

Monitoring Services Appendix – last updated: 3 October 2025

This Monitoring Services Appendix (“Appendix”) supplements the existing agreement in place between the parties (“Master Agreement”). Capitalized terms used but not defined in this Appendix have the meanings given in the Master Agreement. In the event of any conflict between this Appendix and the Master Agreement, this Appendix prevails.

1. Definitions

“**Indemnitees**” for the purposes of this Appendix has the definition set out in the Master Agreement and includes Supplier’s third-party content providers.

“**Reports**” means Services that are delivered to Customer in the form of analytic reports.

“**Services**” means the listening, monitoring and analysis services that Supplier provides to Customer.

“**Supplier Data**” for the purposes of this Appendix has the definition set out in the Master Agreement and includes Reports.

“**Third-Party Data**” means information obtained by Supplier from its content licensors or publicly available sources and provided to Customer pursuant to an Order.

2. Service terms

2.1. Responsibility. Customer will comply with the X, formerly Twitter, Terms of Service, usually at <https://twitter.com/tos>, the YouTube Terms of Service, usually at <https://www.youtube.com/t/terms>, the Meta, formerly Facebook, Terms of Service, usually at <https://www.facebook.com/terms.php>, the Whatsapp Business Solution Terms, usually at <https://www.whatsapp.com/legal/business-solution-terms/>, and the Reddit User Agreement, usually at <https://www.redditinc.com/policies/user-agreement>, as applicable, or such other terms that Customer has entered into with an applicable social data provider directly.

2.2. User protection. Customer will not: (a) knowingly display, distribute, or otherwise make Supplier Data available to any person or entity that it reasonably believes may use Supplier Data in a manner that would have the potential to be inconsistent with that individual’s reasonable expectations of privacy; (b) conduct research or analysis that isolates a small group of individuals or any single individual for unlawful or discriminatory purposes; (c) use Supplier Data to target, segment, or profile any individual based on health, negative financial status or condition, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by Applicable Law; (d) without Supplier’s prior written consent, but subject to Applicable Law, display, distribute, or otherwise make Supplier Data available to any member of the intelligence community or any other government or public-sector entity.

2.3. Destruction, Removal and Correction of Supplier Data. Supplier may be required to remove or correct Supplier Data. In such cases, Supplier will notify Customer of the impacted Supplier Data that requires removal or correction, and Customer will promptly remove or correct such data from its systems. Upon termination or expiration of Customer’s Agreement, Customer shall delete or destroy all Supplier Data that it has obtained, excluding Reports, and it shall certify to Supplier that such deletion and destruction has been completed.

2.4. Restrictions. Customer will not use the Supplier Data: (a) as evidence in legal proceedings, in political activities or for any public display including, but not limited to, marketing, advertising, endorsement, publicity, and educational exhibition, or (b) to train, develop, enhance, or contribute to any generative artificial intelligence models, machine learning models, or any form of algorithmic or software-based artificial intelligence systems, without obtaining prior written consent from Supplier. Further, if a Third-Party Data provider requires use case approval, Customer will not use such Third-Party Data until Customer’s use case has been approved in writing and notified to Customer. Further, Customer’s continued use of the approved Third-Party Data is subject to any changes or revocations

of approval by the Third-Party Data provider. Customer agrees to cease use of Third-Party Data immediately if prior approval is subsequently modified, suspended, or revoked.

2.5. Fees. Fees may be based on the parties' agreed estimate of Customer's usage. Supplier may conduct audits to determine Customer's actual volume. If Customer's audited volume exceeds the agreed estimate, Supplier will cease providing Supplier Data above such estimate.

2.6. Supplier Data license. Supplier grants to Customer a worldwide, non-exclusive, non-transferable, non-sublicensable, royalty-free, license to use, download, copy, or otherwise remove Supplier Data from Supplier's systems, solely for Customer's internal business purposes during the Term. All rights not expressly granted to Customer herein are reserved to Supplier and its data licensors, as applicable.

2.7. Customer Data license. Customer grants to Supplier a non-exclusive, royalty-free license to process Customer Data for the purposes of providing the Services.

2.8. Availability. The Services will maintain an average availability of no less than 99.5%, as measured on a monthly basis, excluding downtime caused by (1) scheduled maintenance performed between the hours of 12:00 AM and 6:00 AM Eastern time; (2) emergency maintenance; and (3) Force Majeure (as defined in the Master Agreement). Access to the Services may be available during scheduled maintenance periods, but performance may be slower than normal.

2.9. Customer Data Availability. Customer may export Customer Data during the Term. After expiry of this Agreement or deprecation of an affected legacy platform, Supplier will have no obligation to store Customer Data, and Supplier will delete all copies of such data in the ordinary course of business, unless legally prohibited.

2.10. Support. Customer will have unlimited access to Supplier's online product support center.

2.11. Disclaimers. Supplier does not maintain or control and is not responsible for Third-Party Data or the links to other websites that may be made available via the Services or within Reports, which are, at all times, subject to the terms and policies of the Third-Party Data provider. Supplier Data is provided "as is", exclusive of any express or implied warranties. Third-party sources may choose at any time to modify applicable restrictions or prohibit their content, features, or functionality from being accessed under this Agreement. If a third-party ceases to make its content, features, or functionality available, Supplier disclaims all liability for the unavailability of such content, features, and functionality.

