This **SELF-SERVICE ADDENDUM**, together with the Master Terms, DPA and Order Form, forms a part of the Agreement between the Provider signing the applicable Order Form and the Client signing the applicable Order Form. Except as expressly modified by this Self-Service Addendum, the obligations set forth herein are in addition to, and not in lieu of, those set forth in the Agreement, and all terms and conditions of the Agreement remain in full force and effect. In the event of any conflict between this Self-Service Addendum and the Master Terms, the terms of this Self-Service Addendum shall govern solely with respect to the subject matter herein. By signing the Order Form, the Parties acknowledges and agrees to the terms and conditions of the Agreement, including this Self-Service Addendum.

1.0   PURPOSE OF SELF-SERVICE ADDENDUM

1.1   Purpose. This Self-Service Addendum governs Client's self-service use of the Services as specified in the Order Form, subject to the Agreement's terms. Additional terms are set forth in the Master Terms, Order Form, or elsewhere in the Agreement.

2.0   SELF-SERVICE ACCESS AND USE; RESPONSIBILITIES

2.1   Access and Use of Hosted Application on a Self-Service Basis. Provider grants Client and its Authorized Affiliates a worldwide, non-exclusive, non-assignable, non-sublicensable, limited right to access and use the Hosted Applications specified in the Order Form on a self-service basis.

2.2   Client Self-Service Responsibilities. Client is responsible for all campaign set-up activities in the Hosted Applications including, but not limited to: (a) importing media plan details including publishers, DSP partners, contact details, campaign flight dates, expected impression volumes, placement details, cost input and other campaign data via an Excel spreadsheet, manual input, or API push through the Prisma media planning tool; (b) all QA and the assignment or updating of creative files to publisher placements from the creative manager platform; (c) decision tree creation, QA and assignment at either campaign, publisher, placement or creative levels; (d) implementation of any third party tracking pixels, including but not limited to ad servers, DMPs, verification, measurement/attribution, survey, publisher pixels, etc.; (e) accessing campaign reporting details and insights from Provider's reporting platform and/or raw log files; (f) granting internal access to training and supporting materials provided by Provider; (g) ensuring Client team members complete initial platform training provided by Provider (h) informing all Client team members of their access to Provider's online Help Center; (i) establishing team members have appropriate login credentials to access Provider's Hosted Application platform; (j) acknowledging that campaign management support hours follow the rate card, with additional support or specialist team access incurring additional hourly fees per the rate card; (k) confirming which creative agency will be building the creative for any campaign, and providing agency contacts, at least 10 business days before campaign activation; (l) guaranteeing that (1) Provider's container tag/ oneTag is not used to host any third-party ad server tracking tags without specific written permission from Provider, (2) no malicious or incorrect code is uploaded to the container tags, and (3) Client will immediately remove any tracking tags at Providers request (email to suffice); and (m) providing Provider with a detailed, accurate, and unmodified third-party ad server impression report for all Provider-supplied ad files used in campaigns where Provider served as a 4th Party Ad Server, either monthly or at campaign end, as agreed. Client is prohibited from attempting to modify, copy or replicate the Hosted Application or creative derivative works of the Hosted Application platform or any ad formats, or permitting any third party to do so.

2.3   Provider Self-Service Responsibilities. Provider shall be responsible for (a) providing login details to individual team members to access Provider's Hosted Application platform as needed, including campaign Manager, Creative Manager, Reports, Ad Builder, Pixel Manager and if applicable Encore (Multi-touch attribution). (b) virtual campaign manager training to include 1 hr on Campaign Manager and 1 Hr on Report Builder (2 hours total) (virtual training is recorded for Client's future use); (c) providing (1) team training sessions to include set-up, upload, trafficking and management of campaigns within Campaign Manager, accessing report data within Report Builder and conversion tag/click tracking implementation for clients committing to $10,000 USD spend per month (as set forth on the rate card) (4 hours total) or (2) access to Provider's centralized Help Center Support Desk (US Clients Only) for Clients committing to less than $10,000 USD spend per month (as set forth on the rate card) plus any additional support charged at the rate of $200 per hour; (e) providing access to Self-Serve Ad-ops Support Ticketing Queue (non-urgent questions submitted via the ticketing queue will be responded to within 24-48 hours); (f) providing a campaign management self-service support team as opposed to a dedicated campaign manager ("**Pooled Support**"), and ensuring a member of the Pooled Support team will address applicable Client requests within 8 hours; and (g) providing login details to Provider's centralized Support Desk (US Clients only) and content library, including documentation and FAQs. Provider reserves the right to remove any code/tags in breach of Section 2.2(l) without notice to Client. Provider is not responsible for any third-party code/tags inserted within the Provider container tag/oneTag and the potential impact on any advertiser web pages. Provider is not responsible for issues third-party tags, tools, or content cause on the Client's website, especially if those third-party elements do not support secure HTTPS when the Client's site uses HTTPS.

3.0	INFRINGEMENT; INDEMNIFICATION (SELF-SERVICE)

3.1 **IP Infringement.** If Client's self-service access and use of Provider's Hosted Application infringes or, in Provider's opinion, may be held to infringe any intellectual property rights belonging to a third-party, Provider may at its option and expense terminate this Self-Service Addendum and Client's self-service access immediately upon written notice to Client.

3.2 **Indemnification.** In addition to, not in lieu of Client's indemnification obligations in the Agreement, Client will indemnify, defend and hold harmless Provider Indemnities from and against any and all Damages arising out of any Claim to the extend such Claim arises from or is related to any content, materials or data uploaded by Client, its Authorized Affiliates or Authorized Parties through its self-service access hereunder. Nothing in the Master Terms, including any Limitation of Liability, shall limit or exclude Client's liability under this Section 3.2

[END OF SELF-SERVICE ADDENDUM]