



Oracle Marketing Cloud Service Descriptions



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METRICS AND GLOSSARY

Activation Vendor: is defined as a third party vendor to which Oracle passes data campaigns for media execution within the vendor's platform.

Audience Analytics: is defined as a series of reports that enables You to gain insight across all of Your audiences.

Category: is defined as the smallest targetable unit of data available within the Oracle Data Cloud Marketplace. Categories may include Oracle unbranded and branded data and third party and first party data.

Channel: is defined as a set of integrations in a particular vertical that encompass data endpoints for activation in attribution, display, email, mobile, search, site optimization, social or standalone video.

Domain: is defined as a unique name that identifies a single website. A domain can be a parent site (e.g., for display: www.example.com; and for mobile: www.example.mobi), a subdomain site (e.g., west.example.com); a country specific domain (e.g., for Canada: www.example.ca); and each of these examples would be considered one domain.

File Format: is defined as the pattern and convention by which a computer program stores information in a file.

Instance: is defined as a single deployment of an Oracle Cloud Service ordered by You.

Look-alike Modeling: is defined as Using 1st, 2nd, and/or 3rd party data, to train a multivariate model to find a prospecting audience that is similar to Your customers and converters.

Marketing Channel: is defined as a set of integrations which allow You to send data end points for activation to vendors within media targeting (which includes display, mobile, and video), search, social, site optimization, attribution, and email networks.

Match, Matching or Matched: is defined as a process that enables You to port Your off-line data into an Oracle Marketing Cloud Service in order to achieve greater reach and scale when targeting anonymous user audiences.

Model: is defined as a single model request submitted to the Look-alike model activation vendor.

A **Server Call** is generated each time data is sent to Oracle servers to process. Typically, all pages on a digital property are tagged and that tag will gather information from the browser and fire a server call, sending all data for the page on a single Server Call. However, many clients have other page interactions tagged, which can generate additional Server Calls from within a single page. Examples that will generate additional server calls include: link tracking, file downloads, hover events, partial form fills, and video completion %, among others.

Tag Management: is defined as an Oracle Marketing Cloud Service feature which You use to manage tags.

Taxonomy: is defined as the way in which data is classified within the Your Oracle Cloud Service.

1,000 Impressions: is defined as 1,000 Impressions per Month, where one Impression means as a single measure of the number of times an ad is displayed. Whether or not an ad is clicked on is not relevant for counting number of Impressions. Each time an ad displays it is counted as one Impression.

1,000 Page Views: is defined as 1,000 Page Views per Month, where one Page View means one visit by a unique internet user to a particular page on a website.

1,000 Interactions: is defined as 1,000 units of an Interaction, where an Interaction is the number of times a decision is made on which content to serve within an active optimization campaign. For example, an Interaction is counted when a page is served that contains campaign content, or when a mobile application containing active optimization campaigns performs a content fetch.

1,000 Messages: 1,000 Messages, collected from data providers and categorized by the Oracle Social Cloud system during the contract term. Unused or partially used messages expire at the end of the annual Service Period and do not rollover, and are not otherwise applied, to a new annual term. The annual quantity purchased is the quantity that is identified on the order form. The price identified is the per unit price.

1,000 Recommendations: is defined as 1,000 Recommendations where one recommendation represents a single decision by the recommendation engine to determine what widget content is served to a visitor.

1,000 Sessions: is defined as 1,000 online sessions to a website or mobile app. A session is counted each time a user visits a site or mobile app. We associate all of the events collected within a single session that can be attributed to the same user or device, and count each session once. We identify uniqueness using 1st-party cookie, followed by fall-back sessionization based on IP-address and user agent, in the event that cookies are not accepted. Sessions are timed out after 30 minutes of inactivity, 2 hours or 5000 events, whichever comes first. Units of service are sold per 1000 sessions and can be used at any time during the term of the subscription. Any unused sessions will not rollover to the next contract term.

Unsampled Reports: is defined as reports that return results on the entire population of users, providing more granular report results on users for smaller data sets

OHash ID means a non-personally identifiable unique identifier derived from a piece of personal information (such as an email address or telephone number) using Oracle's proprietary OHash or other hashing techniques.

