

1. DEFINITIONS

In these conditions: -

Affiliate means in relation to a party to this Agreement, any corporation or other entity that controls, is controlled by, or is under common control with, a party. A corporation or other entity shall be regarded as in control of another corporation or entity if it owns or directly or indirectly controls 50% or more of the voting securities or other ownership interest of the other corporation or entity, or if it possesses, directly or indirectly, the power to direct or cause the direction of the management and policies of the corporation or other entity.

Agreement means an approved Proposal governed by these Terms.

AI Permitted Use means the use by Client of the Deliverables (but not any Respondent Personal Data) in connection with an AI System solely for the purposes of; (i) standard data analytics, statistical analysis and statistical modelling; (ii) coding and translations of the Deliverables; and (iii) conducting and operating the research study, processing and analysing Respondent responses and generating the Deliverables, provided that such activities do not involve those set out in clause 10.6 below.

AI System(s) means a machine-based system that is designed to operate with varying levels of autonomy and that may exhibit adaptiveness after deployment, and that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments and which may be Supplier's or a Supplier Group Company's own proprietary AI system, or may be an AI system licenced by a third-party provider and for the purposes of this Agreement excludes any general-purpose AI models. An AI System includes but is not limited to; Generative AI, LLM's and Machine Learning.

Applicable Laws means all applicable laws, statutes, regulations and Guidelines from time to time in force, including but not limited to the Data Protection Legislation and EU AI Act.

Background IP means any Intellectual Property Rights other than the Foreground IP that arises or is obtained or developed by Supplier and/or third parties and which may be developed independently of the Services and includes, any of the following, whether created before, during or after the Agreement: SMR Report(s), methods and systems Supplier uses to provide the Services, including without limitation: Simulators, research, and methods of process or questioning, research products, sample or panel database(s) (and any rights in any data, information, analysis, outputs, extracts, compilations, datasets, reports or other materials which are derived from, generated from, extracted from, reproduced from or otherwise substantially based upon such data and database), systems of analysis, observation, raw data, questions or questionnaire forms, and completed questionnaires, as well as all computer software or programs, models or systems, and analysis, used in Supplier's performance of the Services, whether or not such methodologies or software are patentable or copyrightable.

Change means a change to the scope of the Services set out in the Proposal.

Change Request means a request by a party for a Change.

Client means any person or organisation receiving the Services pursuant to and named in an applicable Proposal.

Client Content means all data and copyright material, in any media or format, supplied by Client under the Proposal (which may include Personal Data supplied by Client to Supplier for performance of the Services).

Client Personal Data has the meaning given to it under clause 16.1 below.

Completes means a completed Survey (and associated Survey responses) finished by a Survey Respondent who has successfully answered the entire questionnaire, regardless of the answers given, and where the Respondent has not been Screened Out.

Control means the ownership of an entity, or the beneficial ownership of more than 50% of the issued share capital of a company or the legal power to direct or cause the direction of the management of the company and the expression change of control shall be construed accordingly.

Confidential Information means information which is disclosed or provided (whether orally, in writing, graphically, electronically or by any means) by Disclosing Party or its Representatives to the other Receiving Party or its Representatives which is of a confidential or proprietary nature or which a reasonable person would believe should be treated as such, including but not limited to research methodologies, technical information, designs, recipes, plans, programs, methods, systems, formulae, processes, technology, object code, source code, executable code, metadata, flow charts, devices, designs, machines, inventions, research or development projects, plans for future project development, financial information, sales practices, business plans, marketing and pricing plans and strategies, customers, suppliers, Personal Data and all other confidential information of every kind and character, together with any analyses, compilations, studies or other documents prepared by the Receiving Party and/or its Representatives that contain or otherwise reflect such information.

Concept Products means Client's new concepts, products, services, or designs, where such products form part of the subject matter of the Survey.

Cookie means online data collection technology.

Cookie Tracking means a service involving Client's online data collection through the deployment of Cookies on Respondent's browsers.

Credit means the Toluna Start credits paid for by the Client and deposited by Supplier directly into the Client's Toluna Start account;.

Custom Market Research means market research conducted by Toluna exclusively for Client, or insights derived from Syndicated Market Research, but tailored exclusively for Client's requirements.

Data Protection Legislation means the following as amended, extended or re-enacted from time to time: (i) EC Directive 2002/58/EC on Privacy and Electronic Communications; (iii) the Privacy and Electronic Communications Regulations 2003 (SI 2003 No. 2426); (iii) the General Data Protection Regulation ((EU) 2016/679) ("GDPR"); (iv) the UK GDPR; (v) the LGDP; (vi) the USA Data Privacy Laws; and (vii) all applicable local laws or regulations relating to the processing of Personal Data as contemplated under this Agreement.

Data Controller has the meaning given to it under the GDPR or applicable Data Protection Legislation.

Data Processor has the meaning given to it under the GDPR or applicable Data Protection Legislation.

Data Subject has the meaning given to it under the GDPR or applicable Data Protection Legislation.

Deliverable(s) means all materials, reports, study results in the form presented to the Client, and deliverables developed by Supplier, its Affiliates

or its agents, contractors and employees exclusively for Client as part of or in relation to the Services in any form as specified in a Proposal. Deliverables shall not include any Supplier Retained Data.

Disclosing Party means the party disclosing Confidential Information to the Receiving Party or its Representatives.

Drop Out means a Respondent who has not been Screened Out but fails to complete the Survey.

Effective Date means the earlier of the start date upon which Supplier actually commences the provision of the Services and the date of execution of a Proposal.

End Client means a customer or client (if any) for whom Client procures the Services hereunder and to whom the Deliverables are intended to be provided or made available, whether directly or indirectly.

EU AI Act means the EU Regulation 2024/1689.

Fees means the fees as set out in the applicable Proposal and in the currency specified therein.

Force Majeure Event means any acts, events, omissions or accidents beyond either of the Parties' reasonable control including but not limited to any of the following: disease, epidemic or pandemic, flood, earthquake, windstorm or other natural disaster; war; terrorist attack, civil war, civil commotion or riots; fire, explosion or accidental damage; adverse weather conditions; interruption or failure of utility service, including but not limited to electric power, gas or water; any labour dispute, including but not limited to strikes, industrial action or lockouts leading to non-performance by either of Supplier or its subcontractors.

Foreground IP means any material or information created exclusively for Client, during the course of the performance of the Services but excluding the Background IP.

Full Service means where Supplier provides Client with access to Sample Sources, programs Client's Survey, distributes invitations to the appropriate Sample Source, hosts the Survey on its network of computer servers and gathers the quantitative marketing research data and delivers the results of the Survey or study to Client in un-tabulated form.

Generative AI means an AI system that uses deep learning that is trained on large datasets to create new content, such as written text, code, images, music, simulations and videos and which makes predictions on existing data rather than new data.

Guidelines means generally accepted professional industry standards and practices for survey research including any guidelines or codes of conduct published by ESOMAR and where applicable Market Research Society.

Group Compan(y)(ies) for Supplier means any corporation or entity where at least 50% of the ultimate ownership interest is owned by Toluna Holdings Limited.

Incidence Rate means the ratio between the total number of Completes divided by the sum of total Completes and total number of Respondents who have been Screened Out.

In-House Usage Testing (I-Hut) or Concept Testing means a Survey whereby a Concept Product is sent to Respondents at their home address, or other mutually agreeable location for product testing and the subsequent Survey responses are based on such testing.

Intellectual Property Rights means all patents, rights to inventions, utility models, copyright and related rights, trademarks, service marks, trade, business and domain names, rights in trade dress or get-up, rights in goodwill or to sue for passing off, unfair competition rights, rights in designs, rights in computer software, database rights, topography rights, rights in Confidential Information (including know-how, tools and trade secrets) and any other intellectual property rights, in each case whether registered or unregistered and including all applications for, and renewals or extensions of, such rights, and all similar or equivalent rights or forms of protection in any part of the world.

IP Claim has the meaning given to it in clause 14.4.

ISO 20252 means ISO 20252:2019 Market, opinion and social research, including insights and data analytics — Vocabulary and service requirements, being the international standard set by the International Organization for Standardisation (ISO), which establishes terms, definitions and service requirements for service providers conducting market, opinion and social research, including insights and data analytics.

LGDP means the General Personal Data Protection Act Law No. 13.709 / 2018 (Lei Geral de Proteção de Dados Pessoais).

LLM's means Large Language Models, a form of AI that utilises deep learning algorithms to create models that are pretrained on massive text datasets for the general purpose of analysing and learning patterns and relationships among characters, words and phrases to perform text-based tasks.

LOI means the average length of the Survey to be completed by the Respondents.

Losses means all losses, damages, liabilities, costs, expenses, fines, and penalties (including, without limitation, reasonable legal fees, and costs).

Machine Learning means a type of AI system that performs data analysis tasks without explicit instructions, such as processing large amounts of historical data, identifying patterns, and predicting new relationships between previously unknown data.

Pass-Through Services means services procured by Supplier from third-party suppliers for Client's convenience and on Client's behalf.

Personal Data has the meaning set out in the GDPR or applicable Data Protection Legislation.

Processing has the meaning given to it in the GDPR or applicable Data Protection Legislation, and "**Process**" will be construed accordingly.

Program and Host means where Supplier programs Client's Survey, invites potential Respondents from a list provided by Client or such other third parties at Client's direction, hosts the Survey on its network of computer servers and gathers the quantitative marketing research data and delivers it to Client in un-tabulated form.

Proposal means the document (including but not limited to an order form, work order, statement of work) or online order page provided by Supplier which sets out the specification of the Services and the Fees payable by the Client to Supplier.

Receiving Party means the party receiving Confidential Information from the Disclosing Party and/or its Representatives.

Representatives means with respect to any party, any Affiliate of that party and its and their respective directors, officers, employees, independent contractors, workers, and professional advisors (including, without limitation, legal advisers, and accountants).

Respondent means a participant who responds to a Survey.

Sample User Transparency Policy means Supplier's Policy regarding transparency on Sample, applicable to Services.

Sample Only Services means where Supplier provides Client access to the Sample Sources, directs appropriate potential Respondents to Surveys programmed and hosted on Client's computer systems and servers or on the computer systems and servers maintained by others but under Client's direction and/or control. Supplier's obligation to direct Sample to Client's Surveys is subject to its determination that it has sufficient Respondents and that it can meet the delivery and other terms established by Client, as well as Client's compliance with this Agreement.

Sample Sources means individuals from the Supplier Panels.

SampleXpress means the fully automated sampling tool that enables researchers to assess feasibility and launch a project in real time, such services are accessed via <https://www.samplexpress.com/>.

SCC's means the Standard Contractual Clauses for the transfer of personal data to third countries pursuant to the GDPR in accordance with the EC Decision EU 2021/914 on 4 June 2021 (as may be amended or replaced by the European Commission from time to time).

Screen-Out(s) means those Respondent(s) that are invited to partake in the Survey, but who do not meet the qualifying criteria to participate in the Survey.

Services means the services to be performed by Supplier as described in the Proposal and/or any other services available to be offered by the Supplier. If Client elects under a Proposal to procure Toluna Start, then Client shall comply with the TS Terms, if Client elects under a Proposal to procure SampleXpress, then Client shall comply with the SX Terms and if Client elects under a Proposal to procure a TS Community, then it shall comply with the TS Community Terms.

Simulator means a data-calculation worksheet or platform that facilitates scenario runs using a particular dataset (including the formulas embodied therein), incorporated into a Deliverable.

SMR Report(s) shall have the meaning given to it under clause 8.1.

Soft Launch means where Supplier commences the field work by sending the Survey to 10%-20% of the total Respondents and then undertakes an analysis of the data in order to check if there is a match with Client expectations.

Supplier means the entity that will provide Services to Client, as stated in an applicable Proposal.

Supplier AI Tools means AI Systems generally made available by Toluna to all its clients and may be listed at <https://tolunacorporate.com/ai-and-innovation/ai-is-everywhere/>

Supplier Panel(s) means all panels recruited, administered, maintained, owned, and/or branded by Supplier or a Group Company or by a trusted third party partner with whom Supplier has a separate agreement.

Supplier Retained Data has the meaning ascribed to it in clause 14.7.

Survey means survey research and analysis of the market for a particular product or service which includes getting feedback from Respondents and completion by Respondents of market research questionnaires.

SX Terms means the terms governing the use of SampleXpress, accessed via the following link: <https://www.samplexpress.com/TermsAndConditions/>

Syndicated Market Research means research conducted by Toluna and sold to multiple clients, offering broad insights into market trends, consumer behaviour, and industry dynamics.

Terms means these terms and conditions contained herein and as contained in a Proposal.

Toluna Data Share Terms means the terms governing the processing by Client (whether collected directly by the Client or shared by Toluna with Client) of Personal Data concerning Respondents from Supplier Panel, as contemplated under sub-clause 16.4.2 below and accessed via the following link [Toluna-Data-Share-Terms-October-2025.pdf](#)

Toluna Start means Supplier's end-to-end consumer intelligence platform to conduct quantitative and qualitative research – either through self-service solutions or through Supplier's custom research programs found at <https://www.tolunastart.com/>

TS Community means an online community of Respondents hosted on Supplier's automated on-line survey and panel management platform.

TS Community Terms means the terms governing the use of any Client TS Community found at <https://tolunacorporate.com/legal/community-terms-and-conditions/>

TS Terms means the terms governing the use of Toluna Start as set out in Appendix 1, attached hereto. For the avoidance of doubt, where there is a conflict between the TS Terms and these Terms, the TS Terms shall prevail.

UK GDPR has the meaning given to it in section 3(10) of the Data Protection Act 2018 (as supplemented by section 205(4) of that Act); and (ii) the UK (Data Use and Access) Act 2025.

USA Data Privacy Laws means any US state law concerning the processing of personal data, as implemented in the relevant US state, including, but not limited to: the California Consumer Privacy Act 2018, Cal. Civ. Code §§ 1798.100 et seq. (as amended by the CPRA) the Virginia Consumer Data Protection Act (as amended), the Colorado Privacy Act, the Connecticut Data Privacy Act, the Utah Consumer Privacy Act and the Oregon Consumer Privacy Act, Texas Data Privacy and Security Act and Montana Consumer Data Privacy Act, Nebraska Data Privacy Act 2024 (LB 1074); New Hampshire Data Privacy Law 2024 (SB 255); New Jersey Data Privacy Law 2024 (SB 332); Oregon Consumer Privacy Act 2023 (SB 619); Texas Data Privacy and Security Act (2023 (HB 4); Utah Consumer Privacy Act 2022 (SB 227); Virginia Consumer Data Protection Act 2021 (SB 1392); Indiana Consumer Data Protection Act 2023 (SB 5); Kentucky Consumer Data Protection Act 2024 (HB 15); Maryland Online Data Privacy Act 2024 (SB 541); Minnesota Consumer Data Privacy Act 2024 (HF 4757); Rhode Island Data Transparency and Privacy Protection Act 2024 (H 7787); and Tennessee Information Protection Act 2023 (HB 1181); (when in force).

