IBM Digital Analytics

This Service Description describes the Cloud Service IBM provides to Client. Client means the company and its authorized users and recipients of the Cloud Service. The applicable Quotation and Proof of Entitlement (PoE) are provided as separate Transaction Documents.

1. Cloud Service

1.1 IBM Digital Analytics

IBM Digital Analytics is a solution that allows clients to track web visitors interacting with their website and provides reports and key performance indicators (also known as KPIs) based on the collection of this data. Data is collected for the Cloud Service through Server Calls. 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 Client ID. This tagged data is subsequently processed by the Cloud Service to generate reports made available through the Cloud Service user interface to help understand visitor behavior. Custom views and reports can be generated through the user interface to provide further insights. The Cloud Service base package includes:

a. IBM Digital Analytics - A set of 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 default report views. Clients also have the ability to view metrics in near real-time through monitoring dashboards as well as to export out customizable visitor segments.

b. IBM Digital Analytics Explore - An ad-hoc reporting tool that allows clients to create new reports against the digital analytics data collected.

1.2 Optional Features

1.2.1 IBM 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.

1.2.2 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 over an extended time period.

1.2.3 IBM Digital Analytics Multichannel

A solution that allows clients to import data into the Digital Analytics portion of the Cloud Service to augment data collected by the Cloud Service. This data can then be further used in reporting and segmentation.

1.2.4 IBM Digital Analytics for Social Media

A solution that allows Clients to continuously monitor, analyze, and optimize social channels to reach Client’s customers.

1.2.5 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.

1.2.6 IBM Digital Analytics Digital Data Feed

A solution that provides clients a data feed configuration and activation module to allow clients to directly specify and schedule a daily data export that includes the client’s raw data available in the Cloud Service.

2. Security Description

This Cloud Service follows IBM’s data security and privacy principals for IBM SaaS which are available at https://www.ibm.com/cloud/resourcecenter/content/80 and any additional terms provided in this section. Any change to IBM’s data security and privacy principals will not degrade the security of the Cloud Service.
This Cloud Service is US-EU Safe Harbor certified.

3. Service Level Agreement
IBM provides the following service level commitments ("SLA") for the Cloud Service as specified in a PoE. The SLA is not a warranty. The SLA is available only to Client and applies only to use in production environments.

3.1 Availability Credits
Client must log a Severity 1 support ticket with the IBM technical support help desk within twenty-four (24) hours of first becoming aware of an event that has impacted the Cloud Service availability. Client must reasonably assist IBM with any problem diagnosis and resolution.

A support ticket claim for failure to meet an SLA must be submitted within three (3) business days after the end of the contracted month. Compensation for a valid SLA claim will be a credit against a future invoice for the Cloud Service based on the duration of time during which production system processing for the Cloud Service is not available ("Downtime"). Downtime is measured from the time Client reports the event until the time the Cloud Service is restored and does not include time related to a scheduled or announced maintenance outage; causes beyond IBM’s control; problems with Client or third party content or technology, designs or instructions; unsupported system configurations and platforms or other Client errors; or Client-caused security incident or Client security testing. IBM will apply the highest applicable compensation based on the cumulative availability of the Cloud Service during each contracted month, as shown in the table below. The total compensation with respect to any contracted month cannot exceed twenty (20) percent of one twelfth (1/12th) of the annual charge for the Cloud Service.

For bundled Cloud Services (individual Cloud Service offerings packaged and sold together as a single offering for a single combined price), the compensation will be calculated based on the single combined monthly price for the bundled Cloud Service, and not the monthly subscription fee for each individual Cloud Service. Client may only submit claims relating to one individual Cloud Service in a bundle at a given time.

3.2 Service Levels
"Inbound Data Collection" means the collection of inbound data via the inbound data processing elements of the Cloud Service.