OHash Linkage Data means a mapping between two or more non-personally identifiable unique identifiers, consisting of at least one OHash ID and at least one Unique User ID.

Participants means You and other third parties participating in the Oracle Match Multiplier program.

Unique User means a user of a website or mobile application or a recipient of an email.

Unique User ID means a non-personally identifiable identifier (usually captured in alpha-

numeric symbols) assigned to a Unique User.

Production Environment: is defined as the combination of systems that is used by Oracle to perform Oracle Cloud Services, and configured for

(i) the Oracle Social Cloud Service programs operating on it, and

(ii) for specific uses as part of the Oracle Cloud Services.

SERVICE DESCRIPTIONS

Oracle Infinity IQ Cloud Service – 1,000 Sessions

Applicable Part # B93568

Users of the Oracle Infinity IQ are authorized to access the following modules or features:

- Data Streaming pipeline, fed by
 - Oracle CX Tag with Infinity module for web-based data collection
 - Oracle CX mobile SDK (iOS / Android)
 - Data Collection API
- Connections module and all Connectors contained therein
- Actions module
- Account Settings
- Analytics
- Testing & Personalization
- Marketing Recommendations

Usage Limits: Oracle Infinity IQ Cloud Service is subject to usage limits based upon:

- Number of 1,000 Sessions as set forth in Your order
- Row Limits on REST API data extraction in Infinity Analytics – There is a limit of 3M rows per data extraction
- 25 months of event-level data retention
- Oracle Cloud Operations may temporarily regulate incoming client traffic for the Content Generator service if such action required to maintain service performance and/or service stability.
- Oracle can regulate maximum number of products used to train algorithms and produce recommendations based on the customer configuration and level of incoming runtime traffic
- Oracle can regulate incoming client traffic for the runtime service if such action required to maintain service performance and/or service stability.

This service does not encrypt data at rest.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity Streams Cloud Service – 1,000 Sessions

Applicable Part # B93569

Users of the Oracle Infinity Streams Cloud Service are provided access to the following:

- Data Streaming pipeline, fed by
 - Oracle CX Tag with Infinity module for web-based data collection
 - Oracle CX mobile SDK (iOS / Android)

- Data Collection API
- Connections module and all Connectors contained therein
- Actions module, limited to rules-based Actions on live streaming data

Usage Limits:

- Limit of 100 distinct Streams running at any one time, which includes all running Actions and queries against the Infinity API
- 3 months of data retention

This service does not encrypt data at rest.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity Data Connector Cloud Service – 1,000 Sessions

Applicable Part # B93571

Users of the Oracle Infinity Data Connector are provided the following:

- Connections – Each connection consists of two elements
- The Infinity query that defines the data to be included in the transfer
- The location, format and schedule for the transfer

Usage Limits: The Oracle Infinity Data Connector Cloud Services is subject to usage limits based upon:

- Licensing of Infinity Data Connector uses the same metric as the Infinity base services, and is limited to the number of 1,000 Sessions as set forth in Your order
- Maximum of 5 active Connections at any time
- 48 hour time limit from the time at which the data is recorded by Oracle in which to retrieve data

Client must have a system capable of consuming the volumes and velocity of data being delivered. Oracle is only responsible for the transmission of the data.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity Extended Data Retention Cloud Service – 1,000 Sessions

Applicable Part # B93570

Users of the Oracle Infinity Extended Data Retention are provided access to the following:

- Additional 12 months of data beyond standard retention of 25 months, for a total retention of 37 months

- Access to retained data through the calendar selector within the reports
- Export of retained report data through REST API, subject to the 3M row API export limits

Usage Limits: The Oracle Infinity Extended Data Retention is subject to usage limits based upon:

- Licensing of Infinity Data Connector uses the same metric as the Infinity base services, and is limited to the number of 1,000 Sessions as set forth in Your order
- Data will be deleted on a monthly basis to maintain a rolling 37 months

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Maxymiser Testing and Personalization Cloud Service – 1,000 Interactions

Part # B90465

Users of the Oracle Maxymiser Testing and Personalization Cloud Service are authorized to use the following:

- WYSIWYG Campaign Designer
- Integrated Code Editor for developers
- Integrated QA Tool
- Reporting including Customer Segmentation
- Campaign Data Export
- Platform APIs
- User Groups
- Targeting with out-of-the-box visitor attributes
- Targeting with custom attributes
- Audience Targeting
- Content Targeting
- Customer Data Import
- Display Ad Optimization
- Audience Insights
- Campaign Insights
- Engage Behavioral Targeting
- CRM Import
- Cross device and browser testing, personalization and analytics for known visitors
- Mobile App Testing
- Heat mapping (requires Infinity Digital Analytics & Streams Cloud Service or Infinity Streams Cloud Service)
- Recommendations; limited capability including inventory size of up to 2,000 items, Best Sellers and Most Viewed algorithms only, filtering by category, and for use in Maxymiser Campaign Designer only.)

Usage Limits:

- Oracle Cloud Operations can temporarily regulate incoming client traffic for the Content Generator service if such action required to maintain service performance and/or service stability.
- 25 months of customer data retention

This service does not encrypt data at rest

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Marketing Recommendations Cloud Service – 1,000 Interactions

Part # B91912

Users of the Oracle Marketing Recommendations Cloud Service are authorized to use the following:

- All available algorithms and filters for use in any available application or channel to deliver content, product, and/or service recommendations

Usage Limits:

- Oracle Cloud Operations can temporarily regulate incoming client traffic for the Content Generator service if such action required to maintain service performance and/or service stability.
- Oracle can regulate maximum number of products used to train algorithms and produce recommendations based on the customer configuration and level of incoming runtime traffic

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

RETIRED PARTS

Oracle Maxymiser Test Express Cloud Service -1 Million Interactions

Part # B86230

Users of the Oracle Maxymiser Test Express Cloud Service are authorized to use the following:

- WYSIWYG Campaign Designer
- Integrated Code Editor for Developers
- Integrated QA Tool
- Reporting including Customer Segmentation
- Targeting with out-of-the-box Visitor Attributes
- Targeting with Custom Attributes - *up to 15 attributes*
- Audience Targeting
- Content Targeting
- Customer Data Import

Usage Limits: The Oracle MaxTest Express Cloud Service is subject to usage limits based upon:

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts.

Oracle Maxymiser Test Enterprise Cloud Service-1 Million Interactions

Part # B86231

Users of the Oracle Maxymiser Test Enterprise Cloud Service are authorized to use the following:

- WYSIWYG Campaign Designer
- Integrated Code Editor for Developers
- Integrated QA Tool
- Reporting including Customer Segmentation
- Campaign Data Export
- Platform APIs
- User Groups
- Targeting with out-of-the-box Visitor Attributes
- Targeting with Custom Attributes - *up to 40 attributes*
- Audience Targeting

- Content Targeting
- Customer Data Import

Usage Limits: The Oracle Maxymiser Test Enterprise Cloud Service is subject to usage limits based upon:

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts.

Oracle Maxymiser Engage Cloud Service -1 Million Interactions

Part # B86233

Users of Oracle Maxymiser Engage Cloud Service are authorized to use the following:

- Oracle Maxymizer Engage Cloud Service

Usage Limits: the Oracle Maxymiser Engage Cloud Service is subject to usage limits based upon:

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS
- Unlimited Domains

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts.

Oracle Maxymiser Discover Cloud Service-1 Million Interactions

Part # B86232

Users of Oracle Maxymiser Discover Cloud Service authorized to use the following:

- Audience Insights
- Campaign Insights:

Usage Limits: the Oracle Maxymiser Discover Cloud Service is subject to usage limited based on the following:

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS
- Up to a maximum of 3 concurrent Audience Insight Campaigns
- Unlimited domains

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts.

Oracle Maxymiser Mobile Apps Cloud Service-1 Million Interactions

Part # B86234

Users of Oracle Maxymiser Mobile Apps Cloud Service are authorized to use the following:

- Create test and targeting Campaigns for mobile apps
- Use of the iOS and Android SDKs
- A/B or Multivariate Testing for mobile apps
- Campaign Targeting and Content Targeting for mobile apps

Usage Limits: the Oracle Maxymiser Mobile Apps Cloud Service is subject to usage limited based on the following

- Oracle Maxymiser reserves the right to take proportionate remediation action if total Requests Per Second (RPS) from Your Campaigns to any Oracle Maxymiser Data Center exceeds 1,000 RPS
- Unlimited Domains

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts.