2. FORMATION OF THE CONTRACT

- 2.1 These Terms are the only terms governing the provision of the Services and they shall govern the Agreement to the entire exclusion of all other terms and conditions. No terms or conditions endorsed upon, delivered with, or contained in any purchase order (or similar document) or acknowledgement or acceptance of Client's order by Supplier, shall form part of the Agreement and Client waives any right which it might have to rely on any such terms and conditions.
- 2.2 Unless otherwise expressly stated in writing, the Proposal, including all other quotations and estimates provided to Client by Supplier will not constitute an offer, capable of acceptance, but are merely invitations to treat. All quotations in respect of Fees are valid for a maximum period of thirty (30) days starting from the date of the original quotation. Notwithstanding the foregoing, Supplier reserves the right to revoke or alter any Fee quotation if, within a period of fifteen (15) days from the date of the original quotation, a currency fluctuation occurs, or the Fees are to be increased as referred to in clause 13.11 below.

3. SCOPE OF THE SERVICES

- 3.1 The Services provided by Supplier shall materially conform with the specifications set out in the Proposal. Toluna USA, Inc. is ISO 20252 certified, and all other Toluna Group Companies conduct all surveys in accordance with the requirements of Toluna quality standards, which conform in all material respects to ISO 20252.
- 3.2 In the event of a material breach of clause 3.1 Supplier shall, as Client's sole and exclusive remedy, re-perform the relevant Services (or part of them) to comply with 3.1.
- 3.3 A quality and assurance ("Q&A") procedure shall be implemented for all Surveys, which can only be bypassed upon prior written agreement between Client and Supplier. In such cases, Client is responsible for any quality issues as a result of bypassing the Q&A procedure.
- 3.4 A Soft Launch may be implemented for Services.
- 3.5 Supplier has the right to review and approve each Survey for which it supplies Respondents, although Supplier shall assume no responsibility for the legality, quality and/or contents of the Survey. Supplier reserves the right to reject any Survey on the grounds that it is too long or complex, contains profane, obscene, hateful, discriminatory, illegal, or otherwise objectionable material or breaches Supplier's privacy policy, any Applicable Laws.
- 3.6 Where any Pass-Through Services are listed in a Proposal they are arranged by Supplier on an "AS IS" basis. Supplier assumes no liability relating to such Pass-Through Services. Client shall reimburse all costs for Pass-Through Services, such as honoraria, shipping & handling and product fulfilment costs. Supplier may require advance payment of costs for Pass-Through Services, which shall be itemised separately. In such a case, payment is to be made by Client immediately upon receipt of Supplier's invoice regarding such services.

4. DELIVERY DATES

- 4.1 Upon commencement of the project as particularised in the Proposal, Supplier shall agree a delivery date with Client. Supplier shall use reasonable endeavours to uphold the deadline, but time shall not be of the essence in this regard. Delivery dates may be subject to unforeseen circumstances and delays.
- 4.2 Where Surveys are programmed by Client and in the event of a delay caused by a malfunction of the Survey (whether appearing during the Q&A procedure, the Soft Launch or later) delivery dates may be delayed, and a revised timetable shall be agreed between the Parties.
- 4.3 The programming of non-English questionnaires shall require the formal sign-off of the English master questionnaire by Client before it can be translated. A delay in doing so may result in a delay to the delivery dates.

5. INCENTIVE PROGRAM (where applicable)

Supplier applies incentive payments at its discretion to promote Survey participation and Supplier must review and approve any such incentive payment program. Supplier reserves the right to reject any Survey, if in its opinion, the incentive offered to potential Respondents is insufficient to attract qualified Respondents. All incentive payment programs for use in connection with Supplier Panel Respondents, must be administered by Supplier. Any incentives to be paid shall be set out in the Proposal and the cost for such incentives shall become due and payable immediately upon execution of the Proposal. For the avoidance of doubt, the payment terms relating to incentives should be distinguished from the invoice(s) for the Services, which shall be subject to the payment terms set out under clause 13 herein.

6. SAMPLE ONLY SURVEYS (where applicable)

- 6.1 At the start of the project as particularised in the Proposal, Client and Supplier shall determine the exact profile of the Respondents eligible for participation in the Survey. When Supplier directs potential Respondents to Client Surveys, it shall mask their e-mail addresses and provide unique Respondent identification numbers instead. Pre-screening surveys conducted by Client shall qualify each potential Respondent within the first 10 (ten) questions. If pre-screening questions are located after the first 10 (ten) questions, this is considered "**Late Screening**" by Supplier and an additional 10% surcharge on top of the agreed cost per Interview (CPI) will apply to all Respondents recorded in Surveys with Late Screening. If a Respondent's profile is inappropriate, and s/he is Screened Out, s/he shall immediately be routed back to a URL designated by Supplier. All Respondents who complete a Client Survey must, at the conclusion of the Survey, be routed back to a URL designated by Supplier.
- 6.2 Where Surveys are hosted on Client's computer systems and server, Client must communicate all potential Respondents IDs and their respective questionnaire completion status (Completes, Screen-Outs and those participants who have failed to complete) to Supplier within 5 working days of project closure. If Client fails to communicate such status within such timeframe, Supplier shall pay incentives to all such Respondents and/or potential Respondents who in Supplier's reasonable opinion have completed the corresponding Survey and charge Client accordingly.
- 6.3 Client shall disclose the technical and performance specifications of the software and computer systems (including the software and computer systems of others) used to conduct the Surveys so that Supplier may determine their capacity and capability. Client will be responsible for maintaining the uptime of such software and computer systems at 99.5% at all times when Supplier is directing potential Respondents to the Surveys. Supplier reserves the right to limit the number of potential Respondents sent to Client based on its assessment of the capacity of such software and computer systems. If such software and computer systems experience any downtime or technical difficulties that result in Client's inability to accept potential Respondents, collect data, allow potential Respondents to complete Surveys or in any other way prevent potential Respondents from taking and completing Surveys (the "**Technical Difficulties**"), Client shall immediately notify Supplier so it may cease directing Respondents to Client. In any case; where Client fails to notify Supplier of any Technical Difficulty within 15

minutes of its occurrence, Client will be liable for the cost of Respondents for the entire duration of the Technical Difficulty as if eighty percent (80%) of the potential Respondents are Completes, unless the assumed Incidence Rate of potential Respondents for any Survey affected by a Technical Difficulty is greater than eighty percent (80%), then Supplier will charge Client for Respondents delivered at such higher percentage.

- 6.4 Client shall maintain a system of "real-time reporting" to allow Supplier to determine: (i) the number of potential Respondents that have been directed to each Survey; (ii) the number of Respondents not Screened-Out; and (iii) the number of Completes. Should Client's real-time reporting experience any down time or Technical Difficulties then Supplier shall have the following options: (a) to discontinue the delivery of potential Respondents to any or all of Client Surveys until the difficulties are resolved, or (b) to continue to deliver potential Respondents to Client Surveys and charge Client as if eighty percent (80%) of the potential Respondents are Completes. If the assumed Incidence Rate for any Survey is greater than eighty percent (80%), then Supplier shall charge Client for Sample delivered at the higher percentage.
- 6.5 All help requests initiated by potential Respondents must be directed to the appropriate Survey support e-mail address at Supplier; the e-mail address shall be communicated at the start of the project. Supplier shall give Client prompt notice of the help requests along with the nature of the service issues. Client shall designate a help resource to work with Supplier to address the service issues raised by these help requests. Client shall work diligently to address all help requests and Supplier reserves the right to stop delivering potential Respondents to any and/or all of Client's Surveys until the issues which had given rise to the help requests have been resolved to Supplier's reasonable satisfaction.
- 6.6 During the term of this Agreement, Client shall develop and maintain a privacy policy and comply with its terms and all other applicable privacy laws, rules, and regulations, including the Guidelines. Client shall only disclose to Supplier Personal Data about its customers, members, and consumers in material conformance with: (i) any statement or policy that Client provides to such Data Subjects concerning the use and disclosure of such Personal Data; and (ii) all Applicable Laws.
- 6.7 The Supplier shall provide the Client with information relating to its Sample User Transparency Policy when available and upon written request.

7. DATA DELIVERY (where applicable)

In the case of Surveys hosted on Supplier's computer systems and servers, Supplier shall deliver the Survey results to Client in the format agreed upon in the Proposal. Should Client subsequently request the data in a different format, this shall constitute a subsequent order and shall be charged separately.

8. SYNDICATED MARKET RESEARCH (where applicable)

- 8.1 Client acknowledges and agrees that where it purchases Syndicated Market Research, the outputs from that research "**SMR Report**" (a) is prepared by Supplier for multiple clients on a non-exclusive basis; (b) is not tailored to the Client's specific requirements; and (c) reflects Toluna's proprietary methodologies and judgment.
- 8.2 Clause 14 (Intellectual Property) below shall not apply to any Syndicated Market Research and in such cases, Supplier grants a revocable, non-exclusive, non-transferable, non-sublicensable licence of the SMR Report for Client and its Affiliates internal business use, which permitted use specifically includes (but is not limited to) market research. For the avoidance of doubt nothing in this clause shall prevent the Client from using the SMR Report to inform its marketing strategies and communications with its clients, distributors and other relevant third parties, provided that such disclosure is under appropriate non-disclosure agreement with such clients, distributors and other relevant third parties and any copyright notices in the SMR Reports are not removed.

9. COOKIES AND POST TERMINATION USE OF THE SERVICES

- 9.1 Unless specifically agreed in the Proposal or otherwise agreed in writing: (i) Client shall not be entitled to place or store Cookies on any Respondent's internet browsers; and (ii) following termination of this Agreement, Client shall immediately cease to use any Respondent Personal Data (including for the avoidance of doubt any information derived from any Respondent Personal Data and any Cookie placed and/or stored on such Respondent internet browser).
- 9.2 Client shall ensure that if agreed in a Proposal or otherwise agreed in writing that Cookies may be deployed against a Respondent's internet browser that: (i) any Cookie placed or stored on a Respondent's internet browser shall expire upon expiry of the period specified in the relevant Proposal or other written agreement, or if none specified, a maximum period of one (1) year from the placement and storing of such Cookie; (ii) it shall provide Supplier with as much detail as may reasonably be requested by Supplier for the purposes of complying with Supplier privacy policies and with applicable law; and (iii) it shall ensure that the Cookie can be uninstalled by the Respondent by following the instructions provided by Client, including by Client providing the Respondent with an "opt-out cookie".
- 9.3 Client warrants, represents and undertakes that any Cookie will not: (a) infringe any copyrights, patents, trade secrets, or other Intellectual Property Rights of a third party; (b) interfere with any anti-virus or other similar software on a Respondent's computer; (c) restore any deleted HTML cookies or hinder computer browsing performance in any noticeable way; (d) collect or record URL addresses or any information that is displayed on secured web pages; (e) collect keystrokes, IP addresses or associate the data with any unique persistent identifier; or (f) collect or attempt to collect any Personal Data from any Respondent.

10. AI Systems

- 10.1 Supplier may use AI Systems in the performance of the Services for multiple purposes, including, but not limited to: (a) pre-screening sample for the detection of fraud and breach of Respondent terms; and (b) for quality checking purposes, including for coding and analysing poor quality behaviours during data collection to elicit more valuable insights; (c) general improvement of the performance of the Services and to enhance efficiency, quality and innovation in the delivery of the Services; and (d) other data analysis purposes. Such AI Systems may be Supplier own AI Systems or licensed by third-party providers in the performance of Services. Such use shall be in compliance with Applicable Laws.
- 10.2 Notwithstanding the provisions of clause 10.1 above, where Supplier uses external third party AI Systems that involves using Client Confidential Information within such AI System, it will ensure that it only uses an AI System that provides sufficient security and technical and organisational measures, designed to protect the Client Confidential Information, including, but not limited to, logical separation, so that Supplier complies with its confidentiality obligations herein. Supplier does not use Client Confidential information to train any AI System (including any Toluna AI Tools) and Supplier enters into contractual terms with the third-party provider it engages prohibiting the use of Client Confidential Information to train or improve such provider's AI Systems.
- 10.3 When Client elects to use any Supplier AI Tool(s) as incorporated in the Services, Supplier hereby grants to Client a non-exclusive licence to use such Supplier AI Tool(s) as incorporated in the Deliverables for the duration of the applicable Proposal term.

