Mutual Indemnification. Each Party (the "Indemnifying Party") will indemnify, defend, and hold harmless the other Party and its respective officers, directors, employees and agents, affiliates, subsidiaries, successors in interests, and assigns from and against any and all third-party claims, actions, demands, or lawsuits arising out of performance of this Agreement ("Claim(s)"), and resulting judgments, damages, liabilities, fines, penalties, losses, costs, and expenses (including reasonable attorneys' fees) or any amounts paid in settlement thereof subject to the conditions herein, to the extent arising out of or relating to:

- a. the gross negligence or willful misconduct of the Indemnifying Party; or
- b. any act or omission by the Indemnifying Party that results in personal injury or death.

6.2 Indemnification by Selligent. Subject to this Agreement and the limitations set forth in Section 7, Selligent shall defend, indemnify and hold Client and its respective officers, directors, employees and agents, affiliates, subsidiaries, successors in interests, and assigns harmless against any loss or damage incurred in connection with any Claims made or brought against Client by a third-party (i) alleging that the use of the Service(s) as contemplated hereunder infringes any third-party patents(s), copyright(s), or trademark(s) registered in the United States, as of the Effective Date of Sales Order No. 1, or misappropriates such third-party(ies)'s trade secret(s), or (ii) against any damages, penalties, and fines resulting solely from Selligent's failure to comply with applicable law or with the provisions of Section 4.7; provided, that Client (a) promptly gives written notice of the Claim to Selligent (but only to the extent that delay in giving notice materially prejudices Selligent's ability to fulfill its obligations under this Section); (b) gives Selligent sole control of the defense and settlement of the Claim; and (c) provides to Selligent, at Selligent's cost, all reasonable assistance. The Client may also choose to participate in the defense of such Claims at Client's sole cost and expense. Selligent's obligations under this Section 6.1 shall be Client's sole remedy for any of the above infringement, misappropriation, and data breach claims and actions. Selligent's obligations under this Section 6.2 shall not apply if the alleged infringement or misappropriation is based on the Client Data or results from use of the Services in conjunction with any other platform, product or service, or unlicensed activities or use of the Services in violation of this Agreement by the Client or its Users. In the event a Claim under this Section 6.2 is made or in Selligent's reasonable opinion is likely to be made, Selligent may, at its sole option and expense: (i) procure for Client the right to continue using the Services under the terms of this Agreement; (ii) replace or modify the Services to be non-infringing; or (iii) if the foregoing options are not reasonably available, Selligent may terminate this Agreement and refund to Client all prepaid, unused Fees.

6.3 Indemnification by Client. Subject to this Agreement, Client shall defend, indemnify and hold Selligent and its respective officers, directors, employees and agents, affiliates, subsidiaries, successors in interests, and assigns harmless against any loss or damage (including reasonable attorneys' fees) incurred in connection with Claims made or brought against Selligent by a third-party alleging that the Client Data or Client's illegal or unauthorized use of the Service(s) infringes the rights of, or has otherwise harmed, a third-party; provided, that Selligent (a) promptly gives written notice of the Claim to Client (but only to the extent that delay in giving notice materially prejudices Client's ability to fulfill its obligations under this Section 6.3); (b) gives Client sole control of the defense and settlement of the Claim (provided that Client may not settle or defend any Claim unless it unconditionally releases Selligent of all liability); and (c) provides to Client, at Client's cost, all reasonable assistance.

7. Limitation of Liability.

7.1 Limitation of Liability. EXCEPT FOR THE INDEMNIFICATION OBLIGATIONS UNDER SECTION 6.1, THE INDEMNIFICATION OBLIGATIONS UNDER SECTION 6.3; AND CLIENT'S VIOLATION OF SECTION 2.3, 2.4, OR 2.5 OF THIS AGREEMENT, IN NO EVENT SHALL EITHER PARTY'S AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THIS AGREEMENT, WHETHER IN CONTRACT, TORT OR UNDER ANY OTHER THEORY OF LIABILITY, EXCEED THE AGGREGATE AMOUNTS PAID AND PAYABLE BY CLIENT TO SELLIGENT, IN THE TWELVE (12) MONTHS PRECEDING THE FIRST EVENT GIVING RISE TO THE LIABILITY.