Oracle Maxymiser Premium Customer Profile Cloud Service -1 Million Interactions

Part # B86235

Users of Oracle Maxymiser Premium Customer Profile Cloud Service are authorized to use the following:

- Oracle Maxymiser Premium Customer Profile Cloud Service

Usage Limits:

- Import files of Customer Records greater than 4 million rows or 250 MB
- Import on a daily, weekly or monthly schedule
- Unlimited Domains
- Test and personalize consistent experiences for known customers across devices and browsers
- Analyze unique visitors across multiple sessions and devices for known visitors

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts.

Oracle Infinity Standard Digital Analytics Cloud Service – 1,000 Server Calls

Part # B88839

Users of the Oracle Infinity Standard Digital Analytics Cloud Service are authorized to access the following modules or features:

- Infinity Tag for data collection
- Infinity iOS and/or Android SDKs
- Report Collections
- Reports – Default Reports + ability to modify and save existing reports or create new reports from within the
 - UI
- Reusable Report Objects, including Dimensions, Measures and Segments, and their associated in-application Builders
- Library
- Account Settings
- REST API for Report Data Extraction

Usage Limits: The Oracle Infinity Standard Digital Analytics Cloud Services is subject to usage limits based upon:

- Number of 1,000 Server Calls as set forth in Your order.
- Row Limits on REST API data extraction – There is a limit of 300K rows per data extraction
- 25 months of data retention

This service does not encrypt data at rest.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Social Cloud, Basic – Production Environment

Part # B88386

Oracle Social Cloud, Basic – Message Data – 1,000 Messages

Part # B88389

Users of Oracle Social Cloud Basic are authorized to access the following modules and features:

- Social Application
 - Listening data, social analytics, engagement and response.
 - *Unlimited Topics, Indicators, Queries, Users, Historical Data Topic Days, Channels (Social Properties)
- Social Platform
 - Access to APIs

Usage Limits:

- Oracle will provision 1 production environment for this Oracle Cloud Service.
- The Oracle Social Cloud, Basic – Message Data is subject to the following:
 - Minimum Commitment of 100,000 Messages / year.
 - *Subject to current platform limitations.

You may use the application programming interfaces of this Oracle Cloud Service, (APIs) solely to interface the applications on Your system with this Oracle Cloud Service. You are responsible for enabling your access to, and your use of the APIs with Oracle, for your use of the APIs, and for any set up, configurations or modifications necessary for the APIs to interface with your applications.

Third Party Content and Social Media Providers

Oracle Social Cloud Service includes content provided by Third Party Content providers and is subject to policies of such Third Party Content providers as described below. By using this Oracle Cloud Service, You represent that You are in compliance with all of the Third Party Content providers' policies described in this service description.

Twitter

Twitter content and information derived from Twitter content may not be made available to:

(1) any governmental entity or governmental-related entity (any entity that is owned, managed, controlled or partially controlled by a government) or entities providing services to such entities for surveillance purposes, including but not limited to:

- (a) investigating or tracking Twitter's users or their content; or
- (b) tracking, alerting, or other monitoring of sensitive events (including but not limited to protests, rallies, or community organization meetings);

(2) any entity (including but not limited to a public sector entity whose primary function or mission includes conducting surveillance or gathering intelligence) for the purposes of conducting or providing

surveillance, analysis or research that isolates a group of individuals or any single individual for any unlawful or discriminatory purpose or in a manner that would be inconsistent with Twitter's users' reasonable expectations of privacy; or

(3) any entity to target, segment, or profile individuals based on health (including pregnancy), negative financial status or conditions, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by law.

In the event You are a governmental entity or governmental-related entity or an entity that will provide content to such governmental/governmental-related entity and You have a use case for the Oracle Social Cloud Service that You believe does not meet the restricted use case above, You may provide a description of the use case to Oracle and we will seek approval from Twitter for Your use. If approved, we will memorialize this approved use case in Your contract with Oracle.

