



## EXHIBIT FOR ON-DEMAND SERVICES (2014v2) (APAC)

This Exhibit for On-demand Services, in addition to the General Terms and any applicable PDM, applies to any On-demand Services offering licensed by the Customer.

### 1. DEFINITIONS

- 1.1 **“Customer Content”** means any information or material, such as audio, video, text, or images, that is provided to Adobe by Customer or on Customer’s behalf in connection with Customer’s use of On-demand Services for content delivery, targeted advertising or indexing.
- 1.2 **“Customer Data”** means (A) any data or information collected from the Customer Site or Customer’s search engine providers, via the Distributed Code; or (B) any data or information that Customer imports into the On-demand Service from its internal data stores or other sources not supplied by Adobe.
- 1.3 **“Customer Site”** means any current or future website or application: (A) that is owned and operated by Customer, or is hosted or operated by a third party or Adobe on Customer’s behalf; (B) that contains Customer’s brand or logo; and (C) that contains a privacy policy or data collection practices that Customer maintains and controls, or that complies with applicable privacy or data protection laws that mandate the privacy disclosures and data collection practices for such website or application.
- 1.4 **“On-demand User”** means, unless otherwise described in this Agreement, Customer’s employees, third-party contractors described in the “Outsourcing and Third-party Access” clause of the General Terms, or those whom Customer is permitted under this Agreement to allow access to the On-demand Services.
- 1.5 **“Personal Data”** is given the meaning under the relevant privacy or data protection laws relating to this term or any similar term (such as “personal information”) used in the laws, or where no such laws apply, means any information that by itself or when combined with other information (such as telephone number, e-mail address, precise real-time GPS location, and government-issued identification number) can be used by Adobe to identify a specific natural person.
- 1.6 **“Report”** means any graphical or numerical display of Customer Data that contains Adobe’s proprietary design, look and feel, which is generated by the On-demand Services.
- 1.7 **“Sensitive Personal Data”** is given the meaning under relevant privacy or data protection laws relating to this term or any similar term (such as “sensitive personal information”) used in the laws, or where no such laws apply, means financial information (including financial account information), sexual preferences, and medical or health information of a specific natural person, and personal information of children protected under any child protection laws (such as the personal information defined under the US Children’s Online Privacy Protection Act).

### 2. LICENCE AND RESTRICTIONS

#### 2.1 Licence Grant from Adobe

- (A) Subject to Customer’s compliance with the terms of this Agreement, Adobe grants Customer, during the Licence Term, a non-transferable, non-exclusive, and worldwide licence to:
  - (1) permit On-demand Users to access the On-demand Services through the applicable interfaces;
  - (2) install, implement, and use the Distributed Code on Customer Sites, Customer’s Computers, or the On-demand Users’ Computers as applicable;
  - (3) use and distribute Reports internally within Customer’s business,solely in connection with Customer’s use of the On-demand Services for its internal operations.

Nothing in this Agreement grants Customer any express or implied licence to use, distribute, modify, copy, link, or translate the Distributed Code, other than for Customer’s lawful use of the On-demand Services.

## 2.2 Licence Restrictions

Except as permitted under this Agreement, Customer must not:

- (A) copy, use, reproduce, distribute, republish, download, display, post or transmit the On-demand Services, Distributed Code or Reports;
- (B) sell, rent, lease, host, or sub-license the On-demand Services, the Distributed Code or the Reports;
- (C) make Customer's login IDs or passwords available to any third party;
- (D) use, modify, copy, link, translate, or reverse engineer the Distributed Code to enhance or enable the use of any third-party product or service;
- (E) remove, obscure, or alter any proprietary notices associated with the On-demand Services, Distributed Code, or Reports; or
- (F) use the On-demand Services, Distributed Code, or Reports in violation of any applicable law (including use on websites that contain unlawful material such as material that violates any obscenity, defamation, harassment, privacy, or intellectual property laws).

2.3 **On-demand User IDs.** Unless otherwise specifically limited in the Sales Order, On-demand User passwords and login IDs for the On-demand Services will be provided to Customer in an amount mutually agreed upon by Customer and Adobe. Customer must take steps to prevent unauthorized access to its login IDs and passwords, and must not allow the use of the same login ID simultaneously by two or more On-demand Users.

## 2.4 Licence Grant from Customer

- (A) During the Licence Term, Customer grants Adobe and its Affiliates a non-exclusive, worldwide, royalty-free licence to use, copy, transmit, sub-license, index, store, and display Customer Data and Customer Content, solely to the extent necessary to provide the On-demand Services and Reports to Customer and enforce its rights under this Agreement.
- (B) Additionally, Customer grants Adobe and its Affiliates a non-exclusive, perpetual, worldwide, and royalty-free licence to use, copy, transmit, sub-license, index, model, aggregate (including combination with similar data of other customers of Adobe or its Affiliates), publish, display, and distribute any anonymous information derived from Customer Data, such as, but not limited to, web browser, screen resolution, and mobile device-type information.

## 3. OWNERSHIP

Customer owns the Customer Data and Customer Content, subject to Adobe's underlying intellectual property in the Adobe Technology. Adobe owns the Adobe Technology.

## 4. EFFECT OF TERMINATION OR EXPIRY

4.1 Upon termination or expiry of this Agreement or any Licence Term for On-demand Services:

- (A) the licence and associated rights for On-demand Services granted to Customer under this Agreement will immediately terminate;
- (B) Customer must, at its expense: (1) remove and delete all copies of the Distributed Code; and (2) remove all references and links to the On-demand Services from the Customer Sites; and
- (C) Customer Data and Customer Content stored within the On-demand Services will be available to Customer for 30 days after the termination or expiry in the same format then available within the reporting interface(s).