<table>
<thead>
<tr>
<th>Cloud Service</th>
<th>Applicable Service Level</th>
<th>Application availability during a contracted month</th>
<th>Inbound Data Collection availability during a contracted month</th>
</tr>
</thead>
<tbody>
<tr>
<td>IBM Digital Analytics</td>
<td></td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>IBM Digital Analytics Lifecycle</td>
<td></td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>IBM Digital Analytics Impression Attribution</td>
<td></td>
<td>Y</td>
<td>Y</td>
</tr>
<tr>
<td>IBM Digital Analytics Multichannel</td>
<td></td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>IBM Digital Analytics for Social Media</td>
<td></td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>IBM LIVEmail</td>
<td></td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>IBM Digital Analytics Explore</td>
<td></td>
<td>Y</td>
<td>N</td>
</tr>
<tr>
<td>IBM Digital Analytics Digital Data Feed</td>
<td></td>
<td>Y</td>
<td>N</td>
</tr>
</tbody>
</table>

Availability of the Cloud Service during a contracted month

<table>
<thead>
<tr>
<th>Availability during a contracted month</th>
<th>Compensation (% of monthly subscription fee* for contracted month)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
that is the subject of a claim)

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Availability Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>99% - 99.949%</td>
<td>2%</td>
</tr>
<tr>
<td>98% - 98.999%</td>
<td>5%</td>
</tr>
<tr>
<td>97% - 97.999%</td>
<td>12%</td>
</tr>
<tr>
<td>Less than 97.000%</td>
<td>20%</td>
</tr>
</tbody>
</table>

* If the Cloud Service was acquired from an IBM Business Partner, the monthly subscription fee will be calculated on the then-current list price for the Cloud Service in effect for the contracted month which is the subject of a claim, discounted at a rate of 50%. IBM will make a rebate directly available to Client.

Availability, expressed as a percentage, is calculated as: the total number of minutes in a contracted month minus the total number of minutes of Downtime in a contracted month divided by the total number of minutes in the contracted month.

Example: 50 minutes total Downtime during contracted month

```
43,200 total minutes in a 30 day contracted month
-- 50 minutes Downtime = 43,150 minutes
_________________________________________
43,200 total minutes

= 2% Availability credit for 99.884% availability during the contracted month
```

4. Technical Support

Technical support for the Cloud Service is provided via email, online support system, Live Chat and by phone ("Technical Support"). IBM will make available the IBM Software as a Service Support Handbook which provides technical support contact information and other information and processes. Technical support is offered with the Cloud Service and is not available as a separate offering.

<table>
<thead>
<tr>
<th>Severity</th>
<th>Severity Definition</th>
<th>Response Time Objectives During Support Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Critical business impact/service down: Business critical functionality is inoperable or critical interface has failed. This usually applies to a production environment and indicates an inability to access services resulting in a critical impact on operations. This condition requires an immediate solution.</td>
<td>Within 1 hour</td>
</tr>
<tr>
<td>2</td>
<td>Significant business impact: A service business feature or function of the service is severely restricted in its use or Client is in jeopardy of missing business deadlines.</td>
<td>Within 2 business hours</td>
</tr>
<tr>
<td>3</td>
<td>Minor business impact: Indicates the service or functionality is usable and it is not a critical impact on operations.</td>
<td>Within 4 business hours</td>
</tr>
<tr>
<td>4</td>
<td>Minimal business impact: An inquiry or non-technical request</td>
<td>Within 1 business day</td>
</tr>
</tbody>
</table>

5. Entitlement and Billing Information

5.1 Charge Metrics

The Cloud Service is available under the charge metric specified in the Transaction Document:

a. Million Server Calls (MSCs) is a unit of measure by which the Cloud Service can be obtained. 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 of Client’s web sites. Each MSC entitlement represents one Million Server Calls. Sufficient Million
Server Call entitlements must be obtained to cover the number of Server Calls processed during the measurement period specified in the Transaction Document.

b. Million Marketing Impressions (MMIs) is a unit of measure by which the Cloud Service can be obtained. A Marketing Impression is each occurrence of an advertisement or banner displayed on a web page. Each MMI entitlement represents one Million Marketing Impressions collected and processed by the Cloud Service. Sufficient MMI entitlements must be obtained to cover the number of Marketing Impressions processed during the measurement period specified in Client’s Transaction Document.