7.2 Exclusion of Consequential and Related Damages. IN NO EVENT SHALL EITHER PARTY, NOR SELLIGENT'S THIRD-PARTY HOSTING PROVIDER(S), HAVE ANY LIABILITY TO THE OTHER FOR ANY LOST PROFITS (EXCLUDING ANY FEES OWED TO SELLIGENT BY CLIENT UNDER THIS AGREEMENT), REVENUES, LOSS OF USE, COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, GOODWILL, OR FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES HOWEVER CAUSED AND WHETHER IN CONTRACT, TORT, OR UNDER ANY OTHER THEORY OF LIABILITY, WHETHER OR NOT THE PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE. THIS SECTION SHALL NOT BE CONSTRUED TO PROHIBIT A SELLIGENT CLAIM FOR DAMAGES ALLEGING ANY SUCH BASES DUE TO VIOLATION OF THE PROPRIETARY RIGHTS SECTION (COPYING, ETC.) WHICH SELLIGENT ASSERTS ARE DIRECT, AND NOT INDIRECT DAMAGES.

8. Publicity.

Subject to Client's prior written approval (e-mail is deemed sufficient), Selligent may use Client's name, tradename(s), trademark(s), and/or logo(s) in Selligent's client list identifying all or a material representation of Selligent's clients. Client agrees to participate in the development of at least one (1) case study and/or white paper for publication on Selligent's website and/or other media outlets, and Client agrees to serve as a commercial reference client and/or to provide a testimonial for Selligent and its Services. Selligent agrees not to alter the name or logo presentation as provided by Client in any such list, nor to state or imply any endorsement of Selligent by Client.

9. Term & Termination.

9.1 Term of Agreement. This Agreement shall take effect on the effective date of Sales Order No. 1 ("Effective Date") and shall remain in force so long as there is at least one active Service Order in place, unless earlier terminated in accordance with this Section 9. Each Service shall

be sold in a minimum of one (1) year increments. All Service Orders will automatically renew at the end of each term for an additional term of the same duration (each a “Renewal Term”), unless either party gives the other notice of non-renewal at least ninety (90) calendar days before the end of the then-current term. Renewals will automatically apply to all Services listed in any applicable Sales Order.

9.2 Termination for Cause. A party may terminate this Agreement for cause: (i) upon thirty (30) calendar days written notice of a material breach (other than non-payment which is not subject to a thirty (30) day cure and is due when scheduled) to the other party if such breach remains uncured at the expiration of such period; or (ii) if the other party becomes the subject of a petition in bankruptcy or any other proceeding relating to insolvency, receivership, liquidation or assignment for the benefit of creditors. Subject to such prior written notice, Selligent reserves the right to deactivate Client’s passwords and/or login credentials, and/or to block access to the Services for as long as Client remains in breach of its contractual obligations (including its payment obligations), and Client will be solely responsible for any and all consequences resulting from such blocking and/or deactivation, without possibility of recourse against Selligent. Selligent may terminate this Agreement if, at any time, Client becomes or is acquired by a competitor of Selligent’s. Upon any termination for cause by Client, Selligent shall refund Client any prepaid Fees for the remainder of the subscription term after the effective date of termination.

9.3 Termination for failure to meet the Platform Availability Objective. Client may terminate the Agreement if Platform Availability Objective, as defined and provided for in Exhibit A, results in Selligent’s failure to meet the Service Levels for three (3) consecutive months. Should Client elect to terminate the Agreement under this Section 9.3, Client must provide written notice to Selligent of its intent to terminate within thirty (30) days of the end of the third month in which the failure to meet the Service Level occurred; otherwise, Client waives this right of termination for the applicable period. In the event of such termination, Selligent’s sole exposure and liability shall be to refund to Client any prepaid but unused fees remaining on Client’s account, if any.

9.4 Outstanding Fees. Termination shall not relieve Client of its obligation to pay any Fees accrued and/or payable prior to the effective date of termination.

