

Service Description

IBM Watson Customer Experience Analytics

This Service Description describes the Cloud Service. The applicable order documents provide pricing and additional details about Client's order.

1. Cloud Service

IBM Watson Customer Experience Analytics* captures, manages, and analyzes customer data to provide information on the digital customer journey and experience across the customer life cycle. IBM Watson Customer Experience Analytics includes the following solution-based Editions and services:

- IBM Watson Customer Experience Analytics – Essentials Edition
- IBM Watson Customer Experience Analytics – Standard Edition
- IBM Watson Customer Experience Analytics – Premium Edition
- IBM Watson Customer Experience Analytics – Mobile Basics Edition

*References to IBM Watson Customer Experience Analytics without an edition identifier apply to all editions.

1.1 Offerings

The Client may select from the following available offerings.

1.1.1 IBM Watson Customer Experience Analytics – Essentials Edition

IBM Watson Customer Experience Analytics – Essentials Edition, available as a monthly subscription, includes the following:

- Digital analytics: Manage digital marketing with web and mobile analytics dashboards and benchmarks, calculate return on investment for each marketing channel, perform ad-hoc analytics on digital properties, and use visitor activity to inform and develop targeted marketing plans.
- Digital analytics reports that can be tailored to five different industry verticals: Content, Content/Commerce, Financial Services, Travel, or Retail. These reports can further be customized into views that are variations of the out-of-the-box reports. Client can build ad hoc reports to create new reports against the digital analytics data collected.
- Journey analytics: Visualize customer journeys across devices, channels and touchpoints.
- Session search and replay: View captured mobile and web sessions to understand and resolve customer struggles and application problems.

Included in the subscription fees for this Cloud Service offering are the following:

- a. Based on IBM's assessment, Client will be provided up to fifty (50) Client IDs to meet their digital analytics needs. Additional Client IDs beyond fifty (50) are subject to an additional fee.
- b. Included in the subscription fee are 50 Authorized Users. The Behavioral Analytics Additional Users can be purchased for each additional Authorized User required above the included 50.
An Authorized User is a unique person given access to the Cloud Service in any manner directly or indirectly (for example: via a multiplexing program, device, or application server) through any means.
- c. Journey analytics feature does not have a limitation on number of users.
- d. Four (4) backward marketing attribution windows per Client ID. Client can adjust the settings (window duration and attribution logic) for three (3) of the windows, however one (1) has fixed settings of 1-day duration and last-click attribution logic.
- e. IBM Digital Analytics Benchmark, as applicable, per Client ID.
- f. IBM Digital Analytics Digital Data Exchange, as applicable, per Client ID.
- g. IBM Digital Analytics Export as applicable per Client ID.
- h. IBM Digital Analytics Multi-Byte Character Support, as applicable per Client ID. Migration fee may apply.

- i. Stored "Report Data" per Client ID includes standard reports and ad hoc specified reports and dashboards that the Cloud Services processes. The Cloud Service shall store the Client's Ad-hoc Reports for 800 days from the last date of the reporting period defined in the report. This report roll-off will also affect custom report views. Note: Top Line Metrics data and segments applied to Top Line metrics will be kept for the duration of the Subscription Period.
- j. Eight hundred (800) days total of digital analytics report data.
- k. Two (2) days total of session replay data retention.
- l. Storing any IBM Universal Behavior Exchange (UBX) data sent to Watson Customer Experience Analytics for 800 days.
- m. Journey analytics reports are stored for 800 days from the last date of the reporting period defined in the report.
- **IBM Watson Customer Experience Analytics – Essentials Edition Test Client IDs for digital analytics functionality**

Client will be provided a total of one (1) Client ID for testing purposes in a non-production environment (referred to as Test Client ID). Client can request additional Test Client IDs, up to a total of ten (10) per Client, by contacting Technical Support at cm_support@us.ibm.com. Test Client IDs are limited to 100,000 Server Calls per day. IBM may stop collecting data on a Test Client ID immediately if more than 100,000 Server Calls are received in a single day. Because Test Client IDs are intended for test purposes only, the features enabled are limited, and the data collected and processed for these IDs will be retained for a maximum of five (5) weeks. Client can access reporting on Test Client ID data through IBM Watson Customer Experience Analytics. Visitor registration data is not available in Test Client ID reports. Test reports are deactivated and all test data deleted if either of the following occurs: (a) no user logs into the Test Client ID for thirty (30) consecutive days or (b) no data is sent to the Test Client ID for thirty (30) consecutive days. After six (6) consecutive months of inactivity, a Test Client ID will be completely deleted.

- **IBM Watson Customer Experience Analytics – Essentials edition digital analytics functionality**

IBM Digital Analytics subscribers whose immediately preceding Subscription Period was under the IBM Digital Analytics SD will have continued access to the standard IBM Digital Analytics features available under the IBM Digital Analytics SD until the sooner of (a) the expiration or termination of Client's IBM Watson Customer Experience Analytics subscription, or (b) IBM's withdrawal of the IBM Digital Analytics offering from market. This continued access will be through the existing IBM Digital Analytics user interface. Clients who had current subscription entitlements to additional Explore Report Credits, Digital Analytics Report Segments or Attribution Windows via explicit add-on service parts will have continued access to those features at the same entitlement level until the sooner of (a) the expiration or termination of Client's IBM Watson Customer Experience Analytics subscription, or (b) IBM's withdrawal of the IBM Digital Analytics offering from market. Specifically, extra Report Segments and Attribution Windows will remain accessible in the IBM Digital Analytics user interface and clients will be able to create unrestricted user defined reports from the IBM Watson Customer Experience Analytics user interface.

Any previously licensed Digital Analytics add-on services (e.g., Digital Recommendations, LIVEmail, Digital Data Feed, etc.) that the client elects to retain in their Watson Customer Experience Analytics contract renewal will remain as separate entitlements but will also continue uninterrupted and not require any implementation changes.

- **IBM Universal Behavior Exchange functionality**

IBM Universal Behavior Exchange is a technical pre-requisite for IBM Watson Customer Experience Analytics. New users can register for access via the online registration form: <https://www-01.ibm.com/marketing/iwm/iwm/web/signup.do?source=ibm-ubxprovision>.