Other Social Media Sites

Oracle Social Cloud Service may enable You to link to, transmit Your Content or Third Party Content to, or otherwise access, or retrieve content from, other web sites, platforms or services of third parties. Oracle does not control and is not responsible for such third party web sites, platforms and services and You are solely responsible for entering into and compliance with separate terms with such third party. Oracle is not responsible for the security, protection or confidentiality of such content (including obligations in the Oracle Cloud Hosting and Delivery Policies and Data Processing Agreement and Oracle's Privacy Policy) that is transmitted to such third parties.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud- Hosting and Delivery Policies, which may be viewed at www.oracle.com/contracts.

Oracle Social Cloud, Standard – Production Environment

Part # B88387

Oracle Social Cloud, Standard – Message Data – 1,000 Messages

Part # B88390

Users of Oracle Social Cloud, Standard are authorized to access the following modules and features:

- Social Application
 - Listening data, social analytics, engagement and response.
 - *Unlimited Topics, Indicators, Queries, Users, Historical Data Topic Days, Channels (Social Properties)
- Social Platform
 - Access to APIs

Usage Limits:

- Oracle will provision 1 production environment for this Oracle Cloud Service.
- The Oracle Social Cloud, Standard – Message Data is subject to usage limits based on the following:
- Minimum Commitment of 1,000,000 Messages / year.
 - *Subject to current platform limitations.

You may use the application programming interfaces of this Oracle Cloud Service, (APIs) solely to interface the applications on Your system with this Oracle Cloud Service. You are responsible for enabling your access to, and your use of the APIs with Oracle, for your use of the APIs, and for any set up, configurations or modifications necessary for the APIs to interface with your applications.

Third Party Content and Social Media Providers

Oracle Social Cloud Service includes content provided by Third Party Content providers and is subject to policies of such Third Party Content providers as described below. By using this Oracle Cloud Service, You represent that You are in compliance with all of the Third Party Content providers' policies described in this service description.

Twitter

Twitter content and information derived from Twitter content may not be made available to:

(1) any governmental entity or governmental-related entity (any entity that is owned, managed, controlled or partially controlled by a government) or entities providing services to such entities for surveillance purposes, including but not limited to:

- (a) investigating or tracking Twitter's users or their content; or
- (b) tracking, alerting, or other monitoring of sensitive events (including but not limited to protests, rallies, or community organization meetings);

(2) any entity (including but not limited to a public sector entity whose primary function or mission includes conducting surveillance or gathering intelligence) for the purposes of conducting or providing surveillance, analysis or research that isolates a group of individuals or any single individual for any unlawful or discriminatory purpose or in a manner that would be inconsistent with Twitter's users' reasonable expectations of privacy; or

(3) any entity to target, segment, or profile individuals based on health (including pregnancy), negative financial status or conditions, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by law.

In the event You are a governmental entity or governmental-related entity or an entity that will provide content to such governmental/governmental-related entity and You have a use case for the Oracle

Social Cloud Service that You believe does not meet the restricted use case above, You may provide a description of the use case to Oracle and we will seek approval from Twitter for Your use. If approved, we will memorialize this approved use case in Your contract with Oracle.

Other Social Media Sites

Oracle Social Cloud Service may enable You to link to, transmit Your Content or Third Party Content to, or otherwise access, or retrieve content from, other web sites, platforms or services of third parties. Oracle does not control and is not responsible for such third party web sites, platforms and services and You are solely responsible for entering into and compliance with separate terms with such third party. Oracle is not responsible for the security, protection or confidentiality of such content (including obligations in the Oracle Cloud Hosting and Delivery Policies and Data Processing Agreement and Oracle's Privacy Policy) that is transmitted to such third parties.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud- Hosting and Delivery Policies, which may be viewed at www.oracle.com/contracts.