c. Entity ID is a unit of measure by which the Cloud Service can be obtained. An Entity ID is a unique identifier for any entity represented within the Cloud Service. Sufficient entitlements must be obtained to cover the number of Entity IDs identified in the Cloud Service during the measurement period specified in Client’s Transaction Document. For the Cloud Service, the Entity ID (often referred to as a Client ID) separates and/or controls access rights to data in the Cloud Service which may encompass processed data from one or more web sites. For purposes of this Cloud Service offering, a Client ID is the same as an Entity ID.

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

5.2 Setup Charges
Setup charges will be specified in the Transaction Document.

a. IBM Digital Analytics One-Time Setup fee will be charged upon initial provisioning of the Cloud Service at the rate and billing term specified in the Transaction Document.

b. IBM Digital Analytics Additional Client ID Implementation Entity ID Setup fee will be charged for each Additional Client ID Implementation ordered at the rate and billing term specified in the Transaction Document.

5.3 Partial Month Charges
A partial month charge as specified in the Transaction Document may be assessed on a pro-rated basis.

5.4 Overage Charges
If Client’s actual usage of the Cloud Service in any quarter (based on a calendar year beginning January 1) exceeds three (3) times the entitlement specified in a PoE or Transaction Document, then Client will be invoiced for the overage in accordance with the overage rates specified in the applicable PoE or Transaction Document.

5.5 On-Demand Charges
On-Demand charges, as specified in the Transaction Document, will apply when Client requests activation of the On-Demand part. When activated, Client will be invoiced according to the rate set in the Transaction Document.

a. IBM Digital Analytics Additional Client ID Implementation Entity ID On-Demand Setup

Provides implementation services, up to eight (8) hours each, for additional Entity ID(s) beyond the initial Entity ID implementation provided by IBM Digital Analytics One-Time Setup.

5.6 Remote Services Charges
Remote Services are purchased on a per Engagement basis and will be invoiced when ordered.

5.6.1 IBM LIVEmail Premium Onboarding Services
Provides up to 20 hours of remote consulting, best practices, training and configuration for onboarding Client to IBM LIVEmail. Services expire 90 days from date Client is notified by IBM that access to the IBM LIVEmail Cloud Service is available regardless of whether Client has used all of the available hours.

5.6.2 IBM Digital Analytics Tag Audit Services
Provides up to 10 hours of remote analysis to perform a comprehensive health check of Client’s baseline tagging. Services are purchased per Engagement and expire 90 days from date purchased 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.
5.6.3 IBM Digital Analytics Conversion Process Analysis Services
Provides up to 48 hours of remote consulting, best practices, analysis and recommendations for Client’s 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 conversion 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 access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

5.6.4 IBM Digital Analytics Site Performance Analysis Services
Provides up to 40 hours of the following: high-level analysis to gain a broad understanding of conversion performance on Client’s 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 access to the Cloud Services is available, whichever is later, regardless of whether all hours have been used.

5.6.5 IBM Digital Analytics Key Performance Indicator Workshop
Provides up to 40 hours of remote training, consulting and guidance on how to select key performance indicators and how to use the reports to drive business objectives. Guidance on key performance indicator selections is based on Client’s input during the workshop kickoff and is dependent on metric availability within the specified Digital Analytics Client ID. 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.

5.6.6 IBM Digital Analytics Explore Workshop
Provides up to 40 hours of remote collaborative meetings intended to identify Client’s business objectives, address reporting use cases through Explore report creation, build a cohesive attribute tagging strategy to improve data collection and analysis capabilities, and provide a presentation of product best practices to help Client gain the maximum benefits of Explore. Services are purchased per Engagement and expire 90 days from date Client is notified by IBM that access to the Cloud Service is available regardless of whether all hours have been used.