4.2 Any continued use of the Distributed Code or On-demand Services after termination or expiry of this Agreement constitutes a breach of this Agreement, and Customer will be liable for any fees for any On-demand Services that remain active after the termination or expiry. These fees will be invoiced to Customer at the rate set out in the Sales Order.

## 5. PRIVACY

- 5.1 **Compliance with Laws.** Customer is responsible for complying with (including giving any notifications, obtaining any consents, and making any disclosures required under) applicable privacy and data protection laws, regulations, rules, guidelines, and codes. Customer must ensure it does not directly or indirectly cause Adobe or third-party providers that operate servers or host data for the On-demand Services to breach any laws, regulations, rules, guidelines, and codes in the collection, storage, access, transfer, use or disclosure of Personal Data arising from or in connection with this Agreement.
- 5.2 **Customer's Users.** Adobe does not communicate with Customer's users directly. Where required under applicable privacy and data protection laws, regulations, rules, guidelines, or codes, Customer must ensure that:
- (A) each Customer Site contains a notice to its users that identifies the collection, use, disclosure, and transfer of their Personal Data by Customer, Adobe, or third party host providers in connection with the On-demand Services; and
  - (B) Customer, when disclosing or transferring Personal Data from any source (including Customer Sites) to Adobe or third party host providers, complies with the requirements for such disclosure or transfer.
- 5.3 **Sensitive Personal Data.** Customer must not use the On-demand Services to collect, process, or store any Sensitive Personal Data of its employees, customers, partners, site visitors, or any third party. Customer must not under any circumstances transmit, disclose or make available Sensitive Personal Data to Adobe or third-party providers.

## 6. CLAIMS

- 6.1 Customer must defend any Claims brought by any person against Adobe, its Affiliates (and directors, employees, or agents of Adobe or its Affiliates), and third-party providers ("**Indemnified Parties**"), which arise in connection with (A) Customer's breach of any of its privacy or content monitoring obligations; (B) any violation of Customer's privacy policy, any third party's rights of privacy, or any privacy or data protection laws, guidelines, regulations, codes, or rules; or (C) any Customer Data or Customer Content. Customer will, in each case, indemnify the Indemnified Parties against their Losses arising out of or in connection with the foregoing (A), (B) or (C) in this, whether or not incurred by reason of a Claim. The Limitation of Liability provision in the General Terms does not apply to Customer's liability or obligations under this clause.
- 6.2 Customer will have no liability for any Claim under clause 6.1 of this On-demand Exhibit if Adobe fails to:
- (A) notify Customer in writing of the Claim promptly upon the earlier of learning of or receiving a notice of it, to the extent that Customer is prejudiced by this failure;
  - (B) provide Customer with reasonable assistance requested by Customer for the defence or settlement (as applicable) of the Claim;
  - (C) provide Customer with the exclusive right to control and the authority to settle the Claim (Adobe may participate in the matter at Adobe's own expense); or
  - (D) refrain from making admissions about the Claim without Customer's prior written consent.

## 7. CONTENT MONITORING

Customer must implement a process through which infringing, abusive, or otherwise unlawful content can be reported to Customer and removed in accordance with applicable laws, regulations, rules, guidelines, codes, and industry best practices. If Customer Content is hosted by Adobe, and Customer becomes aware of a possible violation regarding any Customer Content that is uploaded to the On-demand Service, Customer must promptly notify Adobe. Customer acknowledges that although the On-demand Services may be used to modify or edit Customer Content to be posted or integrated into Customer Sites on Customer's behalf, Customer: (A) retains complete control over each Customer Site and all Customer Content; and (B) remains fully responsible for ensuring that all Customer Sites used with the On-demand Services and all Customer Content: (1) fully comply with all applicable laws, regulations, rules,

guidelines, and codes; and (2) do not infringe any person's rights. Customer acknowledges and agrees that nothing in this clause prevents Adobe from suspending services to comply with an applicable court order.

## 8. LIMITED WARRANTY; REMEDIES

- 8.1 **Warranty.** Adobe warrants that the On-demand Services as delivered to Customer will substantially conform to the applicable Documentation during the Licence Term, to the extent the On-demand Services constitute Indemnified Technology. Customer must notify Adobe of a claim under this warranty within 30 days of the date on which the condition giving rise to the claim first appeared.
- 8.2 **Sole and Exclusive Remedies.** To the extent permitted by law, Customer's sole and exclusive remedy and Adobe's sole liability arising out of or in connection with a breach of the warranty in clause 8.1 (Limited Warranty; Remedies) of this Exhibit is limited to: (A) a replacement of the Distributed Code (as applicable); or (B) if replacement is not commercially reasonable, a termination of the applicable On-demand Service and a refund of any pre-paid unused fees for the applicable On-demand Service.
- 8.3 **Australian Consumer Law.** If Customer is an Australian consumer, Adobe's goods come with guarantees that cannot be excluded under the Australian consumer law. Customer is entitled to a replacement or refund for a major failure and for compensation for any other reasonably foreseeable loss or damage. Customer is also entitled to have the goods repaired or replaced if the goods fail to be of acceptable quality and the failure does not amount to a major failure. To make a warranty claim under clause 8.1 (Warranty) of this Exhibit, Customer must call the Adobe Customer Support Department at 1800 614 863.

## 9. DATA RETENTION

Customer Data may be permanently deleted from Adobe's servers 25 months from the date of its collection or receipt.