1.1.2 IBM Watson Customer Experience Analytics – Standard Edition

IBM Watson Customer Experience Analytics – Standard Edition includes all the capabilities, Test Client IDs, report data, Authorized Users, and data retention of Essentials, plus behavioral report data, and data retention:

- Behavioral and Usability analytics: Reporting on behavioral and usability (heatmaps) data from mobile and web applications, interactions, device information, and user content that is captured and sent to the Cloud Service.
- Cognitive Struggle analytics: Automatically detect struggle, alert, learn, and allow the Client to adjust thresholds on mobile and web application pages designated by the Client.
- Three hundred sixty-five (365) days total of behavioral report data.
- Seven (7) days total of session replay data retention.
- Thirty (30) days total of usability (heatmaps) data retention.

Included in the subscription fees for Standard Edition are the following:

- IBM Tealeaf Customer Experience on Cloud
- IBM Tealeaf CX Overstat on Cloud

1.1.3 IBM Watson Customer Experience Analytics – Premium Edition

IBM Watson Customer Experience Analytics – Premium Edition includes all the capabilities, Test Client IDs, report data, Authorized Users, and data retention of Standard, plus increased data retention and the following functionality:

- IBM Watson Customer Experience Analytics Lifecycle Insights: Subscription providing access to IBM LIVEmail, IBM Lifecycle, IBM Digital Data Feed, and IBM Multichannel Analytics.
- Fourteen (14) days total of session replay data retention.
- Ninety (90) days total of usability (heatmaps) data retention.

1.1.4 IBM Watson Customer Experience Analytics – Mobile Basics Edition

IBM Watson Customer Experience Analytics – Mobile Basics Edition is designed for mobile application practitioners to self-implement the behavioral and usability capabilities of core Watson Customer Experience Analytics' behavioral and usability capabilities with guidance. This edition, available as a monthly subscription, includes the following:

- One Million CX Events per month for the purchased IBM Watson Customer Experience Analytics Mobile Basics Edition.
- Five (5) authorized users.
- Twelve (12) months of behavioral report data.
- Two (2) days of session replay retention.
- Thirty (30) days of usability (heatmaps) data retention.
- Authorization to access a Support forum.

Please note, this Cloud Service does not include Service Level Agreement credits.

a. IBM Watson Customer Experience Analytics – Mobile Basics Edition Data Center Availability

The Basics Edition is hosted in Germany. If Client desires to change Basics Edition data centers (once available), Client must acquire a new entitlement and is solely responsible for migrating their configuration. Basics Edition data may not be migrated between data centers.

1.2 Optional Services

1.2.1 IBM Watson Customer Experience Analytics Session Replay Data Retention Extension

The Session Replay Data Retention Extension provides the option for the Client to retain stored data elements for an extended length of time. Session Replay Data Retention Extension is available in the following increments, added onto the base IBM Watson Customer Experience Analytics Essentials, Standard, or Premium Edition session replay data retention:

- Seven (7) additional days
- Fourteen (14) additional days
- Twenty one (21) additional days
- Forty nine (49) additional days
- Seventy seven (77) additional days

- One hundred and five (105) additional days

1.2.2 IBM Watson Customer Experience Analytics Lifecycle Insights

The IBM Watson Customer Experience Analytics Lifecycle Insights subscription includes access to IBM LIVEmail, IBM Lifecycle, IBM Digital Data Feed, and IBM Multichannel Analytics.

a. IBM Digital Analytics Lifecycle

A solution that allows Clients to run reports that evaluate whether or not site Visitors have reached key site engagement milestones up to four hundred (400) days).

b. IBM LIVEmail

A solution that allows Clients to create visitor segments and push these segments to a list of certified E-Mail Service Providers (ESPs) to execute targeted e-mail campaigns.

c. IBM Digital Data Feed

This service provides a data feed configuration and activation module deployed within the IBM Digital Analytics Export application. This service allows the Client to directly specify and schedule a daily data export that includes the Client's raw data available in the Cloud Service. The data export deliverable consists of multiple files (as selected by the Client from the IBM Digital Analytics Export user interface) of a defined format containing specific information about each Visitors' page view, product view, shop, order, registration, and other tracked activities for the prior day.

d. IBM Digital Analytics Multichannel

This service provides three (3) additional data importation solutions, as follows:

- Multichannel Import
- Visitor Registration Fields Import
- Data Extensions Import. The number of Data Extensions imports entitled per Client ID is specified in Client's Transaction Document.

1.2.3 IBM Watson Customer Experience Analytics Behavioral Analytics Network Capture Add-On

This Cloud Service is a hybrid cloud solution that provides the option for Clients to send their network traffic data to the Cloud Service for additional customer insights. This solution supports passive capture of network traffic for all user sessions and allows Client to configure and evaluate events that track network and sever errors and monitor performance issues that affect user experience. In addition, Clients can drill down into individual sessions to evaluate the HTML request and response data to understand the root cause of customer struggle. This solution requires Clients to install and maintain a light set of on-premise infrastructure needed to forward network traffic to the cloud environment.

Included with this Cloud Service is the following:

- 7 calendar days of rolling Network Capture Data.
- Passive Capture Application that captures all requests and response of the web application.
- Data Transport Application that processes the request and response data, filters or encrypts sensitive data and routes the data to the Watson Customer Experience Analytics Behavioral Analytics offering.

1.2.4 IBM Watson Customer Experience Analytics Behavioral Analytics Capture Data Retention Extension

This Cloud Service provides the option for Client to retain certain stored data elements for an extended length of time and is available in the following increments, added to the base Watson Customer Experience Analytics Behavioral Analytics Network Capture Data retention period of 7 days:

- Additional 7 calendar days rolling retention of Network Capture Data for a total maximum of 14 days of rolling Reporting Capture Data storage.
- Additional 14 calendar days rolling retention of Network Capture Data for a total maximum of 21 days of rolling Reporting Capture Data storage.
- Additional 21 calendar days rolling retention of Network Capture Data for a total maximum of 28 days of rolling Reporting Capture Data storage.
- Additional 49 calendar days rolling retention of Network Capture Data for a total maximum of 56 days of rolling Reporting Capture Data storage.

- Additional 77 calendar days rolling retention of Network Capture Data for a total maximum of 84 days of rolling Reporting Capture Data storage.
- Additional 105 calendar days rolling retention of Network Capture Data for a total maximum of 112 days of rolling Reporting Capture Data storage.