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- 10.4 Supplier owns all rights title and interest in any and all Background IP used within and subsisting in all the Supplier AI Tools and Client has no right (and shall not permit any third party) to copy, adapt, reverse engineer, decompile, disassemble, modify, or adapt the Supplier AI Tool(s) in whole or in part and Client may not use the Supplier AI Tool(s) for the purposes of creating any tool whose expression is substantially similar to that of the Supplier AI Tool(s).
- 10.5 The Supplier AI Tools are provided "AS IS" without warranty of any kind. Client acknowledges and agrees that the use and performance of the Supplier AI Tools are at Client's entire risk and in no event shall Supplier be liable for any damage whatsoever arising out of the use of or inability to use the Supplier AI Tools even if Supplier has been advised by Client of the possibility of such damages.
- 10.6 **Prohibition on training AI Systems:**
- 10.6.1 Except for an AI Permitted Use, or where Supplier has otherwise expressly agreed in writing, Client shall not use, input, upload, disclose, transfer or otherwise make available the Deliverables or any Sample Sources Personal Data:
- (a) to or in connection with, any AI System;
 - (b) to train, fine-tune, develop, test, validate or improve any AI System, including any underlying model, or
 - (c) to generate, derive or create any new dataset, model, profile or other output using an AI System.
- 10.6.2 Where Supplier expressly agrees in writing to any Deliverables or Sample Sources Personal Data use, other than an AI Permitted Use, the Client shall ensure that such use complies with all Applicable Laws (including laws relating to confidentiality and intellectual property) and with any further conditions or restrictions specified by Supplier. For the avoidance of doubt, nothing in this clause 10.6, including an AI Permitted Use authorises the Client to input, upload or otherwise make available Sample Sources Personal Data to an AI System
- 10.6.3 The Client shall ensure that any third-party vendor or End Client to whom it makes available the Deliverables or Sample Sources Personal Data is bound by written contractual obligations no less protective than those set out in this clause 10.6. The Client shall ensure that such third-party vendors and End Clients comply with those obligations and shall remain responsible for their acts and omissions to the extent they would constitute a breach of this clause if committed by the Client.
- 10.6.4 Client shall indemnify, defend and hold harmless Supplier, its Affiliates and their respective officers, directors, agents, employees, successors and assigns from and against any third-party claims (including by a regulator) and related Losses arising out of or in connection with; (i) the Client's breach of this clause 10.6; and/or (ii) any use of the Deliverables or Sample Sources Personal Data by an End Client or third party vendor engaged by the Client in a manner that would breach this clause 10.6, if done by the Client.
11. **CLIENT'S USE OF THE SERVICES**
- 11.1 Client shall only use the Services (including the Deliverables) for the purposes of market research and not for any other purpose, including, without limitation, marketing to, promoting to, selling to, or influencing the opinions or decisions of any Respondent. For the avoidance of doubt nothing in this clause shall prevent the Client from using the Services (including the Deliverables) to inform its marketing strategies
- 11.2 Where Supplier is performing Sample Only Services or Program and Host Services, Client shall ensure that the content of the Survey does not breach the laws of the country in which the Survey is conducted. In particular, Surveys may not contain the following: (i) any libellous or threatening content, or any which glorifies violence, nor any obscene, discriminatory or pornographic content; (ii) software, pictures of other materials which infringe the rights of a trademark or a copyright-holding third party; (iii) chain letters, publicity or any material aimed at promoting sales; or (iv) questions concerning illegal products, substances, or acts, or breaches of fair trade rules.
12. **THE TERM**
- 12.1 Each Proposal/this Agreement shall commence upon the Effective Date and subject to earlier termination in accordance with clause 18, shall continue until the later of the date upon which all:
- (a) Services under any active Proposal have been provided by Supplier; and
 - (b) Fees for all Services have been paid by Client and received by Supplier in cleared funds.
- 12.2 Any regular or recurring Services as may be stated in a Proposal, unless terminated with at least 6 months' notice before the end of the initial term, will automatically renew on a 12-month basis (**Renewal Term**) and will continue until terminated by Client with 6 month's written notice prior to the end of a Renewal Term.
13. **PAYMENT OF THE FEES**
- 13.1 In consideration for the Services, Client shall pay Supplier the Fees or, if agreed by Supplier in a Proposal, Client may use Credits in place of such Fees. The Fees quoted are net of tax, which if applicable shall be charged in accordance with the tax laws of the country issuing the invoices for Supplier, which Client shall pay in full. Any withholding or service tax deducted from remittance of payments in respect of Supplier's invoices will be automatically charged back to Client.
- 13.2 The Fees for the Services are based on the specifications, LOI and Incidence Rates provided by Client, and as may be set out in the Proposal, or otherwise agreed between the parties. If the actual net Incidence Rate and/or the LOI differs from the original estimated net Incidence Rate and/or LOI, Supplier may at its option increase the price of the Survey based on the actual net Incidence Rate and LOI. Supplier shall use reasonable endeavours to report actual Incidence Rates after one night of interviewing. In the unlikely event that Supplier is unable to provide sufficient Completes, Client shall only be charged for the number of Completes performed.
- 13.3 **Modification Fee:** If Client requires changes to the Survey after the Survey has already been tested by Supplier, or after the Respondents have already been recruited according to the original specifications, Supplier reserves the right to charge for these alterations at its prevailing hourly modification fee rate. Supplier shall confirm the rate and the hours required for the changes upon receipt of the requirements from Client.
- 13.4 **On-hold Charge:** Supplier reserves the right to charge a hold charge where Sample deployment is placed on hold by Client for more than three (3) working days once Respondent selection has been executed and/or a questionnaire has been checked. If Respondents have already been deployed, all Completes achieved shall be charged to Client in addition to this.
- 13.5 **Minimum Fee:** Projects may be subject to a minimum Fee (not including expenses or incentives), as may be set out in a Proposal which shall be charged by Supplier in the event the final Fees due, based on the project volume, are less than the minimum specified fee.
- 13.6 **Over-Recruitment:** Client shall pay for the total number of Completes right up until the moment the Survey is finally closed.

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- 13.7 **Drop Outs:** If, where the Survey which is hosted on Client's computer systems and servers, more than 10% of eligible Respondents are Drop Outs, it will be assumed that this is due to a technical problem on Client's side or that the questionnaire is overly complex or incomprehensible. In this case Client shall pay 50% of the price of a Complete for all Drop Outs after the first 10%.
- 13.8 Unless specifically stated otherwise in the Proposal, the Fees payable in respect of the Services will be charged 50% upon execution of the Proposal, 30% at the interim stage, and 20% upon completion of the Services. Expenses incurred by Supplier shall be invoiced directly to the Client. Subject to clause 13.9, Client shall pay all invoices within thirty (30) days of the date of the invoice. Time for payment is of the essence.
- 13.9 Client shall, acting reasonably and in good faith be entitled to dispute any invoice provided by Supplier by providing Supplier with notice of the dispute (including full details) within fourteen (14) days of the date of invoice, provided always that the undisputed part is paid by the due date. The Parties shall use reasonable endeavours to resolve any dispute as soon as is reasonably practicable and Client shall pay the amount determined to be payable within 7 days of the Parties reaching agreement.
- 13.10 Save in respect of a bona-fide disputed amount in accordance with clause 13.9, in the event of late payment, Supplier reserves the right to suspend or terminate the provision of the Services.
- 13.11 **Changes to the Services and Increases in the Fees.** Either party may submit a Change Request, and the Parties shall co-operate in good faith with each other, whilst discussing the scope and nature of the Change Request. Supplier shall notify Client of any additional Fees, costs (including professional services time and materials) or expenses (together with the impact on any project timescales) to apply in relation to the implementation of the Change Request, Supplier shall implement the Change and increase the Fees, expenses and/or costs accordingly.
- 13.12 Client shall not be entitled to set off against any amount payable under this Agreement any amount due by Supplier to Client under this Agreement or any other agreement.
- 13.13 No refunds shall be applied to Fees already paid.
- 14. INTELLECTUAL PROPERTY AND COPYRIGHT**
- 14.1 **The Foreground IP:**
- (a) With respect to any Custom Market Research the copyright in the Foreground IP shall transfer to Client when Supplier has received in full all sums due to it in respect of the Services and the Supplier hereby assigns to Client by way of present and future assignment of copyright, all right, title and interest in and to the Foreground IP.
- (b) **Use of Foreground IP** - Client shall not (and shall procure that its Representatives shall not) use the Foreground IP or any data derived from the Foreground IP or Services in any manner which breaches any applicable law. Client shall be responsible for ensuring that any use by Representatives of the Foreground IP, data derived from the Foreground IP and the Services, complies with the terms of this Agreement.
- 14.2 **Background IP** - Supplier shall at all times retain sole and exclusive ownership of Background IP. Supplier shall own all right, title and interest in any improvements, enhancements, and adaptations of the Background IP. Supplier hereby grants to Client a revokable, non-exclusive, non-transferable, non-sublicensable (other than to Client's Affiliates) licence to use the Background IP to the extent necessary to use the Deliverables in accordance with this Agreement. Client may not reverse engineer the Background IP in any manner, nor may Client modify or reuse any Background IP in any manner other than as specifically set out in the Agreement.
- 14.3 **Client Content** - Client Content is and shall remain the property of Client (or, where applicable, the third party who owns such right, title and interest in such content) and Client hereby grants to Supplier and each Supplier Group Company a perpetual, non-exclusive licence to use Client Content to the extent necessary to perform and improve the Services.
- 14.4 **Indemnity for third party claim on Intellectual Property Rights** - Subject to clauses 14.3 and 21, Supplier hereby indemnifies Client from and against all Losses suffered or incurred by Client arising out of or in connection with any claim brought against Client for actual or alleged infringement of a third party's Intellectual Property Rights arising out of, or in connection with, the delivery of the Services or the receipt or use of the Foreground IP (**IP Claim**).
- 14.5 The indemnity provided under clause 14.4 shall not apply to the extent that the IP Claim arises out of or results from: (a) any act or omission of Client or its Representatives which constitutes a breach of the Agreement or negligence; (b), Supplier's use of anything provided by Client or its Representatives relating to the provision of any information, including but not limited to Client Content, Intellectual Property Rights, Confidential Information or any other materials or information whatsoever; (c) any modification to the Foreground IP not carried out by Supplier; or (d) any combination of the Foreground IP with any other information not provided by Supplier. In such instances, Client shall indemnify Supplier from and against all Losses suffered or incurred by Supplier arising out of or in connection with any claim brought against Supplier for actual or alleged infringement of a third party's Intellectual Property Rights.
- 14.6 Client shall:
- (a) promptly notify Supplier of any IP Claim;
- (b) permit Supplier, at its own cost, to conduct all negotiations and proceedings with respect to the IP Claim;
- (c) permit Supplier to settle the IP Claim (provided any such settlement wholly and unconditionally releases Client from liability under the IP Claim);
- (d) provide Supplier with such reasonable assistance regarding the IP Claim as is required by Supplier, subject to reimbursement by Supplier of Client's reasonable costs; and
- (e) not, without prior consultation with Supplier, make any admission relating to the IP Claim or attempt to settle it, provided that Supplier considers, and defends any IP Claim diligently, using competent counsel and in such a way as not to bring the reputation of Client into disrepute.
- 14.7 Supplier reserves the right to process, collate, aggregate, analyse and use (for any purpose whatsoever, including for conducting analysis on industry trends and developments): (i) any location data; (ii) any traffic data; (iii) any technical device information; and (iv) any other data or information relating to or derived from the Services where that data has been anonymised prior to collation by the Supplier ("**Supplier Retained Data**"). Supplier may share such data with any third party or publicise the anonymised statistical data that results from such analysis of the information.

15. CONFIDENTIALITY & NON-PUBLICATION

- 15.1 Receiving Party undertakes that it shall not at any time during this Agreement, and for a period of two years after its termination, disclose to any person any Confidential Information of the Disclosing Party or its Representatives. Receiving Party shall not use any Confidential Information of Disclosing Party for any purpose other than to perform its obligations under this Agreement.
- 15.2 Receiving Party agrees that any system or process used by it or its Representatives for (but not limited to) gathering, storing, processing, or transmitting Confidential Information shall be regularly security assessed and that if any vulnerabilities or threats that pose a risk to any Confidential Information of the Disclosing Party or its Representatives are discovered during the assessment, it shall rectify such vulnerabilities as soon as is reasonably practicable.
- 15.3 Receiving Party may disclose the Disclosing Party's Confidential Information to its Representatives who need to know such information for the purposes of carrying out the Receiving Party's obligations under this Agreement. Receiving Party shall ensure that its Representatives to whom it discloses Disclosing Party's Confidential Information comply with this clause 15. The provisions of this clause 15 shall not apply to any information that:
- (a) was publicly known and generally available to the Receiving Party or its Representatives prior to the time of disclosure by the Disclosing Party or its Representatives,
 - (b) is or becomes available to the Receiving Party or its Representatives on a non-confidential basis from a source other than the Disclosing Party or its Representatives, provided such source is not known by the Receiving Party or its Representatives to be subject to another confidentiality agreement with or other obligation of secrecy to the Disclosing Party, its Representatives, or another party with respect to such information, or
 - (c) is independently developed by the Receiving Party or its Representatives without use of the Confidential Information, as shown by the Receiving Party's or its Representatives' files and records or other evidence in the Receiving Party's or its Representatives' possession.
- 15.4 The Deliverables furnished by Supplier are supplied in strict confidence for Client's internal business use only.
- 15.5 Unless expressly approved in writing by Supplier, Client shall not (and shall procure that its Representatives shall not) use the Deliverables or any data derived from the Deliverables or Services whilst identifying Supplier as the source of the Deliverables: (i) for the purpose of supporting litigation; (ii) in any advertising or promotional copy; (iii) for supporting comparative advertising claims; (iv) for resale or syndication; or (v) for distribution to any media outlet in support of external public relations efforts, including news articles, interviews, press releases and events. Further, in the event that written approval is given by Supplier, the parties shall enter into further terms at the applicable time with respect to such use to ensure compliance with Applicable Laws.
- 15.6 Client shall comply with all Applicable Laws in respect of its use of the Deliverables.
- 15.7 Client warrants that it will inform all persons employed by Client who have access to the Deliverables of the restrictions and obligations under these Terms.
- 15.8 Client will indemnify and keep Supplier and its employees, officers, directors and agents, and Group Companies indemnified in full, from and against all Losses and all other professional costs and expenses suffered or incurred by Supplier arising out of or in connection with any breach by Client of this clause 15.
- 15.9 Each Party shall retain and keep confidential; copies of the Deliverables for two (2) years from the date of completion of the applicable Services.

16. DATA PROTECTION

- 16.1 In the event the Respondents' Personal Data for use in Surveys is from Client's own databases, which Supplier processes on behalf of Client ("Client Personal Data"), it is acknowledged that the Client is the "Data Controller", and Supplier is the "Data Processor".
- 16.1.1 As a Data Processor on behalf of Client, Supplier shall:
- (a) Process any Client Personal Data in accordance with the instructions of Client, the Data Protection Legislation and / or the provisions of this Agreement, and for no other purpose;
 - (b) take appropriate technical and organisational measures to prevent unauthorised or unlawful Processing of Personal Data, as well as any accidental damage, loss, or destruction thereof;
 - (c) take all reasonable steps to ensure that all Supplier (and Supplier Group Company appointed) Representatives who access, or Process Client Personal Data are required to maintain confidentiality;
 - (d) Save as provided in clause 16.1.2 below, Supplier will not transfer any Client Personal Data outside the European Economic Area unless the following conditions are met:
 - (i) the Supplier Processes the Client Personal Data in a territory which has been approved by the relevant data protection authorities as having an adequate protection for the privacy rights of individuals under the relevant Data Protection Legislation; or
 - (ii) the Supplier enters into SCC's with the sub processor; or
 - (iii) the Supplier participates in a valid cross-border transfer mechanism under the Data Protection Legislation. The Supplier shall ensure that appropriate safeguards are in place to ensure an adequate level of protection with respect to the privacy rights of individuals as required by Article 46 of the GDPR.
 - (e) the Supplier assists Client, at Client's expense, to respond to any requests from a data subject and to assist Client in complying with his / her obligations under the Data Protection Legislation, in the field of security, notification of infringements, impact assessment and consultations with supervisory or regulatory authorities;
 - (f) the Supplier notifies Client as soon as possible of any violation of Client Personal Data that it becomes aware of;
 - (g) the Supplier deletes, upon Client's written direction, the Client Personal Data, as well as their copies, upon termination of the Agreement, unless a law in force requires them to store the Client Personal Data; and
 - (h) the Supplier maintains complete and accurate records and information to demonstrate compliance with the Data Protection Legislation.