Oracle Social Cloud, Enterprise – Production Environment

Part # B88388

Oracle Social Cloud, Enterprise – Message Data – 1,000 Messages

Part # B88391

Users of Oracle Social Cloud, Standard are authorized to access the following modules and features:

- Social Application
 - Listening data, social analytics, engagement and response.
 - *Unlimited Topics, Indicators, Queries, Users, Historical Data Topic Days, Channels (Social Properties)
- Social Platform
 - Access to APIs

Usage Limits:

- Oracle will provision 1 production environment for this Oracle Cloud Service.
 - The Oracle Social Cloud, Enterprise – Message Data is subject to usage limits based on the following:
 - Minimum Commitment of 15,000,000 Messages / year.
- *Subject to current platform limitations.

You may use the application programming interfaces of this Oracle Cloud Service, (APIs) solely to interface the applications on Your system with this Oracle Cloud Service. You are responsible for

enabling your access to, and your use of the APIs with Oracle, for your use of the APIs, and for any set up, configurations or modifications necessary for the APIs to interface with your applications.

Third Party Content and Social Media Providers

Oracle Social Cloud Service includes content provided by Third Party Content providers and is subject to policies of such Third Party Content providers as described below. By using this Oracle Cloud Service, You represent that You are in compliance with all of the Third Party Content providers' policies described in this service description.

Twitter

Twitter content and information derived from Twitter content may not be made available to:

(1) any governmental entity or governmental-related entity (any entity that is owned, managed, controlled or partially controlled by a government) or entities providing services to such entities for surveillance purposes, including but not limited to:

- (a) investigating or tracking Twitter's users or their content; or
- (b) tracking, alerting, or other monitoring of sensitive events (including but not limited to protests, rallies, or community organization meetings);

(2) any entity (including but not limited to a public sector entity whose primary function or mission includes conducting surveillance or gathering intelligence) for the purposes of conducting or providing surveillance, analysis or research that isolates a group of individuals or any single individual for any unlawful or discriminatory purpose or in a manner that would be inconsistent with Twitter's users' reasonable expectations of privacy; or

(3) any entity to target, segment, or profile individuals based on health (including pregnancy), negative financial status or conditions, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by law.

In the event You are a governmental entity or governmental-related entity or an entity that will provide content to such governmental/governmental-related entity and You have a use case for the Oracle Social Cloud Service that You believe does not meet the restricted use case above, You may provide a description of the use case to Oracle and we will seek approval from Twitter for Your use. If approved, we will memorialize this approved use case in Your contract with Oracle.

Other Social Media Sites

Oracle Social Cloud Service may enable You to link to, transmit Your Content or Third Party Content to, or otherwise access, or retrieve content from, other web sites, platforms or services of third parties. Oracle does not control and is not responsible for such third party web sites, platforms and services and You are solely responsible for entering into and compliance with separate terms with such third party. Oracle is not responsible for the security, protection or confidentiality of such content (including obligations in the Oracle Cloud Hosting and Delivery Policies and Data Processing Agreement and Oracle's Privacy Policy) that is transmitted to such third parties.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud- Hosting and Delivery Policies, which may be viewed at www.oracle.com/contracts.

Oracle Social Media Manager Cloud Service – 1,000 Messages

Part # B90745

Users of Oracle Social Media Manager Cloud Service are authorized to access the following modules and features:

- Social Application
 - Listening data, social analytics, engagement and response.
 - *Unlimited Topics, Indicators, Queries, Users, Historical Data Topic Days, Channels (Social Properties)
- Social Platform
 - Access to APIs

*Subject to current platform limitations.

Usage Limits:

- Oracle will provision 1 production environment for this Oracle Cloud Service.
- The Oracle Social Media Manager Cloud Service is subject to usage limits based on the following:
 - Minimum Commitment of 500,000 Messages / year.

Overage:

- This Cloud Service is subject to overage fees.

You may use the application programming interfaces of this Oracle Cloud Service, (APIs) solely to interface the applications on Your system with this Oracle Cloud Service. You are responsible for enabling your access to, and your use of the APIs with Oracle, for your use of the APIs, and for any set up, configurations or modifications necessary for the APIs to interface with your applications.

Third Party Content and Social Media Providers

Oracle Social Cloud Service includes content provided by Third Party Content providers and is subject to policies of such Third Party Content providers as described below. By using this Oracle Cloud Service, You represent that You are in compliance with all of the Third Party Content providers' policies described in this service description.