1.2.5 IBM Watson Customer Experience Analytics Behavioral Analytics Akamai Connector

This Cloud Service enables Clients to send Akamai network data, such as error codes, BOT and cached traffic, to Watson Customer Experience Analytics Behavioral Analytics. This augments the data available to Watson Customer Experience Analytics Behavioral Analytics to help Client understand and improve their end user experience. Client must be an existing Akamai client. The number of users accessing this service is limited by the Client's base Watson Customer Experience Analytics Behavioral Analytics subscription. Included in this Cloud Service subscription fee is seven (7) calendar days of rolling Capture Data. This Cloud Service is entitled based on Monthly Million Interactions. An "Interaction" is defined as an HTTP request "Hit" to an Akamai server to access an object. The maximum size of an Akamai Hit is 100 KB of transmitted data. If an Akamai Hit size exceeds 100 KB, the total number of Akamai Hit size will be divided by 100 KB, rounded up to the next whole number, to determine the total number of Interactions counted towards Client's Monthly Million Interaction entitlements. Overage fees will be charged should Client exceed their total entitled Monthly Million Interactions.

1.2.6 IBM Watson Customer Experience Analytics Behavioral Analytics Akamai Connector Capture Data Retention Extension

This service provides the Client with the option to retain certain stored data elements for an extended length of time. Capture Data Retention Extension is available in the following increments, adding onto the base Watson Customer Experience Analytics Behavioral Analytics subscription's Capture Data Retention of seven (7) calendar days. The Client should have the same number of calendar days of rolling Capture Data Retention for the base Watson Customer Experience Analytics Behavioral Analytics subscription and the Watson Customer Experience Analytics Behavioral Analytics Akamai Connector add-on.

- 7 additional days
- 14 additional days
- 21 additional days
- 49 additional days
- 77 additional days
- 105 additional days

1.2.7 IBM Watson Customer Experience Analytics Behavioral Analytics Data Export Add-on

Session export provides the capability to export the sessions based on defined criteria. Clients can export the sessions as different formats depending on their use cases. Clients can conduct data analysis using Watson Customer Experience Analytics Behavioral Analytics raw session data download. In addition, Clients can facilitate resolution of various use cases that require long-term records of online interactions, as Clients can upload the exported file back into the Watson Customer Experience Analytics Behavioral Analytics UI for session replay. Clients can schedule, manage, and monitor the export tasks.

Included in the subscription fee for this Cloud Service is the following:

- Export capability of Watson Customer Experience Analytics Behavioral Analytics Data within the purchased Watson Customer Experience Analytics Behavioral Analytics retention period.
- Three additional calendar days retention of the exported data in IBM Cloud Object Storage. Client must obtain separate storage capacity in order to retain exported data longer than the 3 additional days.
- This Cloud Service is entitled based on Monthly Million Interactions. The size of exported data is defined as an "Interaction" where the maximum size of an Interaction of exported data is 20 MB. Interactions that exceed 20MB will be rounded up to the next 20MB increment and count towards Client's total entitled Monthly Million Interactions. Overage fees will be charged should Client exceed their total entitled Monthly Million Interactions.

1.2.8 IBM Watson Customer Experience Analytics Digital Analytics Impression Attribution

A solution that allows Clients to track content views by visitors not on the Client's own website to understand how marketing impressions (e.g. display banner advertisements, widgets, syndicated videos, micro-sites, etc.), impact conversions on their website.

1.2.9 IBM Watson Customer Experience Analytics Digital Analytics Retention Extension

The Retention Extension provides the option for a Client to retain certain collected data and reports for an extended length of time:

- additional 12 months retention of Watson Customer Experience Analytics Digital Analytics data, as applicable.
- additional 12 months retention of Watson Customer Experience Analytics Digital Analytics reports, as applicable.

1.2.10 IBM Digital Analytics Additional Marketing Attribution Windows

The Additional Marketing Attribution Windows entitles a client to use a number of additional backward looking marketing attribution windows beyond the default quantity included with the Cloud Service. The subscribed additional quantity of marketing attribution windows is in total, not for each Client ID. A marketing attribution window provisioned to multiple Client IDs counts as multiple attribution windows against the entitlement.

1.2.11 IBM Watson Customer Experience Analytics Additional Client IDs for Digital Analytics

Additional Client IDs beyond those included in base subscription, may be purchased in the following increments; 10, 20, 40, 80, 160, 320.

1.2.12 IBM Watson Customer Experience Analytics Product Recommendations

Watson Customer Experience Analytics Product Recommendations offers the following capabilities:

- Automates and optimizes the process of making personalized product suggestions on Client's website, in Client's email campaigns and other marketing channels.
- A business rules management component allows Client to fine tune the final product recommendations made by the solution's affinity algorithms.
- An included A/B testing component facilitates A/B/C & D split tests to determine the relative impact different product recommendation offer strategies have on site visitor conversions.

Client must acquire entitlement to Watson Customer Experience Analytics as a prerequisite for using this service.

1.2.13 IBM Watson Customer Experience Analytics Product Recommendations Analytics Independent

This Cloud Service provides the same services as Watson Customer Experience Analytics Product Recommendations, without the requirement of a subscription to Watson Customer Experience Analytics Digital Analytics.

Included in the subscription for this Cloud Service is the following:

- Based on IBM's assessment, Client will be provided an appropriate number of Client IDs (between 1-10) in order to meet Client's recommendations needs.
- IBM Digital Analytics Digital Data Exchange
- IBM Digital Analytics Import with the standard data importation modules (Category Definition File, Enterprise Products Report and Forecast Metrics).

1.2.14 IBM Watson Customer Experience Analytics AdTarget

This Cloud Service is an Add-on and requires a subscription to IBM Watson Customer Experience Analytics.

Watson Customer Experience Analytics AdTarget is a solution that allows Client to select and syndicate visitor activities and segment identifiers to up to three IBM-certified display advertising partners. Visitor activity and segment data is then used by Client's partner(s) to serve relevant advertisements to visitors after they have left Client's site.

1.2.15 IBM Watson Customer Experience Analytics Content Recommendations

This Cloud Service is an Add-on and requires a subscription to IBM Watson Customer Experience Analytics.

Watson Customer Experience Analytics Content Recommendations is a solution that automates and optimizes the process of making personalized content suggestions on Client's website. The Watson Customer Experience Analytics Content Recommendations user interface provides the capability to determine content recommendation strategy and define Client specific business rules to meet Client's needs.