16.1.2 Transfers of the personal data to a Supplier Group Company and non-Supplier subcontractors

- (a) **Supplier Companies:** Client acknowledges that all Client Content will be transferred to another Supplier Group Company as listed in the table below for the purposes specified therein. Each Supplier Group Company recognise that the EEA, UK, and Switzerland have established strict protections regarding the Processing of Personal Data, including requirements to provide adequate protection for the Processing of such Personal Data when transferred outside of those countries. To provide adequate protection for the Processing of these Personal Data, Toluna SAS has entered into the SCC's with each Supplier Group Company who is located in a country which is not deemed adequate regarding the Processing of such Personal Data.
- (b) **Non-Supplier Sub-processors:** Supplier undertakes to inform Client in writing in advance of replacement of any non-Supplier sub-processor listed in the table below, engagement of any new non-Supplier sub-processor or change of location of the Processing by those non-Supplier sub-processors ("**Replacement**"). If Client objects to such Replacement, Client shall no later than within seven (7) days of its receipt of the notice, provide Supplier with a written explanation of the grounds of its objection. Client shall not object to changes that may be required under the Data Protection Legislation. The Parties undertake to discuss in good faith possible adjustments with the aim of enabling Client to approve any such Replacement. Should the Parties not be able to reach mutual agreement within a reasonable time, Client may without penalty terminate, upon written notice, the relevant Proposal affected by such objection. If Client does not object to the engagement of the Replacement, then Supplier is free to engage such Replacement as it sees fit. In the event of any termination under this clause 16.1.2 (b), Supplier will, as Client's sole and exclusive remedy, refund the pro rata share of the unused portion of the fees Client has pre-paid to Supplier under the applicable Proposal and with no continuing obligation for fees owed thereafter under such Proposal.

Toluna Office and third party Processors	Country of Processing	Services	Purposes	Mechanism for transfer under the GDPR
DPO@toluna.com Toluna USA, Inc.	USA	ALL	Hosting and back up	EU Standard Contractual Clauses
DPO@toluna.com Toluna Canada Ltd	Canada	Toluna Start (all)	Community management	Adequate country
DPO@toluna.com Toluna Technology Limited	Israel	ALL	Provision of analytics services (incl, TolunaAnalytics™)	Adequate country
DPO@toluna.com Toluna Romania Srl	Romania	ALL	Support and maintenance	Member of the EU
DPO@toluna.com Toluna India Pvt Limited	India	ALL	Support and Maintenance	EU Standard Contractual Clauses
https://aws.amazon.com/contact-us/compliance-support/ AWS and its affiliates https://aws.amazon.com/compliance/gdpr-center/	USA and/or Ireland	Toluna Start diy (USA) Toluna Start Managed communities (Ireland)	Cloud Hosting and back up services for Supplier	EU Standard Contractual Clauses, adequate country and/or member of the EEA
Forsta (formerly Confirmit) and its' affiliates https://www.confirmit.com/compliance/	UK, Germany, Norway, Sweden, Bosnia and Herzegovina, Australia, Canada and USA	Full Service, sample, Program & Host	SaaS for market research surveys. Providing Support Services and any associated and ancillary services to Supplier.	EU Standard Contractual Clauses, adequate country and/or member of the EEA
FORSTA ENGAGE THE FOLLOWING SUBPROCESSORS				
Rackspace and its affiliates https://www.rackspace.com/gdpr	UK, USA, Australia and Switzerland	Full Service, sample, Program & Host	Cloud hosting and back up services for Forsta (Confirmit)	EU Standard Contractual Clauses and/or adequate country,
https://aka.ms/privacyresponse Microsoft and its affiliates https://azure.microsoft.com/en-gb/explore/trusted-cloud/privacy/	USA	Full Service, sample, Program & Host	Cloud hosting and back up services for Forsta (Confirmit)	EU Standard Contractual Clauses.

Toluna Office and third party Processors	Country of Processing	Services	Purposes	Mechanism for transfer under the GDPR
Zendesk and its affiliates https://www.zendesk.co.uk/trust-center/	USA	Full Service, sample, Program & Host	Technical Support for Forsta (Confermit)	EU Standard Contractual Clauses.
Twilio and its affiliates https://www.twilio.com/en-us/gdpr	USA	Full Service, sample, Program & Host	Customer service email for Forsta (Confermit)	EU Standard Contractual Clauses.

16.2 Each party shall comply with the provisions of the Data Protection Legislation.

16.3 Client will not use the Services or Respondent Personal Data:

- (a) to send commercial, or marketing e-mails or unwanted invitations;
- (b) to request particular categories of Personal Data from the data subjects and / or disclose them to third parties;
- (c) to request, collect, store and / or disclose credit or social security card numbers of Respondents or violate one or more Data Protection Legislation;
- (d) to communicate any message or document deemed offensive, abusive, harassing, threatening, indecent, obscene, racially, ethnically or otherwise, hateful, deviant, defamatory, slanderous or otherwise unlawful;
- (e) in a manner constituting a violation of any Intellectual Property Rights of a third party;
- (f) in any way constituting a violation of any Applicable Laws; or
- (g) in a manner constituting or encouraging conduct that is considered to be a crime or a civil offence under any Applicable Laws;

and Client will ensure by way of a written contract that any third parties to whom it sub-contracts any portion of the Services or discloses any Respondent Personal Data (including any sub-processors) comply with the terms of this clause 16.3.

16.4 **Respondent Personal Data:**

16.4.1 Client acknowledges and agrees that Supplier shall not be required to disclose the identity of Respondents or any Respondent Personal Data to Client, except in specifically described research situations, such as validation or modelling and in such circumstances, only with the Respondent's explicit consent, as may be permitted by and in accordance with the Applicable Laws and as agreed in advance in the Proposal. In addition, if Client attends a research interview (including, but not limited to a live interview or other recorded event), the Client shall only observe such interview if it has received the additional, informed consent of the Respondent). Client shall not use or allow any portion of the Services (including the Deliverables) to match or link with any other data Client or third party may have or acquire, where such matching or linking will enable a Respondent to be identified or re-identified, in particular, Client shall ensure that the Respondents' identity cannot be inferred via deductive disclosure (for example, through cross-analysis, small samples or in combination with other data such as client's records or secondary data in the public domain).

16.4.2 **Personal Data about Respondents from Sample Sources:** Notwithstanding the provisions of clause 16.4.1, if agreed in an applicable Proposal that Supplier shall disclose Personal Data from the Sample Sources to Client or allow the collection of such Personal Data by Client (whether incidentally or intentionally), the Toluna Data Share Terms shall apply with respect to the Processing of such Personal Data by Client, or its Data Processors. Notwithstanding the foregoing, (i) Client shall not allow another Data Controller to Process such Personal Data for any reason whatsoever, unless agreed in writing with Supplier; and (ii) Client may only Process the categories of Personal Data listed in the Toluna Data Share Terms for the Purposes specified therein. For the avoidance of doubt, Client shall not collect any Personal Data not listed in the Toluna Data Share Terms or use those Personal data for any other purposes not specified therein ("**New Proposed Use**"). Any New Proposed Use, if agreed in a Proposal between the parties shall be subject to separate terms under a Toluna Data Share Agreement.

16.4.3 **IP address collection:** if agreed that Client shall collect the IP address of any Sample Sources, Client may store the IP address for up to 3 years in combination with gender, location, marital status and age of the Sample Sources for the purposes of fraud detection and/or quality checks in line with standard market research practice, PROVIDED THAT: if Client collects and stores IP addresses of any China located Sample Sources, it shall not store such personal data in combination with any other data whatsoever and shall in any event, store the IP addresses for maximum period of three (3) months, following which, Client shall permanently delete such data, including in any backups.

16.4.4 Client shall indemnify Supplier against any Losses incurred by or awarded against Supplier arising out of or in connection with any breach by Client of this clause 16, except to the extent that such Losses have arisen out of any negligence or wilful default of Supplier.

17. LIMITATION OF LIABILITY

17.1 Nothing in this Agreement excludes or limits the liability of the Supplier in respect of:

- (i) death or personal injury caused by its negligence (including negligence of its employees, agents or contractors);
- (ii) fraud or fraudulent misrepresentation; or
- (iii) liability which may not otherwise be limited or excluded under Applicable Laws.

17.2 Subject to clause 17.1, Supplier's aggregate liability, under or arising out of this Agreement and whether arising from breach of contract, tort (including but not limited to negligence), breach of statute, misrepresentation or otherwise shall not exceed the value of the Fees set out in the Proposal as having been actually paid by Client to Supplier in the 6 months immediately prior to which the incident giving rise to when the claim first arose.

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- 17.3 Supplier shall not be liable under or arising out of this Agreement and whether arising from breach of contract, tort (including but not limited to negligence), breach of statute, misrepresentation or otherwise for any: (a) special, indirect or consequential loss; (b) pure economic loss; (c) loss of profits or revenue; (d) loss of contracts; (e) loss of business; (f) loss of data; or (g) loss of goodwill.
- 17.4 Except as expressly provided in this Agreement (and so far as is permitted by Applicable Laws), Supplier excludes all representations and warranties, express or implied (including but not limited to any warranty as to satisfactory quality, or fitness for a particular purpose); and without limiting the generality of the foregoing, Client expressly acknowledges and agrees that Supplier provides no warranty in relation to the Survey response rates or results that may be obtained from the Services. All figures contained in Supplier reports that are estimates derived from Surveys should be viewed as subject to the normal limits of Survey error. Supplier does not predict or assure any particular substantive results of its research in advance, nor does Supplier accept any liability for: (a) Client's interpretation of the Deliverables or of other data furnished to Client by Supplier; (b) any errors caused by errors in data provided by Client to Supplier; or (c) resale of Survey results or other data by Client.
- 17.5 Supplier shall in no way be liable for any copyright infringement or a breach of confidentiality by a Respondent, Client acknowledging that Supplier enters into standard terms of membership and use with its Respondents that prohibit any such infringement or breach.

18. TERMINATION & CONSEQUENCES

- 18.1 Either party shall be entitled to terminate the Agreement forthwith by notice to the other if the other party: (i) is in material breach of this Agreement and either that breach is incapable of remedy, or the other party fails to remedy the breach within thirty (30) calendar days of receipt of written notice setting out the breach and indicating that failure to remedy the breach may result in termination of this Agreement; (ii) becomes the subject of a voluntary arrangement under section 1 of the Insolvency Act 1986, or is unable to pay its debts within the meaning of section 123 of the Insolvency Act 1986, or notice has been received of a pending appointment of or the appointment of a receiver, manager, administrator or administrative receiver over all or any part of its undertaking, assets or income, intends to pass or has passed a resolution for its winding-up, or has a petition presented to any court for its winding-up or for an administration order, or has ceased or threatened to cease to trade, or on the occurrence of any event analogous to the above in another jurisdiction.
- 18.2 Upon termination of the Agreement for any reason, all Fees stated in an invoice and in any applicable Proposal shall immediately become payable.
- 18.3 The termination of the Agreement shall be without prejudice to the accrued rights and liabilities of the Parties. The provisions of clauses 1, 13, 15, 16, 17, 18, 19, 20, 21 and 22 shall survive termination of the Agreement.
- 18.4 Unless otherwise agreed in the Proposal, Supplier shall keep all copies of Deliverables for a period of up to three (3) years following completion of the Service in question and any Client provided personal data collected or held by Supplier pursuant to a Service for a period of up to one (1) year following completion of the Service in question.

19. NON-SOLICITATION

Client shall not, for a period of twelve (12) months from the Effective Date, directly or indirectly solicit or entice away (or attempt to solicit or entice away) from the employment of the Supplier or any Group Company, any employee, worker, or independent contractor of those parties. Client shall not be in breach of this clause 19 as a result of running a national advertising campaign open to all comers and not specifically targeted at any of the staff of the Supplier or Group Company. If Client commits any breach of this clause 19, Client shall, without prejudice to any other rights or remedies of the Supplier, on demand, pay to the Supplier a sum equal to twelve (12) month's basic salary that was payable by the Supplier to that employee, worker or independent contractor plus the recruitment costs incurred by the Supplier in replacing such person.

20. NO RECRUITMENT

Client acknowledges that Supplier and its Group Companies have spent significant time and resources recruiting individuals who have met necessary or desirable verification requirements and have been selected to join or opted into the Supplier Panels ("Panel Members") and that the Personal Data of any Respondents or Panel Members is the Confidential Information of Supplier or a Group Company. Unless specifically agreed in a Proposal, Client shall not recruit, or attempt to recruit any Respondent (or potential Respondent) or Panel Members from the Supplier Panels, into any panel, community or group of individuals, online or off-line, or take any action that would allow Client to contact, or allow any other party to contact any Respondent (or potential Respondent), or recruit him/her for any other market research activities, or any other activities at any time in the future. If Client is in breach of this clause 20, Supplier shall charge Client a one-off fee of five (5) times the Fee per Respondent (or potential Respondent) or Panel Member as set out in the Proposal. The Parties each acknowledge and agree that such fees are reasonable and proportionate, are not a penalty, but are necessary to protect Supplier's legitimate interest.

21. I-HUT/ CONCEPT TESTING (where applicable)

- 21.1 If Supplier is to disclose to any Respondent any Confidential Information belonging to Client for the performance of the Services (hereinafter "Disclosure"), Client agrees that Supplier will not assume any liability with respect to such Disclosure, and expressly waives any right, remedy or claim that Client may have against Supplier for any claim, expense, or damage resulting from such Disclosure.
- 21.2 If Client provides Supplier with Concept Products intended to be examined, tested, or used by any Respondent, Client shall indemnify and defend Supplier against any complaint, recourse, loss, prejudice, costs or claim for damages, interest resulting from the use, examination or testing of such goods or products, including in the event of death, injury to persons or property or violation of law, whether Client for this purpose is the manufacturer, distributor, or agent thereof. If Supplier is required to transport or deliver (or cause to be transported or delivered) such goods or products, then Client shall bear the risk of loss, theft or damage during transportation or delivery.

22. MISCELLANEOUS

Authority: Each party hereby represents and warrants to the other party that it has all necessary authority to enter into and perform its obligations under this Agreement without the consent of any third party or breach of any contract or agreement with any third party.

Assignment: Client may not assign its rights or delegate its duties under this Agreement either in whole or in part, and any such attempted assignment or delegation shall be void.

Force Majeure: Neither party shall be deemed in default of the Agreement to the extent that performance of its obligations (excluding any payment obligations) or attempts to cure any breach are delayed, restricted, or prevented by reason of any Force Majeure Event.

Waiver: The failure of either Party to seek relief for the other party's breach of any duty under this Agreement shall not waive any right of the non-breaching party to seek relief for any subsequent breach.

Severability: If any provision of this Agreement is declared by a court of competent jurisdiction to be invalid, illegal, or unenforceable, such provision shall be severed from this Agreement, and the other provisions shall remain in full force and effect.

Contracts Rights of Third Parties: A person who is not a Party to this

Agreement shall not have any rights to enforce any term of this Agreement. **Entire Agreement:** Each party to this Agreement acknowledges that this Agreement constitutes the entire Agreement of the Parties with regard to the subject matter addressed in this Agreement, that this Agreement supersedes all prior or contemporaneous agreements, discussions, or representations, whether oral or written, with respect to the subject matter of this Agreement. Each Party to this Agreement further acknowledges that no promises, representations, inducements, agreements, or warranties, other than those set forth herein, have been made to induce the execution of this Agreement by said party, and each party acknowledges that it has not executed this Agreement in reliance on any promise, representation, inducement, or warranty not contained herein. **Captions and Headings:** Captions and headings are used herein for convenience only, are not a part of this Agreement, and shall not be used in interpreting or construing this Agreement. **Governing law and jurisdiction:** Unless stated otherwise in a Proposal, this Agreement, and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims), shall be governed by, and construed in accordance with, the laws of England and Wales. The Parties to this Agreement irrevocably agree that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim that arises out of or in connection with this Agreement or its subject matter or formation (including non-contractual disputes or claims).