9.5 Return of Client Data. Subject to Sections 3.3 and 4.6 above, and upon written request by Client made within ten (10) calendar days prior to the effective date of termination or expiration of this Agreement, Selligent will return to Client, any and all Client Data through FTPS or SFTP. The format in which such data will be returned will be in Selligent format, or any other format that can be run on industry standard, commercially available, software. All complaints relating to the return of the data must be notified to Selligent in writing within five (5) business days of the return, failing which any such claims will be dismissed. After termination of the Agreement, Selligent shall have no obligation to maintain or provide Client Data and shall thereafter, in due course, delete all Client Data in its systems or otherwise in its possession or control.

9.6 Transition Assistance. Commencing sixty (60) calendar days prior to the expiration of this Agreement or any Sales Order thereof, or commencing upon any notice of termination of the Agreement or Sales Order, as applicable (except for a termination for cause by Selligent pursuant to Section 9.2), Selligent shall provide to Client termination assistance and migration services to facilitate Client's orderly transition from the Software and/or Services to Client's alternate service provider as designated by Client ("Transition Assistance"). Such Transition Assistance will be provided to Client on a time and materials basis, at Selligent's then current billing rates for such services.

9.7 Surviving Provisions. The following provisions shall survive any termination or expiration of this Agreement: Sections 1, 2, 3, 4, 6, 7, 9.4, 9.5, 9.6, 9.7 and 10.

10. General Provisions.

10.1 Nature of Relationship. Client and Selligent understand, acknowledge and agree that they are independent contractors, and nothing in this Agreement is intended to create a partnership, agency, fiduciary, joint venture or employment relationship.

10.2 Entire Agreement. This Agreement, as defined herein, constitutes the entire agreement between the parties relating to subject matter hereof and supersedes all prior or simultaneous agreements, discussions, negotiations and statements, written or oral.

10.3 Other Documents. No terms, provisions or conditions of any purchase order, acknowledgement or other business form that Client may use in connection with a Service Order or the purchase of any Services will have any effect on the rights, duties or obligations of the parties hereunder, or otherwise modify, this Agreement, regardless of any failure of Selligent to object to any such terms, provisions or conditions. Except as otherwise provided in Sections 6.2, 9.2, or under Exhibit A, Services Orders are non-cancelable, non-refundable, and non-returnable.

10.4 Governing Law; Venue. This Agreement shall be governed by and construed in accordance with the internal laws of the State of California, USA, without reference to conflict of laws principles. The parties hereby submit and consent to the personal and exclusive jurisdiction of courts located in the County of Santa Clara, State of California. The rights and obligations of the parties under this Agreement shall not be governed by the 1980 U.N. Convention on Contracts for the International Sale of Goods; rather such rights and obligations shall be governed by and construed under the internal laws of the State of California, including its Uniform Commercial Code. Any claim before a court in connection with this Agreement may only be initiated by either signatory, within one (1) year of the date on which the facts giving rise to such claim are known or should have been known by the claimant.

10.5 Export Control. Each party warrants that it will comply with the Export Administration Regulations and other United States laws and regulations governing exports in effect from time to time.

10.6 Foreign Corrupt Practices Act. Under the U.S. Foreign Corrupt Practices Act and Selligent's policies regarding foreign business practices, Client and its employees and agents shall not directly or indirectly make an offer, payment, promise to pay, or authorize payment, or offer a gift, promise to give, or authorize the giving of anything of value for the purpose of influencing an act or decision of an official of any government or the U.S. Government (including a decision not to act) or inducing such a person to use his influence to affect any such governmental act or decision in order to assist Client in obtaining, retaining or directing any such business.

10.7 Government Approvals. Client warrants to the best of its knowledge that no consent, approval or authorization of, or designation, declaration or filing with, any governmental authority is required in connection with the valid execution, delivery and performance of this Agreement.

10.8 U.S. Government Licensees. If Client is a United States government agency or order a Service pursuant to a government contract or with government funds, then as defined in FAR section 2.101, DFAR section 252.227-7014(a)(1) and DFAR section 252.227-7014(a)(5) or otherwise, all Service(s) provided in connection with this Agreement are "commercial items," "commercial computer software" and/or "commercial computer software documentation." Consistent with DFAR section 227.7202 and FAR section 12.212, any use, modification, reproduction, release, performance, display, disclosure or distribution thereof by or for the US government shall be governed solely by the terms of this Agreement and shall be prohibited except to the extent expressly permitted by the terms of this Agreement. Client shall ensure that each copy used or possessed by or for the United States government is labeled to reflect the foregoing.