1.2.16 IBM Watson Customer Experience Analytics Digital Data Exchange

This Cloud Service is an Add-on and requires a subscription to IBM Watson Customer Experience Analytics.

Watson Customer Experience Analytics Digital Data Exchange is a solution that provides Client with a single interface for the configuration and deployment of website and mobile page tags and enables Client to manage IBM tags and IBM Business Partner tags to be deployed on their web or mobile site. The Watson Customer Experience Analytics Digital Data Exchange user interface provides direct control over the tagging process, giving users the ability to define page tags and page groups based on a set of rules to determine tag execution. Once Client has purchased Watson Customer Experience Analytics Digital Data Exchange, Client may manage current and previous deployment of IBM tags, IBM Business Partner tags and custom JavaScript or proprietary code to multiple environments.

This Cloud Service includes enablement of up to five (5) hours of remotely delivered implementation services for Client's initial onboarding to Watson Customer Experience Analytics Digital Data Exchange. Services expire 90 days from date Client is notified by IBM that their access to the Cloud Service is available regardless of whether all hours have been used.

1.2.17 IBM Watson Customer Experience Analytics – Essentials Edition Onboarding Services

The Cloud Service Onboarding is a mandatory setup service which is a combination of provisioning process assistance, product configuration assistance and product consulting activities to enable the use of the Cloud Service. An onboarding consultant is assigned to work with a Client representative through the process, that includes advice and guidance on the implementation. The Cloud Service offers three (3) remotely delivered Onboarding Services Setup options that are to be consumed within ninety (90) days, for the Essentials Edition as follows:

a. Onboarding Services (Digital Analytics and Tealeaf CX on Cloud)

- Up to forty (40) hours of digital analytics Services to advise on the implementation of IBM digital analytics tags for one (1) website by brand domain, or one (1) mobile application.
- Up to sixty (60) hours of IBM Tealeaf CX on Cloud SDK for one (1) web or mobile web replay use case.
- Configuration of the journey reporting capability and integration with IBM Universal Behavior Exchange.

b. Onboarding Services (Digital Analytics)

- Up to forty (40) hours of digital analytics Services to advise on the implementation of IBM digital analytics tags for one (1) website by brand domain, or one (1) mobile application.
- Configuration of the journey reporting capability and integration with IBM Universal Behavior Exchange.

c. Onboarding Services (Tealeaf CX on Cloud)

- Up to sixty (60) hours of IBM Tealeaf CX on Cloud SDK for one (1) web or mobile web replay use case.
- Configuration of the journey reporting capability and integration with IBM Universal Behavior Exchange.

1.2.18 IBM Watson Customer Experience Analytics – Standard Edition Onboarding Services

The Cloud Service Onboarding is a mandatory setup service which is a combination of provisioning process assistance, product configuration assistance and product consulting activities to enable the use of the Cloud Service. An onboarding consultant is assigned to work with a Client representative through the process, that includes advice and guidance on the implementation. The Cloud Service offers three (3)

remotely delivered Onboarding Services Setup options that are to be consumed within ninety (90) days, for the Standard Edition as follows:

a. Onboarding Services (Digital Analytics, Tealeaf CX on Cloud, and Tealeaf CX Overstat)

- Up to forty (40) hours of digital analytics Services to advise on the implementation of IBM digital analytics tags for one (1) website by brand domain, or one (1) mobile application.
- Up to one hundred (100) hours of IBM Tealeaf CX on Cloud SDK and IBM Tealeaf CX Overstat Services for one (1) web or mobile web replay use case. The IBM Tealeaf CX Overstat configuration and Tealeaf behavior analytics may include some of the following:
 - Funnel report for a use case up to five steps – i.e. checkout, registration or quote process.
 - Abandonment reports for a step of the above use case – segmented by various user/customer attributes like browser, user type, operating system, and platform.
 - Struggle reports for a step of the use case – i.e. add items to cart but cart emptied out erroneously.
 - Error Messages reporting on user/customer or system/application errors and impact of completing the process.
 - IBM Tealeaf CX Overstat attribute configuration to allow for enhanced heat map or form field analytic reporting on browser, and platform.
- Configuration of the journey reporting capability and integration with IBM Universal Behavior Exchange.

b. Onboarding Services (Digital Analytics)

- Up to forty (40) hours of digital analytics Services to advise on the implementation of IBM digital analytics tags for one (1) website by brand domain, or one (1) mobile application.
- Configuration of the journey reporting capability and integration with IBM Universal Behavior Exchange.

c. Onboarding Services (Tealeaf CX on Cloud and Tealeaf CX Overstat)

- Up to one hundred (100) hours of IBM Tealeaf CX on Cloud SDK and IBM Tealeaf CX Overstat Services for one (1) web or mobile web replay use case. The IBM Tealeaf CX Overstat configuration and Tealeaf behavior analytics may include some of the following:
 - Funnel report for a use case up to five steps – i.e. checkout, registration or quote process.
 - Abandonment reports for a step of the above use case – segmented by various user/customer attributes like browser, user type, operating system, and platform.
 - Struggle reports for a step of the use case – i.e. add items to cart but cart emptied out erroneously.
 - Error Messages reporting on user/customer or system/application errors and impact of completing the process.
 - IBM Tealeaf CX Overstat attribute configuration to allow for enhanced heat map or form field analytic reporting on browser, and platform.
 - Configuration of the journey reporting capability and integration with IBM Universal Behavior Exchange.

1.2.19 IBM Watson Customer Experience Analytics – Premium Edition Onboarding Services

The Cloud Service Onboarding is a mandatory setup service which is a combination of provisioning process assistance, product configuration assistance and product consulting activities to enable the use of the Cloud Service. An onboarding consultant is assigned to work with a Client representative through the process, that includes advice and guidance on the implementation. The Cloud Service offers three (3) remotely delivered Onboarding Services Setup options that are to be consumed within ninety (90) days, for the Premium Edition as follows:

a. Onboarding Services (Digital Analytics, Tealeaf CX on Cloud, and Tealeaf CX Overstat)