Twitter

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(1) any governmental entity or governmental-related entity (any entity that is owned, managed, controlled or partially controlled by a government) or entities providing services to such entities for surveillance purposes, including but not limited to:

(a) investigating or tracking Twitter's users or their content; or

(b) tracking, alerting, or other monitoring of sensitive events (including but not limited to protests, rallies, or community organization meetings);

(2) any entity (including but not limited to a public sector entity whose primary function or mission includes conducting surveillance or gathering intelligence) for the purposes of conducting or providing surveillance, analysis or research that isolates a group of individuals or any single individual for any unlawful or discriminatory purpose or in a manner that would be inconsistent with Twitter's users' reasonable expectations of privacy; or

(3) any entity to target, segment, or profile individuals based on health (including pregnancy), negative financial status or conditions, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by law.

In the event You are a governmental entity or governmental-related entity or an entity that will provide content to such governmental/governmental-related entity and You have a use case for the Oracle Social Cloud Service that You believe does not meet the restricted use case above, You may provide a description of the use case to Oracle and we will seek approval from Twitter for Your use. If approved, we will memorialize this approved use case in Your contract with Oracle.

Other Social Media Sites

Oracle Social Cloud Service may enable You to link to, transmit Your Content or Third Party Content to, or otherwise access, or retrieve content from, other web sites, platforms or services of third parties. Oracle does not control and is not responsible for such third party web sites, platforms and services and You are solely responsible for entering into and compliance with separate terms with such third party. Oracle is not responsible for the security, protection or confidentiality of such content (including obligations in the Oracle Cloud Hosting and Delivery Policies and Data Processing Agreement and Oracle's Privacy Policy) that is transmitted to such third parties.

Your order for this Oracle Cloud Service is subject to the Oracle Cloud- Hosting and Delivery Policies, which may be viewed at www.oracle.com/contracts.

Oracle Social Cloud, Chinese Social Networks

Part #B88413

Users of Oracle Social Cloud, Chinese Social Networks are authorized to access the following module:

- Chinese Social Networks.

Usage Limits:

- Allows Social Customers to listen to one or more of the Chinese Social Networks: Sina Weibo, Discuzz! and Tencent Weibo.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts.

Your order for this Oracle Cloud Service is subject to Auto Renewal under the terms of the Agreement.

Oracle Infinity Digital Analytics & Streams Cloud Service – 1,000 Server Calls

Part # B88840

Users of the Oracle Infinity Digital Analytics & Streams Cloud Service are authorized to access the following modules or features:

- Infinity Tag for data collection
- Infinity iOS and/or Android SDKs
- Report Collections
- Reports – Default Reports + Report Builder
- Reusable Report Objects, including Dimensions, Measures and Segments, and their associated in-application Builders
- Library
- Account Settings
- Streams module
- Action Center module
- REST API for Report Data Extraction
- Streams API

Usage Limits: Oracle Infinity Digital Analytics & Streams Cloud Service is subject to usage limits based upon:

- Number of 1,000 Server Calls as set forth in Your order.
- Row Limits on REST API data extraction – There is a limit of 3M rows per data extraction
- 25 months of customer data retention

This service does not encrypt data at rest.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity Data Connector Cloud Service – 1,000 Server Calls

Part # B88841

Users of the Oracle Infinity Data Connector are provided the following:

- Connections – Each connection consists of two elements
 - The Infinity query that defines the data to be included in the transfer
 - The location, format and schedule for the transfer

Usage Limits: The Oracle Infinity Data Connector Cloud Services is subject to usage limits based upon:

- Maximum of 5 active Connections at any time
- 48 hour time limit from the time at which the data is recorded by Oracle in which to retrieve data
- Client must have a system capable of consuming the volumes and velocity of data being delivered. Oracle is only responsible for the transmission of the data.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity Streams Cloud Service – 1,000 Server Calls

Part # B88842

Users of the Oracle Infinity Streams Cloud Service are provided access to the following:

- Infinity Tag for data collection
- Infinity iOS and/or Android SDKs
- Access to the Streams module
- Access to Action Center module and all Connectors contained therein
- Ability to define and save Streams Labs
- Access to the Streams API
- Ability to connect saved Streams Labs to actions within Action Center