Appendix 1 – Toluna Start™ Terms

THESE TERMS TOGETHER WITH ANY RULES AND POLICIES SET OUT ON THE WEBSITE (ALL ONLY IN THE ENGLISH LANGUAGE) APPLY TO YOUR USE OF TOLUNA START AND OTHER SERVICES AVAILABLE VIA TOLUNA START EFFECTIVE FROM THE START DATE, TO THE EXCLUSION OF ANY OTHER TERMS THAT YOU MAY SEEK TO IMPOSE OR INCORPORATE. BY YOUR (AND ANY OF YOUR AUTHORISED USER'S) USE OF THE SERVICES OR WEBSITE REGISTRATION, YOU ARE AGREEING THAT YOU ACCEPT THESE TERMS UNAMENDED, AND YOU ACKNOWLEDGE THAT YOU ARE NOT RELYING ON ANY OTHER TERMS AGREED PRIOR TO THE START DATE, NOR ANY STATEMENT, PROMISE, REPRESENTATION, ASSURANCE OR WARRANTY NOT SET OUT IN THE CONTRACT, OR IMPLIED BY LAW, TRADE, CUSTOM, PRACTICE OR COURSE OF DEALING.

We may amend these Terms from time to time as set out in clause 13(d).

(1) Use of the Services:

- (a) **Services:** Use of the Website and, subject to payment of applicable Fees, your use of the on-demand real-time consumer insights services on the tool named Toluna Start™ and associated functionalities (such as the AI Systems) that may be available from time to time.
- (b) **Client Content:** You are solely responsible for all of the Client Content created and which are posted on the Website. We do not control the Client Content and therefore we make no representation or warranty regarding its accuracy, integrity or quality.
- (c) **Participation Rates:** You acknowledge and agree that Toluna does not warrant that any Respondent will participate in your Surveys nor does it give any warranty as to the participation rates. Participation rates may vary drastically depending on the length of interview, incidence rate, content, placement and audience. Toluna shall bear no liability in the event that the participation is lower than requested.
- (d) **The real-time Surveys:** If your Survey was created using Toluna Panellists then once your Survey has been posted on the Website, you will not be able to make any further modification (e.g. Surveys definition, filters, images etc.) nor cancel it. The Results of your Surveys will be accessible directly on the Website via your online account.
- (e) **Toluna Start Qual:** We may agree with you in a Work Order or otherwise in writing, to provide you with the Toluna Start Qual service as part of your access to Toluna Start. These Services may involve you: (1) requesting a Respondent to provide certain limited personal data about them to you (i.e. user name and/or first name, their images or video or audio recordings) for participating in live qualitative interviewing directly with Respondents using Toluna Start Qual. In such circumstances, you shall first obtain the specific informed consent of the Respondent to process such personal data, including prominently displaying to such Respondents: (1) appropriate consents from the Respondents so that the Respondents understand the purposes for which their personal data will be used; and (2) your privacy notices, which are clear and provide sufficient information so that such Respondents understand how their personal data will be treated. Toluna has templates for such Services and can provide them to you upon request. If the Respondents who agree to participate in live qualitative interviews, using Toluna Start Qual are: (1) part of your Client Data set using My Own Audience, then the terms of Clause 5.2 shall apply to the processing by Toluna of the Client Data; and if (2) such Respondents are part of a Toluna Panel, you shall comply with the terms of clause 5.3.
- (f) **Toluna AI Tools:** You and/or the Authorised User may elect at any time to use any of AI Tools available via Toluna Start in accordance with clauses 1.2 – 1.4 below.
- (g) Toluna shall use reasonable endeavours to maintain twenty-four (24) hour online presence for the Website but cannot guarantee continuous, uninterrupted use. There may be times when we are required to interrupt the provision of the Website to carry out routine maintenance and repairs, or otherwise in circumstances beyond our control.
- (h) **Storing your data:** (i) Subject to unused Credits being in place, you will be able to access your own Client Content and Results for a period of up to one (1) year after your Survey is completed. Upon expiry of that period, we reserve the right to remove all of your Client Content and Results; (ii) Upon expiry of any Credits, we may remove all data in connection with your account within a reasonable period; (iii) Toluna reserves the right at any time to reject or remove any part of your Client Content and/or Results including your access to the Services, where it has reasonable grounds to believe that the Client Content (or any part thereof) and/or your use of the Services do not comply with these Terms or any applicable legislation or regulation.

1.2 Use of Toluna AI Tools

- 1.2.1 You acknowledge and agree that the Services may include access to our AI Tools and that the Authorised Users are hereby authorised to access and use the AI Tools made available through the Services in accordance with any applicable Service documentation and the terms of this Agreement and remain directly responsible for each Authorised User's use of the Services. You acknowledge that use of the AI Tools is at the election of the relevant Authorised User and do not require us to obtain separate or prior written consent from you before such AI Tools are accessed or used.
- 1.2.2 You shall comply with Applicable Laws in respect of your use of the AI Tools, including but not limited to rules of transparency, confidentiality and intellectual property.
- 1.2.3 We may introduce, modify, replace or withdraw any of the AI Tools made available through the Services from time to time, provided that any such change does not materially reduce our obligations under this Agreement.

1.3 AI Systems – The Services

- 1.3.1 We may use AI Systems in the performance of the Services for multiple purposes, including, but not limited to: (a) pre-screening sample for the detection of fraud and breach of Respondent terms; and (b) for quality checking purposes, including for coding and analysing poor quality behaviours during data collection to elicit more valuable insights; (c) general improvement of the performance of the Services and to enhance efficiency, quality and innovation in the delivery of the Services; and (d) other data analysis purposes. Such AI Systems may be our own AI Systems or licensed by third-party providers in the performance of Services. Such use shall be in compliance with Applicable Laws.
- 1.3.2 Notwithstanding the provisions of clause 1.3.1 above, where we use external third party AI Systems that involves using your Client Content within such AI System, we will ensure that we only use an AI System that provides sufficient security and technical and organisational measures, designed to protect your Client Content, including, but not limited to, logical separation, so that we comply with our herein. We do not use your Client Content to train any AI System (including any Toluna AI Tool) and we enter into contractual terms with any third-party provider we engage prohibiting the use of your Client Content to train or improve such provider's AI Systems.

- 1.3.3 When you elect to use any of the Toluna AI Tools as incorporated in the Services, we hereby grant you a non-exclusive licence to use such Toluna AI Tool(s) as incorporated in the Results for the duration of the applicable Credit Period.
- 1.3.4 We own all rights title and interest in any and all Background IP used within and subsisting in all the Toluna AI Tools and you have no right (and shall not permit any third party) to copy, adapt, reverse engineer, decompile, disassemble, modify, or adapt the Toluna AI Tool(s) in whole or in part and you may not use the Toluna AI Tool(s) for the purposes of creating any tool whose expression is substantially similar to that of the Toluna AI Tool(s).
- 1.3.5 The Toluna AI Tools are provided "AS IS" without warranty of any kind. You acknowledge and agree that the use and performance of the Toluna AI Tools are at your entire risk and in no event shall we be liable for any damage whatsoever arising out of your use of or inability to use the Toluna AI Tools even if we have been advised by you of the possibility of such damages.
- 1.3.6 **Toluna Synthetic Personas™:** You acknowledge that Toluna Synthetic Personas are generated using AI Systems, including statistical, modelling or other automated techniques and are not necessarily based on, or representative of, real individuals and that your use of Toluna Synthetic Personas is at your entire election and risk. You remain responsible for your use of such outputs and acknowledge that responses, opinions, behaviours, characteristics, demographic attributes and other outputs generated by Toluna Synthetic Personas are simulated outputs and may contain inaccuracies, omissions, inconsistencies, biases, assumptions or other errors. Toluna Synthetic Personas may not accurately reproduce the views, characteristics, behaviours or responses of any particular real-world population or individual.
- 1.3.7 **Toluna Bina™:** You may interview audiences that consist of sample from Toluna Synthetic Personas which mirror your own target audiences, compare your brand against competitors and build custom quantitative and qualitative surveys through conversational workflows.
- 1.3.8 **Exclusion of warranties on Toluna Synthetic personas and Toluna Bina:** To the maximum extent permitted by Applicable Laws, we make no representation, warranty or guarantee that:
 - (a) the Toluna Synthetic Personas or Toluna Bina accurately represent a real individual or any defined population;
 - (b) responses generated by Toluna Synthetic Personas or Toluna Bina are accurate, complete, unbiased, reliable or statistically representative;
 - (c) Toluna Synthetic Personas or Toluna Bina will produce the same or materially similar responses as real-world research participants;
 - (d) research results obtained through the use of Toluna Synthetic Personas or Toluna Bina will be suitable for any particular research, commercial, regulatory or other purpose; or
 - (e) the use of Toluna Synthetic Personas or Toluna Bina will produce any particular outcome or result.
- 1.4 Prohibition on training AI Systems:**
 - 1.4.1 Except for an AI Permitted Use, or where we have otherwise expressly agreed in writing, you shall not use, input, upload, disclose, transfer or otherwise make available the Results or any Respondent personal data:
 - (a) to or in connection with, any AI System;
 - (b) to train, fine-tune, develop, test, validate or improve any AI System, including any underlying model; or
 - (c) to generate, derive or create any new dataset, model, profile or other output using an AI System.
 - 1.4.2 Where we expressly agree in writing to any use of Results or Respondent personal data, other than an AI Permitted Use, you shall ensure that such use complies with all Applicable Laws (including laws relating to confidentiality and intellectual property) and with any further conditions or restrictions specified by us. For the avoidance of doubt, nothing in this clause 1.4, including an AI Permitted Use authorises you to input, upload or otherwise make available Respondent personal data to an AI System
 - 1.4.3 You shall ensure that any third-party vendor or End Client to whom you make available the Results or Respondent personal data are bound by written contractual obligations no less protective than those set out in this clause 1.4. You shall ensure that such third-party vendors and End Clients comply with those obligations and shall remain responsible for their acts and omissions to the extent they would constitute a breach of this clause if committed by you.
 - 1.4.4 You shall indemnify, defend and hold us and our Affiliates and their respective officers, directors, agents, employees, successors and assigns harmless from and against any third-party claims (including by a regulator) and related Losses, arising out of or in connection with; (i) your breach of this clause 1.4; and/or (ii) any use of the Results or Respondent personal data by an End Client or third party vendor engaged by you in a manner that would breach this clause 1.4, if done by you.
- (2) Client Registration and Account:**
 - 2.1 To use the Website, each of your Authorised Users will have to register on the Website and create an individual account, including a login and password. You shall procure that all information provided in your account is current, complete and accurate. You are solely responsible for the use of your login and password and shall ensure that only Authorised Users are provided with login and passwords. You agree to keep your login information and password private and to notify Toluna as soon as you become aware of any unauthorised account activity.
 - 2.2 The Service is a single user service and (unless otherwise agreed in a Work Order) multiple logins and passwords are not permitted. If we do agree to provide multiple logins and passwords, the Client Content and Results are shared with other Authorised Users. Each Authorised User may amend his/her settings so that the Client Content and/or Results are no longer shared.
 - 2.3 We recommend that you keep a record of your Results and Client Content. Toluna is not responsible for the deletion of any data that is in your account. You acknowledge that you are responsible for your account and all activities occurring in connection with the use of your account, whether or not you have authorised such activities.
 - 2.4 You shall use all reasonable endeavours to ensure that the Services are used in a proper manner by competent and trained employees. Any breach of this clause may result in a restriction or termination of the Service by us.

(3) Payment:

- 3.1 The Fees for your use of the Services shall be the fees quoted to you via your Toluna Start account on this Website and/or in the relevant Work Order.
- 3.2 The Fees consist of the Toluna Start Credits to use certain Services:
- (a) **Credits:** Fees paid in accordance with the Contract for Credits shall enable you to draw down Credits for applicable use of the Services. Credits can also be used for any other services offered by Toluna, unless otherwise advised. Upon written request, Toluna shall provide an itemised statement to you detailing the Services provided and the number of Credits withdrawn.
 - (b) **Invoicing:** We will invoice you for the agreed number of Credits and then deposit those Credits directly into your Toluna Start account and you shall pay the corresponding invoice within thirty (30) days of the date of the invoice. Should you fail to pay any undisputed amounts due under a Contract by the due date, Toluna may, without limiting any other rights that it may have at law or equity and without further notice to you, suspend or terminate the provision of any of the Services until all payments have been received. You will be liable for all statutory late payment interest and any debt recovery fees.
 - (c) **Taxes and Price Increases:** All Fees quoted exclude Value Added Tax, sales tax and/or any other required taxes or duties, which shall be applied, if applicable. You are responsible for all Fees associated with your use of the Service as notified in your Toluna Start account or agreed under a Work Order and you agree to pay all such Fees. Toluna may change its standard price list in respect of the Fees at any time in its sole discretion.
 - (d) **CREDITS PERIOD: YOU MAY CONTINUE TO USE THE CREDITS UP TO A MAXIMUM PERIOD OF ONE YEAR FROM THE DATE OF PURCHASE ("CREDIT PERIOD"). AT THE END OF THE CREDIT PERIOD, YOUR RIGHT TO USE SUCH CREDITS WILL EXPIRE AND YOU SHALL NOT BE ENTITLED TO ANY REFUNDS FOR ANY UNUSED CREDITS AT THE END OF ANY CREDIT PERIOD FOR ANY REASON WHATSOEVER.**

(4) Prohibited Uses:

- 4.1 You shall not use the Services:
- (a) to send any unsolicited commercial email or invitation;
 - (b) to send Surveys, polls, or other materials to Minors (unless agreed in the relevant Work Order and you shall ensure that where so agreed, you shall obtain the unambiguous and specific consent of the Minor's parent or guardian to participate in the Survey and process their personal data solely for the specified purpose). In any event, you shall not collect any name or contact data about any Minor whatsoever or take any action to harm Minors in any way, and you shall not send Surveys, polls, or other materials to Minors that would subject Toluna to any local or international law, rule or regulation governing children's privacy or otherwise related to protecting Minors;
 - (c) in any manner that could damage, disable, overburden, impair or otherwise interfere with or disrupt the Application or any networks or security systems of Toluna and/or to collect, store and/or disclose any of the following: (i) any financial information about monetary transactions of an individual or business, including without limitation information used to derive estimates of credit risks e.g. a bank account or credit card number, credit ratings or reports, financial statements and payment histories; (ii) a government-issued identification number (e.g., Social Security or National Insurance Number, driver's license number, state identification number, or passport number); (iii) information regarding an individual's sexual orientation or sex life, religion, or health or medical condition, including Protected Health Information, as defined in 45 Code of Federal Regs. 160.103, or any Special Categories of personal data, or similar sensitive data as prescribed under Applicable Laws (such as under the NAI Code); (iv) unique biometric data or digital representation of biometric data; (v) maiden name of the individual's mother and; (vi) individual's digitised or other electronic signature;
 - (d) to communicate any message or material that is deemed harmful, abusive, harassing, threatening, indecent, obscene, racially, ethnically or otherwise objectionable, hateful, tortuous, libellous, defamatory, slanderous or otherwise unlawful;
 - (e) in a manner which infringes any patent, trademark, copyright or other intellectual property rights of any third party;
 - (f) in a manner which breaches any Applicable laws, including without limitation any applicable Data Protection Legislation;
 - (g) in a manner which constitutes or encourages conduct that could be a criminal or civil offence under any Applicable Laws;
 - (h) to match or link other data with any of the Respondent data, where such matching or linking will enable a Respondent to be identified (or re-identified, in particular, you shall ensure that the Respondents' identity cannot be inferred via deductive disclosure (for example, through cross-analysis, small samples or in combination with other data such as your own records or secondary data in the public domain);
 - (i) to request any Respondent to provide you with any of their personal data during a Survey or otherwise; and/or
 - (j) to try to recruit, or attempt to recruit any Respondent into any panel, community or group of individuals, online or off-line, or take any action that would allow you to contact, or allow any other party to contact any Respondent, or recruit him/her for any other market research activities, or any other activities at any time in the future.
- 4.2 You shall comply with all Applicable Laws (including without limitation any Data Protection Legislation), market research guidelines and codes of practice in the conduct of such use of the Services and without limitation, shall not use the Services for direct marketing, promotions, selling or influencing the opinions or decisions of any Respondent.
- 4.3 Although Toluna is not responsible for any such content or communications, Toluna reserves the right to take any action it deems necessary or appropriate in its sole discretion, with respect to any such content or communications of which Toluna may become aware, at any time and without notice to you. You further acknowledge and agree that you shall not:
- (a) modify, edit, copy, reproduce, create derivative works of, enhance, reverse engineer, decompile, alter, duplicate or otherwise attempt to decipher any code in connection with the Service or any other aspect of our technology;
 - (b) upload, post, email, distribute, communicate, transmit, or otherwise make available any viruses or similar malicious software that may damage the operation of a computer or the Service;

- (c) use or present the Results in a misleading or illegal manner, or in any manner which would adversely impact upon the reputation or goodwill of Toluna, and Toluna reserves the right to publish a correction in the event of such use or presentation;
- (d) use Survey Results in connection with any dispute resolution, litigation, arbitration or other legal proceeding of any nature ("Litigation Purposes").
- (e) communicate Results to clients, customers, employees, Respondents or otherwise publish Results unless Toluna is credited for all research using the credit: "research conducted using Toluna Start, powered by Toluna"; further where Results are to be published, no publication can take place without the prior written consent of Toluna and in the event that written approval is given by Toluna we shall enter into further terms with you at the applicable time with respect to such use to ensure compliance with Applicable Laws.
- (f) assign, transfer resell, distribute or otherwise use the Service except as agreed herein; or
- (g) access and/or use Toluna Start in any manner that could damage, disable, overburden, impair or otherwise interfere with or disrupt the Service or any networks or security systems of Toluna.

(5) Data Protection:

5.1 You shall respect all Respondents' anonymity and privacy at all times. Both parties shall comply with Toluna's Privacy Policy in respect of the use of Toluna panellist personal data available on www.toluna.com.

5.2 **Client Data (My Own Audience):** If you or any of your Authorised Users provide to Toluna or otherwise input or upload into Toluna Start, personal data about individuals for use in Surveys, the parties shall each comply with the following terms:

(a) You and your Authorised Users shall obtain all the necessary and appropriate consents required under applicable Data Protection Legislation to enable the lawful transfer and the use by Toluna of such personal data, for the duration and purposes contemplated pursuant to these Services. In respect of the processing of such personal data, then each party acknowledges and agrees that for the purposes of this Agreement that you are the "data controller" and Toluna is the "data processor" (as defined under the GDPR) or you are a "business" and Toluna is a "service provider" under the CCPA as regards all personal data which is contained in the Client Data.

(b) YOU SHALL NOT USE TOLUNA START TO PROCESS ANY PERSONAL INFORMATION ABOUT CHINESE CITIZENS WHATSOEVER. SUCH PROCESSING INCLUDES, BUT IS NOT LIMITED TO, UPLOADING THE PERSONAL DATA OF CHINESE INDIVIDUALS' USING MY OWN AUDIENCE OR PROCESSING ANY TOLUNA PANELLIST PERSONAL DATA.

(c) As a Processor on your behalf, you shall: (1) process any such Client Data in accordance with the Data Protection Legislation and as necessary to provide the Services, and for no other purpose; (2) take appropriate technical and organisational measures to prevent unauthorised or unlawful processing of Client Data, as well as any accidental damage, loss, or destruction thereof; (3) take all reasonable steps to ensure that all Toluna (and Toluna Affiliate appointed) Representatives who access, or process Client Data are required to maintain confidentiality; (4) Toluna will not transfer any Client Data (where the data subjects are EEA citizens) outside the European Economic Area unless the following conditions are met: (aa) the processing of the Client Data is being performed in a territory which has been approved by the relevant data protection authorities as having an adequate protection for the privacy rights of individuals under the relevant Data Protection Legislation; or (bb) Toluna enters into SCC's (or other model clauses that are required under applicable Data Protection Legislation) with the sub processor; or (cc) Toluna participates in a valid cross-border transfer mechanism under the Data Protection Legislation (5) provide reasonable assistance to you, at your expense, to respond to any requests from a data subject; (6) notify you within two (2) business days of becoming aware of any data breach concerning the Client Data; (7) within 45 days of your written request, Toluna will delete the Client Data, unless a law in force requires them to store the Client Data; and (8) maintain complete and accurate records and information to demonstrate compliance with the Data Protection Legislation. Where we intend to make a Restricted Transfer regarding processing of the Client Data, the SCC's C2P shall apply. We both hereby enter into the SCC's C2P; you being the 'data exporter' and us being the 'data importer'.

(d) Toluna undertakes to inform you in writing no later than thirty (30) days in advance of replacement of any sub-processor listed in the table below, engagement of any new sub-processor or change of location of the processing ("Replacement"). Toluna shall notify you of such Replacement by amending the table below and posting new updated Terms on the Website. If you object to such Replacement, you shall no later than within seven (7) days of receipt of the notice, provide Toluna with a written explanation of the grounds of your objection. You shall not object to changes that may be required under Applicable Laws. The Parties undertake to discuss in good faith possible adjustments with the aim of enabling you to approve any such Replacement. Should the Parties not be able to reach mutual agreement within a reasonable time, you may without penalty terminate, upon written notice, the relevant Work Order affected by such objection. If you do not object to the engagement of the Replacement, then Toluna is free to engage such Replacement as it sees fit. In the event of any termination under this paragraph 5.2(d), Toluna will, as your sole and exclusive remedy, refund the pro rata share of the unused portion of the fees you have pre-paid to Toluna under the applicable Work Order and with no continuing obligation for fees owed thereafter under such Work Order.

Toluna and vendors	Purposes and Processing location	Mechanism for transfer under the GDPR
DPO@toluna.com Toluna USA, Canada, India Israel and Romania	Hosting and back up, Community management, Provision of analytics services and support and maintenance	EU Standard Contractual Clauses
AWS and its affiliates https://aws.amazon.com/compliance/gdpr-center/	Cloud Hosting and back up services for Toluna USA	EU Standard Contractual Clauses
Liferay https://www.liferay.com/gdpr	Platform provider	EU Standard Contractual Clauses

5.3 Using Toluna Panel for the Toluna Start Qual Services – You acknowledge and agree that if you use the Toluna Panel to receive the Toluna Start Qual Services, there will be a processing by you of Toluna Panellist(s) personal data (being username and/or image and/or audio of the Toluna Panellist). Accordingly, in respect of the use of such services, you shall comply with the following:

- (a) You hereby represent, warrant and undertake that you will:
- (i) use the personal data of the Toluna Panellists ("**Shared Personal Data**") solely for market research purposes and will not use the Shared Personal Data for marketing, promotional, selling or influencing their opinions or decisions;
 - (ii) not allow the Shared Personal Data to be transferred to any other party, except to your vetted and approved Processors;
 - (iii) delete and erase the Shared Personal Data immediately upon completion of the Purpose (and in any event within 30 days of the end of the research);
 - (iv) put appropriate technical and operational processes and procedures in place to safeguard against unauthorised or unlawful processing of the Shared Personal Data; protect the security, integrity and confidentiality of the Shared Personal Data and will not permit any unauthorised access to, or use, disclosure, publication or dissemination of, the Shared Personal Data and against accidental loss or destruction of, or damage to, Shared Personal Data, appropriate to the harm that might result from the unauthorised or unlawful processing or accidental loss, destruction or damage and the nature of the data to be protected, having regard to the state of technological development and the cost of implementing any measures (those measures may include, where appropriate, pseudonymising and encrypting Shared Personal Data, ensuring confidentiality, integrity, availability and resilience of your systems and services, ensuring that availability of and access to Shared Personal Data can be restored in a timely manner after an incident, and regularly assessing and evaluating the effectiveness of the technical and organisational measures adopted by it). You agree to use the same degree of care and scrutiny as you use to protect and secure your own confidential information and customer information, but in no event will you use less than a reasonable degree of care; and
 - (v) in the event of a breach of the security of your systems, servers and/or facilities, or any unauthorised access to, or use and/or disclosure of the Shared Personal Data ("**Security Breach**"), whilst in your possession you will promptly notify Toluna, but in no event later than twenty-four (24) hours, after you first learn of or discovers the Security Breach. In the event of a Security Breach, you will (i) use your best efforts to mitigate any harmful effect(s) of the Security Breach; (ii) use commercially reasonable efforts to make available sufficient resources and data for Toluna to determine the full impact and root cause of the Security Breach; and (iii) fully co-operate with Toluna in investigating the cause(s) of any Security Breach and in providing notice to affected individuals and/or the appropriate legal and/or regulatory agencies, as required by any Data Protection Legislation or Applicable Laws and codes of practice.
- (b) **Restricted Transfers and International processing:** Where you intend to make a Restricted Transfer regarding personal data about a Toluna Panellist, the SCC's C2C shall apply. You and Toluna hereby enter into the SCC's C2C; Toluna being the 'data exporter' and you being the 'data importer'.

5.4 Client Authorised User and employee personal data: We will use any personal data you or your Authorised Users provide to us to (i) provide the Services; (ii) process your payment for the Services; and/or (iii) inform you about similar products or services that we provide. You may stop receiving any marketing or promotional notifications at any time by contacting us at toluna@toluna.com or by unsubscribing via the link in the communication to you. Further details on how we process your personal data are set out in our Privacy Policy available on the Website at <https://tolunacorporate.com/legal/privacy-policy/>.

(6) Intellectual Property Rights:

- 6.1 Background IP** - Toluna shall at all times retain sole and exclusive ownership of Background IP. Toluna shall own all right, title and interest in any improvements, enhancements, and adaptations of the Background IP. Toluna hereby grants you a revokable, non-exclusive, non-transferable, non-sublicensable (other than to your Affiliates) licence to use the Background IP to the extent necessary to use the Results in accordance with this Agreement. You may not reverse engineer the Background IP in any manner, nor may you modify or reuse any Background IP in any manner other than as specifically set out in the Agreement.
- 6.2** The Background IP may not be downloaded, copied, reproduced, distributed, transmitted, broadcast, displayed, sold, licensed, or otherwise exploited for any other purpose whatsoever without the prior written consent of Toluna or its licensors.
- 6.3** As between you and Toluna, you shall own all right, title and interest in and to any Client Content. You grant to Toluna a non-exclusive, royalty-free licence to host the Client Content and as is necessary to perform the Services.
- 6.4** Toluna and any of its Affiliates may, for their own internal purposes, use the Client Content and information derived from your use of Toluna Start (including any questionnaires uploaded or raw data generated as part of the Services) for the purposes of: (i) security and data integrity; (ii) conducting analysis on industry trends and developments and/or (iii) improving Toluna Start or any other Toluna products or services, including but not limited to product features, performance and functionality and development and improvement of Toluna products and services. Toluna will anonymise and aggregate such information and will not retain any personal data within the Client Content.

(7) Term and Termination:

- 7.1** The Contract shall commence on the Start Date and shall continue for at least the duration of the Credit Period.
- 7.2** Either party may terminate this Contract: (i) if a party commits a material breach of any term of the Contract and (if such a breach is remediable) fails to remedy that breach within thirty (30) days of being notified in writing to do so; or (ii) by giving ninety (90) days written notice before the end of any Credit Period.
- 7.3** Toluna may terminate this Contract : (i) you fail to pay any amount due under the Contract on the due date for payment; (ii) you take any step or action in connection with you entering administration, provisional liquidation or any composition or arrangement with your creditors (other than in relation to a solvent restructuring), being wound up (whether voluntarily or by order of the court, unless for the purpose of a solvent restructuring), having a receiver appointed to any of your assets or ceasing to carry on business [or, if the step or action is taken in another jurisdiction, in connection with any analogous procedure in the relevant jurisdiction]; (iii) you suspend, threaten to suspend, cease or threaten to cease to carry on all or a substantial part of your business; (iv) your financial position deteriorates to such an extent that in our opinion your capability to adequately fulfil your obligations under the Contract has been

placed in jeopardy.