- Up to one hundred and eight (108) hours Services to advise on the implementation of IBM digital analytics tags, including Lifecycle Insights (LiveMail, Lifecycle, Digital Data Feed, and Multi-Channel), and Product Recommendations for one (1) website by brand domain, or one (1) mobile application.
- Up to one hundred (100) hours of IBM Tealeaf CX on Cloud SDK and IBM Tealeaf CX Overstat Services for one (1) web or mobile web replay use case. The IBM Tealeaf CX Overstat configuration and Tealeaf behavior analytics may include some of the following:
 - Funnel report for a use case up to five steps – i.e. checkout, registration or quote process.
 - Abandonment reports for a step of the above use case – segmented by various user/customer attributes like browser, user type, operating system, and platform.
 - Struggle reports for a step of the use case – i.e. add items to cart but cart emptied out erroneously.
 - Error Messages reporting on user/customer or system/application errors and impact of completing the process.
 - IBM Tealeaf CX Overstat attribute configuration to allow for enhanced heat map or form field analytic reporting on browser, and platform.
- Configuration of the journey reporting capability and integration with IBM Universal Behavior Exchange.

b. Onboarding Services (Digital Analytics)

- Up to one hundred and eight (108) hours Services to advise on the implementation of IBM digital analytics tags, including Lifecycle Insights (LiveMail, Lifecycle, Digital Data Feed, and Multi-Channel), and Product Recommendations for one (1) website by brand domain, or one (1) mobile application.
- Configuration of the journey reporting capability and integration with IBM Universal Behavior Exchange.

c. Onboarding Services (Tealeaf CX on Cloud and Tealeaf CX Overstat)

- Up to one hundred (100) hours of IBM Tealeaf CX on Cloud SDK and IBM Tealeaf CX Overstat Services for one (1) web or mobile web replay use case. The IBM Tealeaf CX Overstat configuration and Tealeaf behavior analytics may include some of the following:
 - Funnel report for a use case up to five steps – i.e. checkout, registration or quote process.
 - Abandonment reports for a step of the above use case – segmented by various user/customer attributes like browser, user type, operating system, and platform.
 - Struggle reports for a step of the use case – i.e. add items to cart but cart emptied out erroneously.
 - Error Messages reporting on user/customer or system/application errors and impact of completing the process.
 - IBM Tealeaf CX Overstat attribute configuration to allow for enhanced heat map or form field analytic reporting on browser, and platform.
- Configuration of the journey reporting capability and integration with IBM Universal Behavior Exchange.

1.3 Acceleration Services

1.3.1 IBM Watson Customer Experience Analytics – AVP OnePoint Premium Support

Watson Customer Experience Analytics – AVP OnePoint Premium Support is a remotely delivered subscription service. Each Engagement entitlement provides Clients with a designated technical support resource in increments of ten (10) hours per month. The technical support resource will work with Clients to handle issues, recommend preventative actions, and aid in issue resolution. Personalized support services include: proactive maintenance, guidance specific to a client's industry and business, and

maximizing productivity with the offering. This service runs concurrently with the Watson Customer Experience Analytics subscription and unused hours do not roll over month to month.

1.3.2 IBM Watson Customer Experience Analytics Behavior Analytics Guidance: Getting the Most Out of Your Solution with a Retained Product Expert (16 hours)

This ongoing service provides 16 hours of remotely delivered ongoing best practices and analytics services per month. The Service can be purchased for the number of months remaining in the term of the Watson Customer Experience Analytics Behavioral Analytics subscription from the date of purchase. It includes data capture configuration, data validation and report configuration, customer experience investigation, and business impact analysis. Unused hours do not roll over month to month.

1.3.3 IBM Watson Customer Experience Analytics Behavior Analytics Guidance: Getting the Most Out of Your Solution with a Retained Product Expert (40 hours)

This ongoing service provides 40 hours of remotely delivered ongoing best practices and analytics services per month. The Service can be purchased for the number of months remaining in the term of the Watson Customer Experience Analytics Behavioral Analytics subscription from the date of purchase. It includes data capture configuration, data validation, report configuration, customer experience investigation, and business impact analysis. Unused hours do not roll over month to month.

1.3.4 IBM Watson Customer Experience Analytics Behavior Analytics Guidance: Getting the Most Out of Your Solution with a Retained Product Expert (60 hours)

This ongoing service provides 60 hours of remotely delivered ongoing best practices and analytics services per month. The Service can be purchased for the number of months remaining in the term of the Watson Customer Experience Analytics Behavioral Analytics subscription from the date of purchase. It includes data capture configuration, data validation, report configuration, customer experience investigation, and business impact analysis and data science services. Unused hours do not roll over month to month.

1.3.5 IBM Watson Customer Experience Analytics Behavior Analytics Assessment: Create a Prioritization Plan for Customer Experience Improvements by Comparing your Business KPIs to Current Performance

This remotely delivered service delivers 40 hours of services which focuses on improvements in alignment with business and IT goals. It prioritizes website issues based on business impact, and provides pre-emptive issue resolution. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

1.3.6 IBM Watson Customer Experience Analytics Behavior Analytics Guidance: Premium Configuration, Deployment and Product Consulting (12 months)

This remotely delivered service provides 960 hours of services combining an extended set up package, a best practices package, and ongoing best practices and analytics service for 12 months. The extended set up package delivers 112 hours of remotely delivered extended deployment services, which includes SDK extensions and configurations for custom data capture needs, SDK optimizations, replay configuration (up to 3 use cases), data validation and a 'known issues KPI analysis' report. The best practices package provides 80 hours of remotely delivered customer experience investigation and a business impact analysis. The ongoing best practices and analytics services delivers 64 hours per month for 12 months of remotely delivered services which includes ongoing data capture configuration, data validation and report configuration, customer experience investigation, business impact analysis and data science services. This Service expires 395 days from the start date of the engagement regardless of whether all hours have been used.

1.3.7 IBM Watson Customer Experience Analytics Behavior Analytics Guidance: Advice, Planning, and Configuration for a Mobile Application Integration

This remotely delivered service can be added on to any of the Deployment and Analytics Service Engagements to provide integration to one (1) Mobile Application. Multiples of this part can be purchased if integration is required for multiple Mobile Apps. This Service includes 48 hours of remotely delivered services that delivers a Mobile SDK setup. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

1.3.8 IBM Watson Customer Experience Analytics Behavior Analytics Guidance: Essentials Configuration, Deployment and Product Consulting (6 months and 12 months)

This remotely delivered service provides an extended set up package and an ongoing best practices and analytics service available at either six (6) or twelve (12) months of service. The extended set up package delivers 112 hours of remotely delivered extended deployment services, includes SDK extensions and configurations for custom data capture needs, SDK optimizations, replay configuration (up to 3 use cases), data validation, and a 'known issues KPI analysis' report. The ongoing best practices and analytics services deliver 16 hours per month for Client's six or twelve month remotely delivered service period, which includes ongoing data capture configuration, data validation and report configuration, customer experience investigation, and business impact analysis.