5.6.7 IBM Digital Analytics Category Definition File Workshop
Provides up to 40 hours of remote consulting for the review, best practices, and recommendations for updating the Client’s 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 access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

5.6.8 IBM Digital Analytics Bulk Data Export
Provides a one-time standardized data export service that includes Client’s raw data available in the Cloud Service. The exported time range of data is conditional upon the parameters for deletion of data specified in the Entitlement Details section, however notwithstanding any language to the contrary the exported time range of data is restricted to a maximum of two years of Client’s historical data.

5.6.9 IBM Digital Analytics Checkout Analysis
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 access to the Cloud Service is available, whichever is later, regardless of whether all hours have been used.

5.6.10 IBM Digital Analytics Consulting Services
Provides up to 20 hours of remote consulting time for analytical purposes driven by Client. The nature of the analysis is defined by discussion between Client and the IBM analyst. The analysis 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.
5.6.11 IBM Digital Analytics Learning Services
Provides up to 20 hours of remote consulting time for educational purposes driven by Client. The subjects of the education are defined by discussion between Client and the IBM analyst. The educational topics and scope 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.

5.6.12 IBM Digital Analytics Managed Implementation Services
Provides up to 50 hours of accelerated baseline data collection for one web domain by delivering a custom global Javascript file to address Client’s tagging requirements and documentation for maintaining the Javascript file. 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.

5.6.13 IBM Digital Analytics Page Analysis
Provides up to 40 hours of remote consulting and analysis to help determine effectiveness of any page or page type (maximum of 30 pages of a single page type), chosen by Client, including but not limited to the home page, marketing landing pages, product pages, or product category pages. 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.

5.6.14 IBM Digital Analytics Pre/Post Design Analysis
Provides up to 48 hours of 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 Digital Analytics pre- and post-site change. Client must provide preconditions to be used in the analysis during the initial kick-off including date ranges, specifics on changes made, and any tagging/tracking necessary to view these changes within the specified Digital Analytics Client ID. 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.

5.6.15 IBM Digital Analytics Premium Enablement Workshop
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.

5.6.16 IBM Digital Analytics SEO/SEM Analysis Workshop
Provides up to 48 hours of remote consulting consisting of standard assessment and best practice recommendations of search engine optimization (SEO) factors for a maximum of 20 web pages chosen by Client; ensure Client’s site meets current industry best practices outlined by Google and Bing to maximize ROI by evaluating the search engine marketing (SEM) account taxonomy of up to two (2) campaigns (from Google/Bing) chosen by Client. 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.

6. Term and Renewal Options
The term of the Cloud Service begins on the date IBM notifies Client of their access to the Cloud Service, as documented in the PoE. The PoE will specify whether the Cloud Service renews automatically, proceeds on a continuous use basis, or terminates at the end of the term.

For automatic renewal, unless Client provides written notice not to renew at least 90 days prior to the term expiration date, the Cloud Service will automatically renew for the term specified in the PoE.

For continuous use, the Cloud Service will continue to be available on a month to month basis until Client provides 90 days written notice of termination. The Cloud Service will remain available to the end of the calendar month after such 90 day period.

7. Enabling Software
This Cloud Service includes enabling software, which should be used only in connection with Client’s use of the Cloud Service for the Cloud Service term.
8. Additional Information

8.1 IBM Digital Analytics

The subscription fee for IBM Digital Analytics includes the following:

a. Based on IBM’s assessment, Client will be provided an appropriate number of Client IDs in order to meet their web analytics needs:
   
   (1) For Clients subscribed to the IBM Digital Analytics subscription identified in their Transaction Document as D0MHQLL, this includes from 1-50 Clients IDs. Additional Client IDs beyond 50 are subject to an additional fee.
   
   (2) For Clients subscribed to the IBM Digital Analytics subscription identified in their Transaction Document as D15FSLL, this includes from 1-10 Clients IDs. The 10 Client IDs can be individual stand-alone IDs; or, in a multi-site environment, the 10 Client IDs can be a combination of global parent IDs and child IDs (where child IDs roll-up to a parent ID for aggregate reporting). Additional Client IDs beyond 10 are subject to an additional fee. If Client requests to change from a standalone to a multi-site environment, Client may start fresh with new data going forward.

b. IBM Digital Analytics Explore, includes Fifty (50) Explore full reports per month and Fifty (50) Explore sampled reports per month.

c. Ten (10) persistent report segments and ten (10) one-time report segments per Client ID.