10.9 Force Majeure. Neither party shall incur any liability to the other on account of any loss, claim, damage, or liability to the extent resulting from any delay or failure to perform all or any part of this Agreement (except for payment), if and to the extent such delay or failure is caused, in whole or in part, by events, occurrences, or causes beyond the control and without any negligence on the part of the party seeking protection under this Section. Such events, occurrences, or causes shall include, without limitation, acts of God, strikes, lockouts, riots, acts of war, terrorism, earthquake, fire or explosions, but the inability to meet financial obligations is expressly excluded.

10.10 Audit. Upon thirty (30) calendar days prior written notice, not more than once per calendar year, and subject to any confidentiality obligations owing to any third-parties, Selligent shall make available such financial and technical records to permit Client to verify Selligent's compliance with the terms of this Agreement. Client will conduct any audits in a

way to avoid unreasonable interference with Selligent's normal business operations and in accordance with the terms of Section 3 of Exhibit A.

10.11 Compliance. Client acknowledges the Service(s) may include a monitoring component to track usage and agrees not to impede, disable or otherwise undermine such monitoring component's operation or its transmission of data to Selligent.

10.12 Successors and Assigns; Assignment. The parties acknowledge that the licenses granted hereunder are personal to Client. Except as provided for elsewhere in this Agreement, neither this Agreement nor any rights or obligations of either Party arising hereunder may be assigned or transferred without the prior written consent of the other Party, such consent not to be unreasonably withheld or delayed. If a Party provides a commercially reasonable basis for withholding consent to an assignment under this Section 10.12, said non-consenting Party may terminate this Agreement upon ninety (90) calendar days prior written notice to the other Party. Notwithstanding the foregoing, each party may assign this Agreement in connection with a merger, reorganization, or sale of all or substantially all of the assets of the assigning party or sale of sufficient stock to constitute a change of control. This Agreement shall be binding on the parties' respective successors and permitted assigns.

10.13 Amendment; Severability. This Agreement may be amended or supplemented only in a writing signed by duly authorized representatives of both parties. If any provision of this Agreement is held invalid or unenforceable for any reason, the remaining provisions shall continue in full force without being impaired. Client and Selligent shall replace any invalid provision with a valid one that most closely approximates the intent and economic effect of the invalid provision.

10.14 Waiver. Any waiver of the provisions of this Agreement or of a party's rights or remedies under this Agreement must be in writing to be effective. Any such waiver shall constitute a waiver only with respect to the specific matter described in such writing and shall in no way impair the rights of the party granting such waiver in any other respect or at any other time. The waiver by either of the parties hereto of a breach or of a default under any of the provisions of this Agreement shall not be construed as a waiver of any other breach or default of a similar nature, or as a waiver of any of such provisions, rights or privileges hereunder. The rights and remedies herein provided are cumulative and none is exclusive of any other, or of any rights or remedies that any party may otherwise have at law or in equity. Failure, neglect, or delay by a party to enforce the provisions of this Agreement or its rights or remedies at any time, shall not be construed and shall not be deemed to be a waiver of such party's rights under this Agreement and shall not in any way affect the validity of the whole or any part of this Agreement or prejudice such party's right to take subsequent action.

10.15 Feedback. Client agrees that Selligent, or its agents, may freely use, disclose, reproduce, license, distribute, or otherwise exploit in any manner any feedback, comments, or suggestions Client or its Users may post in any forums or otherwise provide to Selligent about the Services

and Software without any obligation to Client or its Users, restrictions of any kind (including on account of any intellectual property rights), and without any obligation of compensation to Client, its Users and/or any third-party.

10.16 Non-Solicitation. During the term of this Agreement and for a period of six (6) months after its expiration, neither party shall, directly or indirectly, solicit any current employee of the other party who has directly participated in the performance of this Agreement. In the event of a breach of this section, the non-defaulting party may, within thirty (30) calendar days following its written notice of such breach, claim from the defaulting party compensation in the amount of twelve (12) months of the applicable employee's most recent compensation rate as an employee of the non-defaulting party. The foregoing shall not apply to individuals hired as a result of the use of an independent employment agency (so long as the agency was not directed to solicit a particular individual) or as a result of the use of a general solicitation (such as a newspaper advertisement or digital posting) not specifically directed to employees of the other party.