- 7.4 Upon any termination of the Contract for whatever reason, your right to use the Services and any Materials shall immediately cease, your Toluna Start account will be deactivated and Toluna shall have no obligation to retain, forward or make available to you Client Content or Results.
- 7.5 You acknowledge and agree that any breach of sub-clauses 1.2, to 1.4, clause 4 and 5 will constitute a material breach of this Contract. In such event, Toluna may, in addition to any and all applicable legal and equitable remedies against you: (i) disable your Toluna Start account and your access to the Website and the Services; and (ii) recover from you any Losses or expenses incurred by Toluna resulting from or arising out of your non-compliance. You further acknowledge and agree that Toluna may co-operate with any governmental authority in connection with any investigation into your use of Toluna Start, including use in contravention of Applicable Laws, and may, in accordance with Applicable Laws, disclose any Client Content, the Results and any other information pertaining to you or to your use of Toluna Start, to such governmental authority in connection with any such investigation.
- (8) **Indemnification:** You shall, at your sole expense, indemnify, defend and hold Toluna, its Affiliates and their respective officers, directors, employees and agents harmless from and against any loss, cost, damages, liability or expense arising out of or relating to: (i) your use of the Service, including your reliance on any information or materials (including survey results or responses) obtained through the use of the Service; and/or (ii) your breach of these Terms
- (9) **Disclaimer of Warranties:** TO THE FULLEST EXTENT PERMITTED BY LAW, TOLUNA EXPRESSLY DISCLAIMS ALL WARRANTIES OF ANY KIND, WHETHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THOSE OF MERCHANTABILITY, SATISFACTORY QUALITY, SUITABILITY, AVAILABILITY, TIMELINESS, QUALITY, LACK OF VIRUSES OR OTHER HARMFUL COMPONENTS, TITLE, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. YOU AGREE AND ACKNOWLEDGE THAT THE WEBSITE AND THE SERVICE (INCLUDING WITHOUT LIMITATION THE SYNTHETIC PERSONAS AND BINA) ARE PROVIDED "AS IS", "WHERE IS", "AS AVAILABLE", AND "WITH ALL FAULTS". OTHER THAN AS SPECIFICALLY SET FORTH HEREIN TOLUNA MAKES NO WARRANTY THAT THE SERVICE WILL BE UNINTERRUPTED, TIMELY OR ERROR-FREE, NOR DOES TOLUNA MAKE ANY WARRANTY AS TO THE RESULTS THAT MAY BE OBTAINED FROM THE USE OF THE SERVICE OR THE ACCURACY OF ANY OTHER INFORMATION OBTAINED THROUGH THE SERVICE. IN PARTICULAR, CLIENT UNDERSTANDS AND AGREES THAT ANY MATERIAL AND/OR DATA DOWNLOADED OR OTHERWISE OBTAINED THROUGH THE USE OF THE SERVICE IS DONE AT THE SOLE RISK OF CLIENT AND THAT CLIENT WILL BE SOLELY RESPONSIBLE FOR ANY DAMAGE TO ITS COMPUTER SYSTEM OR LOSS OF DATA THAT RESULTS FROM THE DOWNLOAD OF SUCH MATERIAL AND/OR DATA. NO INFORMATION OR ADVICE, WHETHER ORAL OR WRITTEN, OBTAINED BY CLIENT FROM TOLUNA OR THROUGH THE SERVICE SHALL CREATE ANY WARRANTY NOT EXPRESSLY MADE HEREIN. WHERE SOME JURISDICTIONS DO NOT ALLOW THE EXCLUSION OF CERTAIN WARRANTIES, SOME OF THE ABOVE EXCLUSIONS MAY NOT APPLY TO CLIENT.
- (10) **Limitation of Liability:** TO THE FULLEST EXTENT PERMITTED BY LAW, IN NO EVENT SHALL TOLUNA BE LIABLE UNDER OR ARISING OUT OF THIS CONTRACT, THE WEBSITE OR THE SERVICES WHETHER ARISING FROM BREACH OF CONTRACT, TORT (INCLUDING BUT NOT LIMITED TO NEGLIGENCE), BREACH OF STATUTE, MISREPRESENTATION OR OTHERWISE FOR ANY: (A) SPECIAL, INDIRECT OR CONSEQUENTIAL LOSS; (B) PURE ECONOMIC LOSS; (C) LOSS OF PROFITS OR REVENUE; (D) LOSS OF CONTRACTS; (E) LOSS OF BUSINESS; (F) LOSS OF DATA; OR (G) LOSS OF GOODWILL, HOWEVER CAUSED AND BASED ON ANY THEORY OF LIABILITY, AND WHETHER OR NOT FOR BREACH OF CONTRACT, NEGLIGENCE, OR OTHERWISE, AND WHETHER OR NOT TOLUNA HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. TOLUNA'S TOTAL AGGREGATE LIABILITY HEREUNDER IN ANY TWELVE (12) MONTH RECURRING PERIOD FROM THE START DATE IS LIMITED TO THE AMOUNT OF FEES PAID TO TOLUNA BY CLIENT (EXCLUDING VAT) HEREUNDER IN THE TWELVE (12) MONTHS PRIOR TO THE EVENT(S) GIVING RISE TO A CLAIM. NO ACTION ARISING OUT OF THIS AGREEMENT (OTHER THAN AN ACTION BY TOLUNA FOR THE RECOVERY OF FEES OWED) MAY BE BROUGHT MORE THAN ONE (1) YEAR AFTER THE CAUSE OF ACTION FIRST AROSE. FURTHER, TOLUNA SHALL IN NO WAY BE LIABLE FOR ANY INFRINGEMENT OF COPYRIGHT OR BREACH OF CONFIDENTIALITY BY A RESPONDENT.
- (11) **Confidentiality:** (a) Receiving Party undertakes that it shall not at any time during this Agreement, and for a period of two years after its termination, disclose to any person any Confidential Information of the Disclosing Party or its representatives. Receiving Party shall not use any Confidential Information of Disclosing Party for any purpose other than to perform its obligations under this Agreement. (b) Receiving Party agrees that any system or process used by it or its Representatives for (but not limited to) gathering, storing, processing, or transmitting Confidential Information shall be regularly security assessed and that if any vulnerabilities or threats that pose a risk to any Confidential Information of the Disclosing Party or its representatives are discovered during the assessment, it shall rectify such vulnerabilities as soon as is reasonably practicable. (c) Receiving Party may disclose the Disclosing Party's Confidential Information to its representatives who need to know such information for the purposes of carrying out the Receiving Party's obligations under this Agreement. Receiving Party shall ensure that its representatives to whom it discloses Disclosing Party's Confidential Information comply with this clause (11). The provisions of this clause (11) shall not apply to any information that: (i) was publicly known and generally available to the Receiving Party or its representatives prior to the time of disclosure by the Disclosing Party or its Representatives, (ii) is or becomes available to the Receiving Party or its representatives on a non-confidential basis from a source other than the Disclosing Party or its representatives, provided such source is not known by the Receiving Party or its representatives to be subject to another confidentiality agreement with or other obligation of secrecy to the Disclosing Party, its representatives, or another party with respect to such information, or (iii) is independently developed by the Receiving Party or its representatives without use of the Confidential Information, as shown by the Receiving Party's or its representatives' files and records or other evidence in the Receiving Party's or its representatives' possession. (d) Toluna shall be permitted to display your corporate logo in its marketing materials and in its corporate presentations.
- (12) **Applicable Law and Jurisdiction:** This Contract and any dispute or claim arising out of or in connection with it or its subject matter or formation (including non-contractual disputes or claims), shall be governed by, and construed in accordance with, the laws of England and Wales. You irrevocably agree that the courts of England and Wales may have jurisdiction to settle any dispute or claim that arises out of or in connection with these Terms or its subject matter or formation (including non-contractual disputes or claims).
- (13) **Additional Terms:** (a) **Authority:** Each party hereby represents and warrants to the other party that it has all necessary authority to enter into and perform its obligations under this Contract without the consent of any third party or breach of any contract or agreement with any third party. (b) **Assignment:** We may assign or transfer our rights and obligations under the Contract to another entity but will use reasonable endeavours to notify you by posting on the Website if this happens. You may only assign or transfer your rights or your obligations under the Contract to another person if we agree in writing and any attempt to do so without our consent will be void. (c) **Force Majeure:** Neither Party shall be deemed in default of the Agreement to the extent that performance of its obligations (excluding any payment obligations) or attempts to cure any breach are delayed, restricted or prevented by reason of any act of God, widespread virus/disease or pandemic, fire, natural disaster, act of government, strikes or labour disputes, inability to provide raw materials, power or supplies or any other similar act or condition beyond the reasonable control of such Party. (d) **Amendment:** We may amend these Terms from time to time for any reason, including to reflect changes in laws, regulatory

requirements and other rules and codes of conduct to which we are accustomed. The date at the top of these Terms is when they were last updated or changed. Every time you use the Service, the Terms in force at the time of your order will apply to the Contract between you and us. (e) **Severability:** If any provision of this Contract is declared by a court of competent jurisdiction to be invalid, illegal, or unenforceable, such provision shall be severed from these Terms and the others shall remain in full force and effect. (f) **Contracts (Rights of Third Parties) Act 1999:** A person who is not a Party to this Contract shall not have any rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any term of this Contract. (g) **Neutral Construction:** The parties agree that these Terms shall be deemed to have been jointly and equally drafted by them, and that the provisions of these Terms therefore should not be construed against a party or parties on the grounds that the party or parties drafted or was more responsible for drafting a provision(s). (h) **Conflict:** If there is an inconsistency between any of the provisions of these Terms and the provisions of the Work Order, the provisions of these Terms shall prevail. (i) **Survivorship:** Any provision of these Terms that expressly or by implication is intended to come into or continue in force on or after termination or expiry of the Contract including clauses 1, 3, 4, 5, 6, 7(f), 8, 9, 10, 11, 12, 13 and 14 shall remain in full force and effect. (j) **Captions and Headings:** Captions and headings are used herein for convenience only, are not a part of this Contract, and shall not be used in interpreting or construing this Contract.

(14) Definitions

"Affiliates" means any corporation or other entity that controls, is controlled by, or is under common control with, a party. A corporation or other entity shall be regarded as in control of another corporation or entity if it owns or directly or indirectly controls 50% or more of the voting securities or other ownership interest of the other corporation or entity, or if it possesses, directly or indirectly, the power to direct or cause the direction of the management and policies of the corporation or other entity.

"Agreement" means collectively any and all Contract(s) in term.

"AI Permitted Use" means the use by Client of the Results (but not any Respondent Personal Data) in connection with an AI System solely for the purposes of: (i) standard data analytics, statistical analysis and statistical modelling; (ii) coding and translations of the Results; and (iii) conducting and operating the research study, processing and analysing Respondent responses and generating the Results, provided that such activities do not involve those set out in clause 1.4 above.

"AI Systems" means a machine-based system that is designed to operate with varying levels of autonomy and that may exhibit adaptiveness after deployment, and that, for explicit or implicit objectives, infers, from the input it receives, how to generate outputs such as predictions, content, recommendations, or decisions that can influence physical or virtual environments and which may be Toluna's or a Toluna Group Company's own proprietary AI system, or may be an AI System licenced by a third-party provider and for the purposes of this Agreement excludes any general-purpose AI models and made available via Toluna Start. An AI System includes but is not limited to; Generative AI, LLM's and Machine Learning.

"Applicable Laws" means all applicable laws, statutes, regulation and market research codes of practice from time to time in force including but not limited to the Data Protection Legislation and EU AI Act.

"Authorised User" means an authorised individual who is an employee, worker, contractor or agent of yours.

"Background IP" means any Intellectual Property Rights other than the Client Content that arises or is obtained or developed by Toluna and/or third parties and which may be developed independently of the Services and includes, any of the following, whether created before, during or after the Agreement: syndicated reports, methods and systems Toluna uses to provide the Services, including without limitation: Simulators, research, and methods of process or questioning, research products, sample or panel database(s) (and any rights in any data, information, analysis, outputs, extracts, compilations, datasets, reports or other materials which are derived from, generated from, extracted from, reproduced from or otherwise substantially based upon such data and database), systems of analysis, observation, Toluna Panel data, raw data, questions or questionnaire forms, and completed questionnaires, the Website, (including any documentation, images and/or materials created by Toluna in connection with the Services) all computer software or programs, models or systems, and analysis, used in Toluna's performance of the Services, whether or not such methodologies or software are patentable or copyrightable.

"Client" or **"you/your"** means any person or organisation receiving the Services pursuant to and named in an applicable Work Order.

"Client Content" the Surveys, questionnaires and other content created and posted by you on the Website, including, but not limited to the creation, renewal, updating, deletion, editorial content, control and all other aspects of any files, software, scripts, images, graphics, audio, video, text, data (including Client Data), music, sound, photographs, or other objects, Survey responses to questions in the form generated by the Website, information, messages or other materials communicated, submitted or transmitted by you through the Service.

"Client Data" means any personal data about individuals that you upload (or cause to be uploaded) onto the Website for the purposes of conducting your own Surveys via the My Own Audience service.

"Completes" means a completed Survey (and associated Survey responses) finished by a Survey Respondent who has successfully answered the entire questionnaire, regardless of the answers given.

"Confidential Information" means information which is disclosed or provided (whether orally, in writing, graphically, electronically or by any means) by Disclosing Party or its representatives to the other Receiving Party or its representatives which is of a confidential or proprietary nature or which a reasonable person would believe should be treated as such, including but not limited to research methodologies, technical information, designs, recipes, plans, programs, methods, systems, formulae, processes, technology, object code, source code, executable code, metadata, flow charts, devices, designs, machines, inventions, research or development projects, plans for future project development, financial information, sales practices, business plans, marketing and pricing plans and strategies, customers, suppliers, personal data and all other confidential information of every kind and character, together with any analyses, compilations, studies or other documents prepared by the Receiving Party and/or its representatives that contain or otherwise reflect such information.

"Contract" means an applicable Work Order or Website order together with these Terms.

"Credit Period" has the meaning given to it in clause 3.2(d).

"Credits" means the Toluna Start credits paid for by you and deposited by Toluna directly into your Toluna Start account.

"Data Protection Legislation" shall mean any legislation relating to privacy and/or data protection as applicable to the processing of personal data under this Agreement, including, but not limited to the GDPR, UK GDPR, LGDP and USA Data Privacy Laws and the terms "personal data", "process" and "processor" shall have the meaning ascribed to them in the GDPR.

"Disclosing Party" means the party disclosing Confidential Information to the Receiving Party or its representatives.

"EU AI Act" means the EU Regulation 2024/1689.

"Fees" means the fees and/or charges specified in the Contract or invoice and any other fees due pursuant to these Terms both current at the date of the Contract or revised by us from time to time.

"GDPR" means the General Data Protection Regulation (EU) 2016/679.

"Intellectual Property Rights" means all patents, rights to inventions, utility models, copyright and related rights, trademarks, service marks, trade, business and domain names, rights in trade dress or get-up, rights in goodwill or to sue for passing off, unfair competition rights, rights in designs, rights in computer software, database rights, topography rights, rights in Confidential Information (including know-how, tools and trade secrets) and any other intellectual property rights, in each case whether registered or unregistered and including all applications for, and renewals or extensions of, such rights, and all similar or equivalent rights or forms of protection in any part of the world.

"LGDP" means the General Personal Data Protection Act Law No. 13.709 / 2018 (Lei Geral de Proteção de Dados Pessoais).

"Losses" means all losses, damages, liabilities, costs, expenses, fines, and penalties (including, without limitation, reasonable legal fees, and costs).

"Minors" means either (i) a Respondent who is under the age of 16; or (ii) a Respondent who is aged 16 or over, but Applicable Law in his or her place of residence requires that a parent or guardian must give consent to the processing of that Respondent's personal data.

"My Own Audience" means the Service whereby you upload your own Client Data to Toluna Start for surveying, using the 'Create Custom Survey' option;

"Receiving Party" means the party receiving Confidential Information from the Disclosing Party and/or its representatives.