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. Twenty-five (25) TruePath Funnels. IBM may provide to Client an appropriate number of additional TruePath Funnels up to a total of Fifty (50) per Client ID, based on IBM’s assessment of Client needs.

f. IBM Digital Analytics Benchmark, per Client ID.

g. IBM Digital Analytics Digital Data Exchange, per Client ID.

h. IBM Digital Analytics Report Module for IBM WebSphere Commerce, per Client ID.

i. IBM Digital Analytics Monitor, per Client ID.

j. IBM Digital Analytics Dashboard.

k. IBM Digital Analytics Import with the standard data importation modules (Category Definition File, Enterprise Products Report and Forecast Metrics).

l. IBM Digital Analytics Export, per Client ID.

m. IBM Digital Analytics Multi-Byte Character Support, per Client ID. A migration fee may apply.

n. Up to one (1) Client ID enabled on IBM Digital Analytics Explore Live reports. Upon request, this includes the Digital Data Exchange API.

o. Stored “Session Activity Data” per Client ID is the storage of detailed records related to a visitor’s session including timestamps, categories, and page IDs for all pages viewed within a visitor session for thirteen (13) weeks, after which it is deleted. This data roll-off will affect “set-up” reporting (reporting requiring user configuration and initiation) including One-Time Report Segments, Clickstream, TruePath, Inbound Link Analysis and On-Site Link Analysis reporting on time periods that have rolled-off.

p. Stored “LIVEview Report Data” per Client ID is the storage of data used for rendering results into the LIVEview click overlay report for the user selected time period as well as other locations where this data is used, including report downloads, exports and Page Zoom reports for thirteen (13) weeks, after which it is deleted.

q. Stored “Visitor Activity Data” per Client ID is the storage of visitor history of pages, products, marketing activities, orders and other select activities associated with a visitor for thirteen (13) months, after which it is deleted. This data roll-off will affect “set-up” reporting including Profile Segments analysis on time periods that have rolled-off.

r. Stored “LIVE Profile Data” per Client ID is the storage of attributes of a visitor’s profile including visitor registration data such as email address, gender, age and education and key visitor
milestones including date of first visit, cumulative spend and initial referral source for the duration of the Cloud Service term.

s. Stored “Standard Report Data” per Client ID is the storage of best practice reports and dashboards that the Cloud Service automatically processes every night without client set-up for twenty-seven (27) months rolling. This report roll-off will also affect custom report views. Note: Top Line Metrics data and report segments applied to Top Line metrics will be kept for the duration of the Subscription Period, with the exception of US Session %, Element Views, and Element Views/Session metrics, which are stored for twenty-seven (27) months rolling.

t. Stored “Explore Session Activity Data” per Client ID includes detailed records related to a Visitor’s session including timestamps, categories, and page ids for all pages viewed within a Visitor session. The Cloud Service shall store Explore Session Activity Data for thirteen (13) months rolling. After such period, the Explore Session Activity Data is deleted. This data roll-off will affect the historic date range upon which an Explore report can be processed.

u. Stored “Explore Report Data” per Client ID includes standard reports and ad hoc specified reports and dashboards in Explore that the Cloud Service processes. The Cloud Service shall store the Client’s Explore Reports for thirteen (13) months rolling.

Included in the one-time set-up charge for IBM Digital Analytics are up to 40 hours of remote implementation and onboarding services for Client’s initial Client ID. Services expire 90 days from date IBM notifies Client that access to the Cloud Service is available, regardless of whether Client uses all 40 hours.

8.2 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.