2.12. Customer's indemnity. Customer will indemnify Supplier's Indemnitees against Losses arising out of a third-party Claim by a Third-Party Data source against Supplier arising from Customer's provision or use of such Third Party's Data, which indemnity shall survive termination.

2.13. Updates. This Appendix may be updated periodically to cover product or technical developments, changes to law, or to include terms that content suppliers require. Notification of material changes will be delivered as required by law. Subject to the foregoing, continued use of these Services will constitute acceptance of these terms.

3. Broadcast Services terms

This Section 3 sets out additional terms applicable to broadcast media Services ("Broadcast Services") and Supplier Data provided through the Broadcast Services ("Broadcast Content").

3.1. Acceptable use. Customer and Users may: (a) search for and retrieve video and audio streams; (b) edit clips for storage on, and retrieval from, the third-party provider's servers via the tools provided; (c) use the Broadcast Content only for Customer's internal, professional use and the purposes of private, non-commercial criticism, comment, news reporting, teaching, scholarship, or research; (d) distribute the Broadcast Content only within Customer's organization in digital copy or link distribution through e-mail, as permitted by the third party's software; (e) not publicly distribute, broadcast, transfer, display, or otherwise publicly exhibit any part of the Broadcast Content by any means, including posting clips to an intranet; (f) not resell, redistribute, download, or store Broadcast Content,

other than as permitted in this Section; and (g) not create derivative works from, copy and paste links, resell, reverse engineer or otherwise redistribute to third parties the Broadcast Content or the third party's software. Customer and Users must use best efforts to prevent unauthorized copying or distribution of the Broadcast Content. Notwithstanding the foregoing, certain download or streaming functionality may not be available if such functionality is or becomes restricted by the third-party provider of such Broadcast Content or by law or regulation.

4. LexisNexis Content terms

This Section 4 sets out additional terms applicable to LexisNexis content accessed via the Services ("LexisNexis Content").

4.1. LN Terms. LexisNexis Content is provided for media monitoring and evaluation purposes only and is subject to the LexisNexis General Terms and Conditions for Use of the LexisNexis Services, usually at <http://www.lexisnexis.com/terms/general.aspx> or such other terms that Customer has entered into with LexisNexis directly ("LN Terms").

4.2. Direct Relationship. The LN Terms constitute and form a separate binding agreement between LexisNexis, a division of RELX Inc. ("LexisNexis") and Customer, and LexisNexis has the right to assert and enforce this Agreement, including the LN Terms, directly on its own behalf. LexisNexis' consent to the terms of this Agreement shall be evidenced by providing Customer with the means to access LexisNexis Content.

4.3. Web Materials. LexisNexis expressly disclaims any and all liability with regard to Customer's access to and use of any materials retrieved from third party websites ("Web Materials") by and through LexisNexis Content. LexisNexis has not entered into a licensing agreement or linking agreement with the owners of the websites that provide Web Materials and makes no representation that it has the right to sublicense access to the Web Materials to Customer. Customer's use of the Web Materials including any distribution or redistribution thereof is solely at its own risk. Customer will indemnify and hold LexisNexis and its affiliates and its and their employees, officers, and directors (the "LN Covered Parties") harmless from any loss or damage suffered by the LN Covered Parties as a result of a third-party claim brought against the LN Covered Parties as a result of Customer's use of Web Materials.

4.4. Independent Parties. LexisNexis and Supplier are independent entities, and neither is acting on behalf of, or has any right to bind the other for any purpose or in any way. LexisNexis shall not be responsible for any actions, operations, or business of Supplier, including, without limitation, errors or omissions that may be introduced into LexisNexis Content by Supplier. Customer agrees that it will not make any claim or take any action against LexisNexis for or in connection with the actions, activities, negligence, operations, or business of Supplier.

4.5. Authorized Readers. Customer may publish or distribute LexisNexis Content internally to up to 25 recipients per month that are not licensed Users of Supplier's platform, provided that if Customer shares LexisNexis Content with more than 25 recipients per month, it will be subject to additional usage fees as estimated on Customer's Order. For purposes of this paragraph, "internal" includes Customer and its affiliates.

5. Canadian Content terms

This Section 5 sets out additional terms applicable to Supplier Data sourced from Canada ("Canadian Content") accessed via the Services.

5.1. Canadian Content. Any Canadian Content is subject to the terms usually at <http://cnw.en.mediaroom.com/cnw-content-licensing-terms>.

6. UK Users

This Section 6 sets out additional terms applicable to content from the Newspaper Licensing Agency ("NLA") or Copyright Licensing Agency ("CLA") accessed via the Services by Users in the UK ("NLA or CLA Content").