Usage Limits:

- Limit of 100 distinct Streams running at any one time, which includes all running Actions
- No data retention

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity Extended Data Retention – 1,000 Server Calls

Part # B88843

Users of the Oracle Infinity Extended Data Retention are provided access to the following:

Users of the Oracle Infinity Extended Data Retention are provided access to the following:

- Additional 12 months of data beyond standard retention of 25 months, for a total retention of 37 months
- Access to retained data through the calendar selector within the reports
- Export of retained report data through REST API, subject to the 3M row API export limits
- Data will be deleted on a monthly basis to maintain a rolling 37 months

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity IQ Cloud Service – 1,000 Sessions

Applicable Part # B92792

Users of the Oracle Infinity IQ are authorized to access the following modules or features:

- Data Streaming pipeline, fed by
 - Oracle CX Tag with Infinity module for web-based data collection
 - Oracle CX mobile SDK (iOS / Android)
 - Data Collection API
- Connections module and all Connectors contained therein
- Actions module
- Account Settings
- Analytics
- Testing & Personalization
- Marketing Recommendations

Usage Limits: Oracle Infinity IQ Cloud Service is subject to usage limits based upon:

- Number of 1,000 Sessions as set forth in Your order
- Row Limits on REST API data extraction in Infinity Analytics – There is a limit of 3M rows per data extraction
- 25 months of event-level data retention
- Oracle Cloud Operations may temporarily regulate incoming client traffic for the Content Generator service if such action required to maintain service performance and/or service stability.
- Oracle can regulate maximum number of products used to train algorithms and produce recommendations based on the customer configuration and level of incoming runtime traffic
- Oracle can regulate incoming client traffic for the runtime service if such action required to maintain service performance and/or service stability.

This service does not encrypt data at rest.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity Streams Cloud Service – 1,000 Sessions

Applicable Part # B92793

Users of the Oracle Infinity Streams Cloud Service are provided access to the following:

- Data Streaming pipeline, fed by
 - Oracle CX Tag with Infinity module for web-based data collection
 - Oracle CX mobile SDK (iOS / Android)
 - Data Collection API
- Connections module and all Connectors contained therein
- Actions module, limited to rules-based Actions on live streaming data

Usage Limits:

- Limit of 100 distinct Streams running at any one time, which includes all running Actions and queries against the Infinity API
- 5 months of data retention

This service does not encrypt data at rest.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity Data Connector Cloud Service – 1,000 Sessions

Applicable Part # B92795

Users of the Oracle Infinity Data Connector are provided the following:

- Connections – Each connection consists of two elements
- The Infinity query that defines the data to be included in the transfer
- The location, format and schedule for the transfer

Usage Limits: The Oracle Infinity Data Connector Cloud Services is subject to usage limits based upon:

- Licensing of Infinity Data Connector uses the same metric as the Infinity base services, and is limited to the number of 1,000 Sessions as set forth in Your order
- Maximum of 5 active Connections at any time

- 48 hour time limit from the time at which the data is recorded by Oracle in which to retrieve data

Client must have a system capable of consuming the volumes and velocity of data being delivered. Oracle is only responsible for the transmission of the data.

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts

Oracle Infinity Extended Data Retention Cloud Service – 1,000 Sessions

Applicable Part # B92794

Users of the Oracle Infinity Extended Data Retention are provided access to the following:

- Additional 12 months of data beyond standard retention of 25 months, for a total retention of 37 months
- Access to retained data through the calendar selector within the reports
- Export of retained report data through REST API, subject to the 3M row API export limits

Usage Limits: The Oracle Infinity Extended Data Retention is subject to usage limits based upon:

- Licensing of Infinity Data Connector uses the same metric as the Infinity base services, and is limited to the number of 1,000 Sessions as set forth in Your order
- Data will be deleted on a monthly basis to maintain a rolling 37 months

Oracle Cloud Policies:

Your order for this Oracle Cloud Service is subject to the Oracle Cloud Hosting and Delivery Policies and Oracle SaaS Public Cloud Services Pillar Document and the Oracle SaaS Public Cloud Services Pillar Document, which may be viewed at www.oracle.com/contracts