10.17 Notices. Any notice required or permitted under this Agreement or required by law must be in writing and be (i) delivered in person, (ii) sent by first class registered mail, or air mail, as appropriate, or (iii) sent by reputable overnight courier, in each case properly posted and fully prepaid to the address of the applicable party identified herein as of the Effective Date, or to such other address of such party as may be later designated in writing in accordance with this Section. Notices shall be considered to have been given at the time of actual delivery in person, three (3) business days after deposit in the mail as set forth above, or one (1) day after delivery to an overnight air courier service, provided in each case that delivery in fact is effected. E-mail notice may be given to noticed e-mail addresses and are effective on dispatch, provided one of the above methods is also initiated on such same date and delivery of such other method is thereafter in fact effectuated. Client must notify Selligent of any changes to its Client contact, accounts payable, and Authorized Support Contact Information, within seven (7) calendar days of any change thereto.

10.18 Construction; Titles and Subtitles; Counterparts. In this Agreement, unless it says otherwise: (a) reference to a person includes a legal person (such as a limited company) as well as a natural person; (b) reference to "including" in this Agreement shall be treated as being by way of example and shall not limit the general applicability of any preceding words; (c) reference to any legislation shall be to that legislation as amended, extended or re-enacted from time to time and to any subordinate provision made under that legislation; (d) reference to one party giving notice to the other party shall mean notice in writing; (e) references to clauses or schedules shall be to those in this Agreement; (f) the titles and subtitles used in this Agreement are used for convenience only and shall not be considered in construing or interpreting this Agreement; and (g) this Agreement shall be executed via execution of a Sales Order in duplicate counterparts, each of which shall be enforceable against the parties actually executing such counterparts, and both of which together shall constitute the same instrument.

10.19 Exhibits. The following documents (if applicable) shall be distributed separately to Client, by Selligent and incorporated herein by reference as specified below:

- Exhibit A: Selligent Support and Service Level Schedule (<https://www.selligent.com/sites/default/files/legal/selligent-marketing-cloud-ssa-na-exhibit-a-support-and-service-level-schedule-02-01-2019vf.pdf>)
- Exhibit B: Data Processing Agreement (<https://www.selligent.com/sites/default/files/Selligent-Marketing-Cloud-SSA-NA-Exhibit-B-Data-Processing-Agreement-02-01-2019.pdf>)
- Exhibit C: Selligent Site & Selligent Cortex Specific Agreement [as applicable if such Service is ordered by Client] (<https://www.selligent.com/sites/default/files/legal/selligent-marketing-cloud-ssa-na-exhibit-c-selligent-site-selligent-cortex-specific-agreement-02-01-2019vf.pdf>)
- Exhibit D: Selligent CI Specific Agreement [as applicable if such Service is ordered by Client] (<https://www.selligent.com/sites/default/files/legal/selligent-marketing-cloud-ssa-na-exhibit-d-selligent-ci-specific-agreement-02-01-2019vf.pdf>)
- Exhibit E: Selligent SMS Specific Agreement [as applicable if such Service is ordered by Client] (<https://www.selligent.com/sites/default/files/legal/selligent-marketing-cloud-ssa-na-exhibit-e-selligent-sms-specific-agreement-02-01-2019vf.pdf>)
- Exhibit F: Location Based Messages Specific Agreement [as applicable if such Service is ordered by Client] (<https://www.selligent.com/sites/default/files/legal/selligent-marketing-cloud-ssa-na-exhibit-f-location-based-messages-specific-agreement-02-01-2019vf.pdf>)

10.20 Third-Party Beneficiaries. There are no third-party beneficiaries under this Agreement.

10.21 Reservation of Rights. Any software associated with the Services and website is protected by copyright laws and international copyright treaties, as well as other intellectual property rights, laws, and treaties.

10.22 Electronic Signature. The Parties agree to the execution of the Agreement using electronic signatures. The Parties agree, to the extent necessary, that such signatures will be regarded as an original of the document. The Parties agree to use a third-party electronic signature platform designated by Selligent, provided that such platform conforms with any applicable framework, regulation or legislation applicable to electronic signature.