6.1. NLA and CLA Content. If Customer provides Users in the UK with access to content from the NLA or CLA, then Customer will: (a) obtain a license for any NLA or CLA Content accessed using the Services directly from the NLA or CLA as applicable for such UK Users; (b) unless licensed by the NLA or CLA, not further reproduce, copy, distribute, display, sell, publish, broadcast, circulate, deliver or transmit NLA or CLA Content either internally or to any third party (with the exception of licensed Public Relations Consultancies and/or Trade/Professional Associations) so as to infringe the intellectual property rights vested in the NLA or CLA, as applicable; (c) not remove, conceal or alter any copyright notices contained on or within the NLA or CLA Content as accessed or delivered; (d) not store NLA or CLA Content in electronic form as part of any library or archive of information other than within the Services; and (e) provide a statement when requested by Supplier setting out the number of permitted Users within Customer's organization in the UK.

7. French Content terms

This Section 7 sets out additional terms applicable to Supplier Data sourced from France ("French Content") accessed via the Services.

Any French Content is subject to the terms available at <https://www.cision.com/legal/service-appendices/french-content-services-appendix/>.

8. Reports

8.1. Use of Reports. Reports may include Third-Party Data, Supplier's analysis of Third-Party Data, and excerpts, summaries of, and/or links to Third-Party Data. For the avoidance of doubt, Supplier will not translate full articles nor distribute the full text of articles to Customer unless licensed to provide such content. Supplier grants to Customer a non-exclusive, limited license to use, reproduce, display, perform, distribute copies of, and prepare derivative works of the Reports for use solely within the Customer's organization in connection with its ordinary course of business. Customer agrees that it will not publish, sell, distribute, or provide, in full or part, the Reports to any third party without the prior written consent of Supplier, and in no event may Customer publish, sell, distribute, copy, or reproduce, in full or part, any Third-Party Data contained in a Report or otherwise provided to Customer by Supplier. Customer agrees that (i) Supplier owns the content it contributes to the Reports, (ii) Supplier may re-use its standard Report formats and templates for other customers, and (iii) Reports generally contain summaries and analysis of Third-Party Data, which content remains subject to the copyrights of the underlying author.

9. Agency Terms

The section 9 only applies if Customer is an agency, using the Services on behalf of its own clients ("Agency Clients"). Customer shall abide by the terms available at <https://www.cision.com/legal/service-appendices/agency-service-appendix/>.

10. API Terms

This Section 10 only applies if Customer's Order includes an API.

10.1. License. Supplier grants to Customer a non-exclusive, revocable, non-transferable, non-sublicensable license to access and use the API in accordance with this Appendix for the purposes of exchanging data between the Services and Customer's system, subject to a use case approval granted by Supplier ("API License"). Unless otherwise agreed, Customer is granted up to five API keys for use within a single legal entity ("Organization") and such API keys may only be shared within such Organization. Notwithstanding the previous sentence, Customer is entitled to share the API key with one of Customer's authorized third parties provided that the API key is used for Customer's internal use. Any API integration developed by Customer, or by a third party on Customer's behalf, will comply with the terms of this Agreement.

10.2. Miscellaneous. For the purposes of this Appendix, the API is part of the Services and all rights, restrictions and obligations (including disclaimers and exclusions of liability) with respect to the Services apply to the API. Notwithstanding the previous sentence, Supplier may terminate the API License for convenience at any time and, provided that Customer is not in breach, Supplier will provide a pro-rata refund of any prepaid fees for the API License. Supplier reserves the right to validate Customer's use of Supplier Data obtained via API and Customer agrees to comply with Supplier's reasonable requests.

10.3 Restrictions. Unless Customer obtains express written consent from Supplier or Customer is otherwise permitted in its direct agreements with relevant third-party content providers, Customers who leverage Supplier's API are prohibited from using Supplier Data in the following ways:

- Advertising or earning advertising revenue of any type in any downstream product in connection with the use of any IP contained in the API,
- Using the data or any data derived therefrom, or permitting users of each downstream product, to use such data in any manner that competes with Supplier or any data providers whose information is contained in the API,
- Using the data in the API to create a historical database,
- Any use in connection with generative AI or large language models, including the training of such programs,
- Make available, share with, sell to, or syndicate with any third parties, including for use in any litigation, arbitration mediation, or other legal, regulatory, administrative, or similar proceeding,
- To investigate, track, or survey users whose PII may be included in the API and/or their content, or to obtain any information regarding users or their content in any manner that would require a court order, subpoena, or other judicial or governmental directive,
- To use, or knowingly display, distribute, or otherwise make data within the API available to any government end user for conducting surveillance, gathering intelligence, or law enforcement purposes,
- To track, alert, or monitor sensitive events (such as protests, rallies, or community organizing meetings) for surveillance or other unlawful purposes, including tracking individuals who are part of such sensitive events; to investigate or track sensitive groups or organizations such as unions or activist groups for surveillance or other unlawful purposes; to perform background checks or any form of extreme vetting; to perform credit or risk insurance analyses, individual profiling, or psychographic segmentation; or to perform facial recognition, or
- To derive or obtain non-public information of individuals whose PII may be included in the API, including without limitation, a user's location, household, device, browser, individual, or other identifier.