- Watson Customer Experience Analytics Behavioral Analytics Basic Deployment and Analytics 6 Months Service provides 208 hours of services combining an extended set up package and ongoing analytics service for six months. This Service expires 212 days from the start date of the engagement regardless of whether all hours have been used.
- Watson Customer Experience Analytics Behavioral Analytics Basic Deployment and Analytics 12 Months Service provides 304 hours of services combining an extended set up package and ongoing analytics service for twelve months. This Service expires 395 days from the start date of the engagement regardless of whether all hours have been used.

1.3.9 IBM Watson Customer Experience Analytics Behavior Analytics Guidance: Next Step Improvement in Customer Experience Through the Development, Planning, and Deployment of 1 Complete Use Case

This remotely delivered service deploys one end-to-end use case including project management, SDK extensions and configurations for custom data capture needs, optimizations, advance/custom SDK configurations, Replay configurations for the defined use case, data validation and 3 analytical reports (Funnel Report, Customer Behavior Report, business Impact Report). This service provides 120 hours of remotely delivered deployment services. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

1.3.10 IBM Watson Customer Experience Analytics Behavior Analytics Guidance: Standard Configuration, Deployment and Product Consulting (6 months and 12 months)

This remotely delivered service provides an extended set up package, a best practices package, and an ongoing best practices and analytics service available at either six (6) or twelve (12) months of service. The extended set up package delivers 112 hours of remotely delivered extended deployment services, which includes SDK extensions and configurations for custom data capture needs, SDK optimizations, replay configuration (up to 3 use cases), data validation, and a 'known issues KPI analysis' report. The best practices package provides 80 hours of remotely delivered custom experience investigation and a business impact analysis. The ongoing best practices and analytics services deliver 40 hours per month for Client's six or twelve month remotely delivered service period, which includes ongoing data capture configuration, data validation and report configuration, customer experience investigation, business impact analysis.

- Watson Customer Experience Analytics Behavioral Analytics Standard Deployment and Analytics 6 Months Service provides 432 hours of services combining an extended set up package, a best practices package, and an ongoing best practices and analytics service for six months. This Service expires 212 days from the start date of the engagement regardless of whether all hours have been used.
- Watson Customer Experience Analytics Behavioral Analytics Standard Deployment and Analytics 12 Months Service provides 672 hours of services combining an extended set up package, a best practices package, and an ongoing best practices and analytics service for twelve months. This Service expires 395 days from the start of the engagement regardless of whether all hours have been used.

1.3.11 IBM Watson Customer Experience Analytics Behavior Analytics Workshop: Monitoring, Finding, and Solving the Customer Experience Common Trouble Spots

This remotely delivered service delivers 16 hours of services, which includes proactive monitoring of known site issues in real time and creating alerts and top mover reporting. This Service expires 90 days from the start date of the engagement regardless of whether all hours have been used.

1.3.12 IBM Watson Customer Experience Analytics Web Analytics Assessment: Evaluating the Results of Creative and Content changes on your Website to Drive Future Design Decisions

This remotely delivered service provides up to 48 hours for remote consulting and analysis to help determine how a new design, enhancement, or application, has impacted pathing, visitor behavior, and overall site performance. This analysis is dependent on the availability of necessary reporting and metrics within Watson Customer Experience Analytics pre- and post- site change. Client must provide preconditions to be used in the analysis during the initial kick-off including date ranges, specific on changes made, and any tagging/tracking necessary to view these changes within the specified Watson Customer Experience Analytics id. Services are purchased per Engagement and expire 90 days from date of purchase or date Client is notified by IBM that their access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

1.3.13 IBM Watson Customer Experience Analytics Web Analytics Assessment: Increase Conversions, Revenue, and Speed of Transaction with a Path to Purchase Audit

This remotely delivered service provides up to 40 hours of the following: high-level analysis to gain a broad understanding of conversion performance on a Client site, establish baselines for key site performance metrics, provide insight into visitor behavior, and identify opportunities to improve site performance at key conversion points. Services are purchased per Engagement and expire 90 days from date of purchase or date Client is notified by IBM that their access to the Cloud Service is available, or whichever is later, regardless of whether all hours have been used.

1.3.14 IBM Watson Customer Experience Analytics Web Analytics Workshop: Create more Customers by Improving and Optimizing the Conversion Process

This remotely delivered service provides up to 48 hours of remote consulting, best practices analysis and recommendations for the Client identified conversion process. Utilizes advanced analysis to drive deeper understanding of site results and determine key problems and points of attrition. Requires that Client's pages involved in the identified process be tagged with unique page identification values prior to the engagement. Services are purchased per Engagement and expire 90 days from date of purchase or date Client is notified by IBM that their access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

1.3.15 IBM Watson Customer Experience Analytics Web Analytics Workshop: Discover your Best Product Lines and Segment Trends to Drive Investment, Promotions, and Campaigns

This remotely delivered service provides up to 40 hours of remote consulting for the review, best practices, and recommendations for updating the Client's Analytics Category Definition File (CDF). The workshop does not involve the actual updating of the CDF by IBM. Services are purchased per Engagement and expire 90 days from date of purchase or date Client is notified by IBM that their access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

1.3.16 IBM Watson Customer Experience Analytics Web Analytics Workshop: Improve your Tagging to Learn More about your Customers and Drive better Personalization

This remotely delivered service provides up to 48 hours of remote consulting, and provides Clients with a comprehensive health check of Client's baseline analytics tagging. Services are purchased per Engagement and expire 90 days from date of purchase or date Client is notified by IBM that their access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

1.3.17 IBM Watson Customer Experience Analytics Web Analytics Workshop: Keep Customers Engaged by Optimizing Key Web Pages

This remotely delivered service provides up to 40 hours of remote consulting and analysis to help determine effectiveness of page or page type (maximum of 30 pages of a single page type), chosen by the Client, including but not limited to the home page, marketing landing pages, product pages, or product category pages. Service are purchased per engagement and expire 90 days from date of purchase or date Client is notified by IBM that their access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

1.3.18 IBM Watson Customer Experience Analytics Web Analytics Workshop: Move your Business Ahead of the Pack by Adopting the Latest Best Practices in Performance Measurement