8.3 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. For IBM to provide any Benchmarking Services, IBM must prepare, access, process and analyze certain KPI metrics of a single IBM Client as summary data, and will use that the summary data to create a report of aggregate data from all participating IBM clients. IBM will not disclose to any third party nor make publicly available any of Client’s summary data in a fashion that identifies Client or their product brands or trademarks, or any visitor. IBM Benchmarking reports, their contents, and the aggregate data are the property of IBM and are IBM’s confidential information.

8.4 IBM Digital Analytics Digital Data Feed Services
This service provides a data feed configuration and activation module deployed within the IBM Digital Analytics Export application. This service allows Client to directly specify and schedule a daily data export that includes 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.

8.5 IBM Digital Analytics Advanced Report Services
This service entitles a client to the type and monthly number of unique Advanced Reports as subscribed. For example:
- IBM Digital Analytics Advanced Report Services for 5 Simple Reports entitles a client for up to 5 monthly unique Advanced Reports categorized by IBM as Simple in complexity.
- IBM Digital Analytics Advanced Report Services for 2 Complex Reports entitles a client for up to 2 monthly unique Advanced Reports categorized by IBM as Complex.

Simple Reports produce fewer than 1 Million rows of data and only depend on the Cloud Service collected web analytics data, but not any additional imported data nor the output from other reports. All other reports are defined as Complex Reports.
8.6 IBM Digital Analytics Retention Extension
The Retention Extension provides the option for a client to retain certain stored data elements for an extended length of time, namely:

- additional 12 weeks retention of Session Activity Data
- additional 12 months retention of Visitor Activity Data
- additional 12 months retention of Standard Report Data

8.7 IBM Digital Analytics Explore Retention Extension
The Explore Retention Extension provides the option for a client to retain certain stored data elements for an extended length of time, namely:

- additional 12 months retention of IBM. Digital Analytics Explore or IBM Explore data, as applicable.
- additional 12 months retention of IBM Digital Analytics Explore or IBM Explore reports, as applicable.

8.8 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.

8.9 IBM Digital Analytics Additional Report Segments
The Additional Report Segments entitles a client to use a number of additional persistent and one-time report segments beyond the default quantity included with the Cloud Service. The subscribed additional quantity of report segments can be used with each Client ID. Every quantity of 10 additional report segments provides 10 persistent report segments and 20 one-time report segments for each Client ID.

8.10 IBM Digital Analytics Explore Unrestricted Reports
Explore Unrestricted Reports extends the amount of Explore Reports entitled with IBM Digital Analytics subscription to entitle Client to use an unrestricted number of Explore reports per month.

8.11 IBM Digital Analytics Test Client IDs
Client will be provided 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 Digital Analytics or through a limited version of IBM Digital Analytics Explore. 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.

8.12 Use of Client Data by IBM
Client data may be utilized by IBM for internal research, testing, and development in a non-production environment provided IBM first removes all characteristics which may reveal Client's identity or proprietary business processes. Client may elect for their data not to be used for such non-production purposes by contacting Technical Support.

8.13 Privacy Notice and Policy
Client agrees to: (i) provide a clear and conspicuous link to their website terms of use and privacy policy which includes a link to IBM's (http://www.ibm.com/software/marketing-solutions/privacy/index.html) and their data collection and use practices; (ii) provide notice that cookies and clear gifs/web beacons are being placed on the visitor's computer by IBM working on Client’s behalf along with an explanation of the purpose and utilization of such technology; and (iii) to the extent required by law, obtain consent from
website visitors prior to the placement of cookies and clear gifs/web beacons placed by Client or IBM on Client’s behalf on website visitor’s devices.

Client is aware and agrees that IBM may, as part of the normal operation and support of the Cloud Services, collect personal information from Client (their employees and contractors) related to the use of the Cloud Services, through tracking and other technologies. IBM does so to gather usage statistics and information about effectiveness of our Cloud Services to improve user experience and/or tailor interactions with Client. Client confirms that they will obtain or have obtained consent to allow IBM to process the collected personal information for the above purpose within IBM, other IBM companies and their subcontractors, wherever we and our subcontractors do business, in compliance with applicable law. IBM will comply with requests from Client’s employees and contractors to access, update, correct or delete their collected personal information.