This remotely delivered service provides up to 40 hours of remote consulting to elicit Client's business needs and recommend strategic tagging updates. Client remains responsible for the actual updating or

implementation of tagging updates. Assistance from IBM technical teams is not covered in this engagement. Services are purchased per Engagement and expire 90 days from date of purchase or date Client is notified by IBM that access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

1.3.19 IBM Watson Customer Experience Analytics Web Analytics Workshop: Protect Against Lost eCommerce Revenue by Ensuring a Successful Checkout

This remotely delivered service provides up to 48 hours of remote consulting, best practices analysis and recommendations for the identified checkout process. Requires that page view tags that contain unique page identification values be implemented on each page in the checkout process prior to the engagement. Services are purchased per Engagement and expire 90 days from date of purchase or date Client is notified by IBM that their access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

1.3.20 IBM Watson Customer Experience Analytics Consulting Services

This remotely delivered service provides up to 20 hours of remote consulting time. The nature of the service is defined by a discussion between Client and the IBM analyst. The services must be deemed feasible by the IBM analyst. Services are purchased per Engagement and expire 90 days from date of purchase or date Client is notified by IBM that access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

2. Data Processing and Protection Data Sheets

IBM's Data Processing Addendum at <http://ibm.com/dpa> (DPA) and the Data Processing and Protection Data Sheet(s) (referred to as data sheet(s) or DPA Exhibit(s)) in the links below provide additional data protection information for the Cloud Services and its options regarding the types of Content that may be processed, the processing activities involved, the data protection features, and specifics on retention and return of Content. The DPA applies if and to the extent the European General Data Protection Regulation (EU/2016/679) (GDPR) applies to personal data contained in Content.

<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=76AC34D029B711E6806270B0E0408E84>

3. Service Levels and Technical Support

3.1 Service Level Agreement

IBM provides the Client with the following availability service level agreement (SLA). IBM will apply the highest applicable compensation based on the cumulative availability of the Cloud Service as shown in the table below. The availability percentage is calculated as the total number of minutes in a contracted month, minus the total number of minutes of Service Down in the contracted month, divided by the total number of minutes in the contracted month. The Service Down definition, the claim process and how to contact IBM regarding service availability issues are in IBM's SaaS support overview at https://www.ibm.com/software/support/saas_support_overview.html.

Availability	Credit (% of monthly subscription fee*)
Less than 99.9%	2%
Less than 99.0%	5%
Less than 95.0%	10%

* The subscription fee is the contracted price for the month which is subject to the claim.

3.2 Technical Support

Technical support for the Cloud Service, including support contact details, severity levels, support hours of availability, response times, and other support information and processes, is found by selecting the Cloud Service in the IBM support guide available at <https://www.ibm.com/support/home/pages/support-guide/>.

4. Charges

4.1 Charge Metrics

The charge metric(s) for the Cloud Service are specified in the Transaction Document.

The following charge metrics apply to this Cloud Service:

- Event is an occurrence of a specific event that is processed by or related to the use of the Cloud Services.

For purposes of this Cloud Service, an Event is a Customer Experience Event (CX Event). CX Events are "moment in time" observed events associated with a Client, and acts as a unifying measurement for the Cloud Service. These can be thought of as facts associated with a time dimension value that defines the "when" of their occurrence (usually at minimum date, if not time date stamp). There are three types of CX Events: a Journey Event, a Behavior Event, or a Digital Event.

- A **Journey Event** – is a marketing interaction or event received via the APIs directly into the Cloud Service that is associated with a unique Entity ID, time date stamp, or name/description. One Million CX Events is equal to four Million Journey Events.
- A **Behavior Event** – is a digital interaction with an application captured by the Cloud Service, either at the network level (such as a request and response pair ["Hit"] over http or https) or otherwise. One Million CX Events is equal to one Million Behavior Events.
- A **Digital Event** – is defined as a Server Call. A Server Call is data passed to and processed by the Cloud Service as a result of a tagged event, initiated by a tracked visitor for one Entity ID. A Server Call processed by different Entity IDs will be counted as a unique Server Call for each unique Entity ID. An Entity ID separates and/or controls access rights to data in the Cloud Service which may encompass processed data from one or more Client web sites. One Million CX Events is equal to five Million Digital Events.

A CX Event for the Basics Edition is a digital interaction with an application captured by the Cloud Service, either at the network level (such as a request and response pair ["Hit"] over http or https) or otherwise.

- **Engagement** – is a professional or training service related to the Cloud Services.
- **Revenue Conversion Unit (RCU)** – is a currency-independent measure of a Revenue amount as converted into RCUs in accordance with the conversion unit table at (http://www.ibm.com/software/passportadvantage/conversion_unit_table.html).
- **Marketing Impressions** – is each occurrence of an advertisement or banner displayed on a web page managed or processed by the Cloud Services.
- **Interactions** – is a unit of measure by which the Cloud Service can be obtained. An Interaction is a digital interaction with an application captured by the Cloud Service, either at the network level (e.g., a request and response pair ("Hit") over http or https) or otherwise. Sufficient entitlements must be obtained to cover the number of Interactions processed during the measurement period specified in Client's PoE or Transaction Document.
- **Server Call** – is data passed to and processed by Cloud Services due to a tagged event initiated by a tracked visitor.

When a packet quantity is specified for Overage, excess use will be charged for the number of whole packets to cover the excess use.

4.2 Remote Services Charges

A remote service charge will expire 90 days from purchase regardless of whether the remote service has been used.

5. Additional Terms

For Cloud Service Agreements (or equivalent base cloud agreements) executed prior to January 1, 2019, the terms available at <https://www.ibm.com/acs> apply.

5.1 Enabling Software

Enabling Software is provided to Client under the following terms:

Enabling Software	Applicable License Terms (if any)
IBM Digital Analytics SDK	https://github.com/ibm-watson-cxa/DigitalAnalytics/tree/master/Licenses
IBM Tealeaf CX on Cloud – Android SDK	https://github.com/ibm-watson-cxa/IBMTealeaf/tree/master/Licenses
IBM Tealeaf CX on Cloud – iOS SDK	https://github.com/ibm-watson-cxa/IBMTealeaf/tree/master/Licenses
IBM Tealeaf UI Capture SDK	https://github.com/ibm-watson-cxa/IBMTealeaf/blob/master/Licenses/LA_en

5.2 Non-IBM Services (Provided As-Is)

Google Maps, Neustar, Afiliis, Slack AP, WalkMe, Ghostery

5.3 Data Retention

Specific data elements of the Cloud Service shall be available within the Cloud Service as follows:

- Web analytics report data for 800 days; behavioral report data for 365 days.
- Two (2) days total of session replay data retention for IBM Watson Customer Experience Analytics – Essentials Edition.
- Seven (7) days total of session replay data retention, and Thirty (30) days total of usability analytics (heatmaps) data retention (the "Data Retention Period") for IBM Watson Customer Experience Analytics – Standard Edition.
- Fourteen (14) days total of session replay data retention, and Ninety (90) days total of usability analytics (heatmaps) data retention (the "Data Retention Period") for IBM Watson Customer Experience Analytics – Premium Edition.
- Two (2) days of session replay retention, and Thirty (30) days of usability analytics (heatmaps) data retention (the "Data Retention Period") for IBM Watson Customer Experience Analytics – Mobile Basics Edition.

These data elements may be removed from IBM's network and systems after the Data Retention Period has expired, and in any event, IBM may destroy all copies of these data elements and any other related Client data, 30 days following termination or expiration of the subscription period. Client will retain back-up copies of all content provided for use in connection with the Cloud Service.

5.4 Links to Third Party Websites or Other Services

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

5.5 IBM Digital Analytics Benchmark Service

Although the Benchmark Services are a standard part of the Cloud Service, participation is optional. Client may elect not to participate by contacting Technical Support at cm_support@us.ibm.com. Client understands that for IBM to provide any Benchmarking Services, IBM must prepare, access, process and analyze Summary Data regarding IBM Clients, and use Client's Summary Data to populate the Aggregate Data used in each IBM Benchmarking Service. IBM shall not disclose to any third party nor make publicly available any of Client's Summary Data in a fashion that identifies Client or its product brands or trademarks, or any Visitor. Subject to the foregoing, in connection with providing IBM Benchmarking Services nothing in this Agreement will restrict IBM from: (i) adding Client's Summary Data to other Client's Summary Data to create the pool of Aggregate Data, using Client's Summary Data to access or analyze Aggregate Data, or disclosing or using such Aggregate Data; or (ii) using Client's Summary Data to provide Services to Client and enable Client to participate in the IBM Benchmarking Service. Under no circumstances shall Client's Summary Data be disclosed except as may be pre-approved by Client in

writing. Client shall not, without IBM's prior written consent, distribute or otherwise provide access to any IBM Benchmarking report or its contents, or any Summary Data or Aggregate Data provided to Client, to any third parties, except for such advisors and contractors as may be retained in connection with Client's use of Services and in each case subject to a confidentiality agreement in form similar to the confidentiality clause of the Agreement. IBM Benchmarking reports and their contents and the Aggregate Data are the property of IBM and are IBM's Confidential Information as set forth in the confidentiality clause of the Agreement. Client may provide its employees and consultants with copies of and access to an IBM Benchmarking Service report provided such persons are advised of their obligation not to distribute such report or its contents to third parties.

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

5.6 Safeguard Liability

IBM retains the right to enforce the following rules to maintain the quality and integrity of the Cloud Service. Clients of the IBM Watson Customer Experience Analytics solution will be made aware of any corrective actions taken by IBM as outlined below.

5.7 Holiday Readiness

For our North American provisioned Clients, due to the versatility of traffic volumes during the two periods of (i) the day after Thanksgiving through the following Monday, and (ii) December 24th and 25th (collectively, the "U.S. Holiday Season"), Client will be required to provide by September 30 of each year the volume projections for the U.S. Holiday Season. IBM will show reasonable care to work with Client to address these projections using best practices. Clients that underestimate their volume projections for the U.S. Holiday Season by twenty-five percent (25%) or more will be subject to one or more corrective action measures.

5.8 Data Size Limits

This Cloud Service is entitled based on Monthly Million Interactions. The size of data is defined as an "Interaction" where the maximum size of an Interaction of data is 2 MB. Interactions that exceed 2 MB will be rounded up to the next Interaction increment and count towards Client's total entitled Monthly Million Interactions. Clients whose interactions exceed 2 MB would be subject to one or more corrective actions. Overage fees will be charged should Client exceed their total entitled Monthly Million Interactions data size. Note: Data Size Limits do not pertain to Akamai or Hybrid customers.

5.9 Corrective Action Measures

The following corrective action measures may be taken:

- a. Throttling: throttling is the action of sampling data collection.
- b. Stoppage: The action of completely prohibiting all customer data from entering the IBM Watson Customer Experience Analytics Cloud infrastructure.
- c. Data Element Modification: Modifying Data Elements (Behavioral Events, Hit Attributes, Step Attributes, Session Attributes) to correct data inaccuracies.
- d. SLA Credits will not be provided to customers that do not adhere to the Holiday Readiness Guidelines and Procedures.

5.10 Data Smoothing Charges

For IBM Watson Customer Experience Analytics Digital Analytics Clients, if actual usage of the Cloud Service during their annual subscription period exceeds twelve (12) times the entitlement specified in a Transaction Document, then Client will be invoiced for the overage in accordance with the overage rates specified in the applicable Transaction Document. For IBM Watson Customer Experience Analytics Behavioral Analytics Clients, if actual usage in any quarter (based on a calendar year beginning January 1) exceeds three (3) times the entitlement specified in a Transaction Document, then Customer will be

invoiced for the overage in accordance with the overage rates specified in the applicable Transaction Document.

5.11 No Personal Health Information or Regulated Content

The Cloud Service is not designed to comply with HIPAA and may not be used for the transmission or storage of any Personal Health Information.

The Cloud Service is not designed to comply with the Payment Card Industry (PCI) standard and may not be used for the transmission or storage of any PCI Information.

Akamai customers should not send domains with PCI information.

6. Overriding Terms

6.1 Data Use

The following prevails over anything to the contrary in the Content and Data Protection section of the base Cloud Service terms between the parties: IBM will not use or disclose the results arising from Client's use of the Cloud Service that are unique to your Content (Insights) or that otherwise identify Client. IBM may however use Content and other information (except for Insights) that results from Content in the course of providing the Cloud Service subject to removing personal identifiers; so that any personal data can no longer be attributed to a specific individual without the use of additional information. IBM will use such data only for research, testing, and offering development.