"Respondent(s)" means an individual who participates in a Survey and such individual may be a Toluna Panellist or be an individual who is part of your own sample whose personal data is uploaded to Toluna Start by you.

"Restricted Transfer" means a proposed transfer of personal data to any country, organisation or territory not acknowledged by the European Union under Article 45 of the GDPR as a safe country with an adequate level of protection.

"Results" means the results of the Surveys.

"Standard Contractual Clauses" or **"SCC's"** means the relevant module in the Standard Contractual Clauses for the transfer of personal data to third countries pursuant to the GDPR in accordance with the EC Decision EU 2021/914 on 4 June 2021 (as may be amended or replaced by the European Commission from time to time).

"Start Date" means the date indicated in the applicable Work Order as being the date upon which the Services hereunder are available.

"SCC's C2C" means SCC's; Module 1 Transfer - Controller to Controller, attached hereto at Appendix A and made a part hereof.

"SCC's C2P" means SCC's; Module 2 Transfer - Controller to Processor, attached hereto at Appendix B and made a part hereof.

"Study/ies" means a single Survey in multiple jurisdictions or languages which equals a single Study, provided that Study is identical in every way apart from language translation.

"Survey(s)" means real-time, market and survey research surveys that you create (or cause to create) on the Website.

"Services" means the use of the on-demand real-time consumer insights services on the tool named Toluna Start™ and Toluna Analytics, includes access and use of our AI Systems and associated functionalities that may be available from time to time.

"Terms" means these terms found on the Website.

"Toluna" or **"we/us/our"** means the Toluna Affiliate that will provide Services to you, as stated in an applicable Work Order.

"Toluna AI Tools" means AI Systems generally made available by Toluna to all its clients and may be listed at <https://tolunacorporate.com/ai-and-innovation/ai-is-everywhere/> and includes, but is not limited to Toluna Bina and Toluna Synthetic Personas.

"Toluna Bina™" means Toluna's AI Tool in your workspace which enables Authorised Users to: (a) conduct simulated interviews with Toluna Synthetic Personas designed to reflect the characteristics of your target audiences; (b) compare your brands, products or services against those of your competitors; and (c) design qualitative and quantitative surveys through conversational workflows;

"Toluna Panellist" means a pre-recruited individual who agrees to participate in Surveys by registering on a Toluna Panel.

"Toluna Panel" means all panels recruited, administered, maintained, owned, and/or branded by Toluna or a Toluna Affiliate or by a trusted third-party partner with whom Toluna has a separate agreement.

"Toluna Start Qual" means an integrated qualitative research solution available on [Toluna Start](#), which is used to run consumer studies, video diaries, online focus groups, and interactive discussions.

"Toluna Synthetic Personas" means a digital representation of a person, generated to mimic the behaviours, preferences and characteristics of real people or groups and sourced from Toluna Panel.

"UK GDPR" has the meaning given to it in section 3(10) of the Data Protection Act 2018 (as supplemented by section 205(4) of that Act); and (ii) the UK (Data Use and Access) Act 2025;

"USA Data Privacy Laws" means any US state law concerning the processing of personal data, as implemented in the relevant US state, including, but not limited to: the California Consumer Privacy Act 2018, Cal. Civ. Code §§ 1798.100 et seq. (as amended by the CCPA); the Virginia Consumer Data Protection Act (as amended), the Colorado Privacy Act, the Connecticut Data Privacy Act, the Utah Consumer Privacy Act and the Oregon Consumer Privacy Act, Texas Data Privacy and Security Act and Montana Consumer Data Privacy Act, Nebraska Data Privacy Act 2024 (LB 1074); New Hampshire Data Privacy Law 2024 (SB 255); New Jersey Data Privacy Law 2024 (SB 332); Oregon Consumer Privacy Act 2023 (SB 619); Texas Data Privacy and Security Act (2023 (HB 4); Utah Consumer Privacy Act 2022 (SB 227); Virginia Consumer Data Protection Act 2021 (SB 1392); Indiana Consumer Data Protection Act 2023 (SB 5); Kentucky Consumer Data Protection Act 2024 (HB 15); Maryland Online Data Privacy Act 2024 (SB 541); Minnesota Consumer Data Privacy Act 2024 (HF 4757); Rhode Island Data Transparency and Privacy Protection Act 2024 (H 7787); and Tennessee Information Protection Act 2023 (HB 1181); (when in force).

Terms & Conditions

“**Website**” means <https://www.tolunastart.com> or any of its local sub-websites.

“**Work Order**” means a work order or proposal provided by Toluna to you.

APPENDIX A**STANDARD CONTRACTUAL CLAUSES****MODULE ONE - CONTROLLER TO CONTROLLER**

- 1.1** The Parties agree that they shall comply with the terms of the **Module one (Controller to Controller)** of the EU Standard Contractual Clauses making the selections as described below and, in the manner described in Annexes I to III to this Appendix A. The EU Standard Contractual Clauses shall apply to Toluna in its role as the "data exporter" and to Client in their role as "data importers".
- 1.2** The relevant provisions contained in the EU Standard Contractual Clauses are incorporated by reference and are an integral part of this Appendix.
- 1.3** The data importers agree to provide a signed version of the EU Standard Contractual Clauses upon data exporter's request.
- 1.4** The optional clause 7 (Docking clause) shall apply.
- 1.5** The optional wording in Clause 11(a) (Redress) shall not apply.
- 1.7** The governing law for the purposes of clause 17 (Governing law) of the EU Standard Contractual Clauses shall be the laws of France.
- 1.8** The courts under clause 18 of the EU Standard Contractual Clauses having exclusive jurisdiction to resolve any dispute arising from the EU Standard Contractual Clauses shall be the courts of France.
- 1.9** The Parties confirm that the information required for the purposes of:
 - (a)** Annex I to the Appendix to the SCCs are set out in Annex I of this Appendix A.
 - (b)** Annex II to the Appendix to the SCCs are set out in Annex II of this Appendix A.

ANNEX I

A. LIST OF PARTIES

Data exporter(s):	
Name:	Toluna
Contact person's name, position and contact details:	Tonmoy Mukherjee DPO@toluna.com
Activities relevant to the data transferred under these Clauses:	Data processing for the Purpose specified in the Work Order
Signature and date	The Parties sign this Annex I (including Annexes A to C) by Client confirming acceptance of the Work Order (including the Toluna Start Terms and Conditions). The Parties agree that the Client confirming acceptance of the Work Order is equivalent to a handwritten signature under these Toluna Start Terms and Conditions. The Parties agree that such acceptance expresses the consent for this Appendix A: EU Standard Contractual Clauses to be legally binding to the Parties and to serve as evidence on the same account as a hand-signed paper document. The date of entry into force is the date of the Work Order.
Role (controller/processor)	Data Controller

Data importer(s):	
Name:	The Client referred under clause 14 of the Toluna Start Terms and Conditions
Contact person's name, position and contact details:	As may be notified by the Client to Toluna
Activities relevant to the data transferred under these Clauses:	Data processing for the Purpose specified in the Work Order
Signature and date	The Parties sign this Schedule, including the Appendices by signing the Work Order. The date of entry into force is the date of the Work Order.
Role (controller/processor)	Data Controller

B. DESCRIPTION OF TRANSFER

<i>Categories of data subjects whose personal data is transferred</i>	Toluna Panellists of the Data Exporter, or otherwise market research participants who have consented to participate in surveys.
<i>Categories of personal data transferred</i>	The Shared Personal Data as defined in the Work Order
<i>Sensitive data transferred (if applicable) and applied restrictions or safeguards that fully take into consideration the nature of the data and the risks involved, such as for instance strict purpose limitation, access restrictions (including access only for staff having followed specialised training), keeping a record of access to the data, restrictions for onward transfers or additional security measures</i>	N/A
<i>The frequency of the transfer (e.g. whether the data is transferred on a one-off or continuous basis).</i>	One-off basis
<i>Nature of the processing</i>	Client may use the Shared Personal Data in accordance with clause 5.3 of the Toluna Start Terms and Conditions
<i>Purpose(s) of the data transfer and further processing</i>	For market research purposes and specifically for the Purpose as set out in section 5.3 of the Toluna Start Terms and Conditions.

<i>The period for which the personal data will be retained, or, if that is not possible, the criteria used to determine that period</i>	Data importer shall erase the personal data in accordance with clause 5.3 of the Toluna Start Terms and Conditions.
<i>For transfers to processors, also specify subject matter, nature and duration of the processing</i>	As may be notified by the Client to Toluna

C. COMPETENT SUPERVISORY AUTHORITY

Commission nationale de l'informatique et des libertés (CNIL)

ANNEX II

TECHNICAL AND ORGANISATIONAL MEASURES INCLUDING TECHNICAL AND ORGANISATIONAL MEASURES TO ENSURE THE SECURITY OF THE DATA

As may be notified by the Client to Toluna.

The Client implements technical and organisational measures to ensure an appropriate level of security, taking into account the nature, scope, context and purpose of the processing, and the risks for the rights and freedoms of natural persons and such measures shall include the following:

- Measures of pseudonymisation and encryption of personal data
- Measures for ensuring ongoing confidentiality, integrity, availability and resilience of processing systems and services
- Measures for ensuring the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident
- Processes for regularly testing, assessing and evaluating the effectiveness of technical and organisational measures in order to ensure the security of the processing
- Measures for user identification and authorisation
- Measures for the protection of data during transmission
- Measures for the protection of data during storage
- Measures for ensuring physical security of locations at which personal data are processed
- Measures for ensuring events logging
- Measures for ensuring system configuration, including default configuration
- Measures for internal IT and IT security governance and management
- Measures for certification/assurance of processes and products
- Measures for ensuring data minimisation
- Measures for ensuring data quality
- Measures for ensuring limited data retention
- Measures for ensuring accountability
- Measures for allowing data portability and ensuring erasure]

Client hereby confirms that if it transfers (or allows the transfer of) the personal data to sub-processors, it shall also impose technical and organisational measures that are at least as stringent as those that it employs to protect the personal data.

APPENDIX B**STANDARD CONTRACTUAL CLAUSES****MODULE TWO- CONTROLLER TO PROCESSOR**

- 1.1 The Parties agree that they shall comply with the terms of the **Module two (Controller to Processor)** of the EU Standard Contractual Clauses making the selections as described below and, in the manner described in Annexes I to III to this Appendix B. The EU Standard Contractual Clauses shall apply to Toluna in its role as the "data exporter" and to Client in their role as "data importers".
- 1.2 The relevant provisions contained in the EU Standard Contractual Clauses are incorporated by reference and are an integral part of this Appendix.
- 1.3 The data importers agree to provide a signed version of the EU Standard Contractual Clauses upon data exporter's request.
- 1.4 The optional clause 7 (Docking clause) shall apply.
- 1.5 The optional clause 9a (Use of Subprocessors), option 2 (General written authorisation) shall apply.
- 1.6 The optional wording in Clause 11(a) (Redress) shall not apply.
- 1.7 The governing law for the purposes of clause 17 (Governing law) of the EU Standard Contractual Clauses shall be the laws of France.
- 1.8 The courts under clause 18 of the EU Standard Contractual Clauses having exclusive jurisdiction to resolve any dispute arising from the EU Standard Contractual Clauses shall be the courts of France.
- 1.9 The Parties confirm that the information required for the purposes of:
 - (a) Annex I to the Appendix to the SCCs are set out in Annex I of this Appendix B.
 - (b) Annex II to the Appendix to the SCCs are set out in Annex II of this Appendix B.
 - (b) Annex III to the Appendix to the SCCs are set out in Annex III of this Appendix B.

ANNEX I CONTROLLER TO PROCESSOR

A. LIST OF PARTIES

Data exporter(s):	
Name:	The Client referred under clause 14 of the Toluna Start Terms and Conditions
Contact person's name, position and contact details:	As may be notified by the Client to Toluna
Activities relevant to the data transferred under these Clauses:	Data processing for the Purpose specified in the Work Order
Signature and date	The Parties sign this Schedule, including the Appendices by signing the Work Order. The date of entry into force is the date of the Work Order.
Role (controller/processor)	Data Controller

Data importer(s):	
Name:	Toluna
Contact person's name, position and contact details:	Tonmoy Mukherjee DPO@toluna.com
Activities relevant to the data transferred under these Clauses:	Data processing for the Purpose referred to in clause 5.2 of the Toluna Start Terms and Conditions
Signature and date	The Parties sign this Appendix B (including Annexes I to III) by Client confirming acceptance of the Work Order (including the Toluna Start Terms and Conditions). The Parties agree that the Client confirming acceptance of the Work Order is equivalent to a handwritten signature under these Toluna Start Terms and Conditions. The Parties agree that such acceptance expresses the consent for this Appendix B: EU Standard Contractual Clauses to be legally binding to the Parties and to serve as evidence on the same account as a hand-signed paper document. The date of entry into force is the date of the Work Order.
Role (controller/processor)	Data Processor

B. DESCRIPTION OF TRANSFER

<i>Categories of data subjects whose personal data is transferred</i>	Customers, clients, prospects or employees of the Data Exporter, who are market research participants and have consented to participate in surveys.
<i>Categories of personal data transferred</i>	The categories of personal data processed are referred to in the Work Order and may consist of: <ul style="list-style-type: none"> - Name and contact data - Persistent ID's - Technical ID's - Market research responses to questionnaires, such as demographic, consumer behaviour, attitudinal and opinion data and product or service feedback.
<i>Sensitive data transferred (if applicable) and applied restrictions or safeguards that fully take into consideration the nature of the data and the risks involved, such as for instance strict purpose limitation, access restrictions (including access only for staff having followed specialised training), keeping a record of access to the data, restrictions for onward transfers or additional security measures</i>	The categories of personal data processed are referred to in the Work Order and may consist of: <ul style="list-style-type: none"> - Racial or ethnic origin - Political opinions - Religious or philosophical beliefs - Health data - Sexual orientation and/or sex life

<i>The frequency of the transfer (e.g. whether the data is transferred on a one-off or continuous basis).</i>	Continuous basis
<i>Nature of the processing</i>	Client will upload the Client Data to the Toluna Start platform to conduct its own surveys with the data subjects as referred to in clause 5.2 of the Toluna Start Terms and Conditions
<i>Purpose(s) of the data transfer and further processing</i>	For market research purposes and specifically for the Purpose set out in clause 5.2 of the Toluna Start Terms and Conditions.
<i>The period for which the personal data will be retained, or, if that is not possible, the criteria used to determine that period</i>	Set out in clause 1(g) of the Toluna Start Terms and Conditions.
<i>For transfers to processors, also specify subject matter, nature and duration of the processing</i>	As listed in clause 5.2 of the Toluna Start Terms and Conditions.

C. COMPETENT SUPERVISORY AUTHORITY

Commission nationale de l'informatique et des libertés (CNIL).

ANNEX II

TECHNICAL AND ORGANISATIONAL MEASURES INCLUDING TECHNICAL AND ORGANISATIONAL MEASURES TO ENSURE THE SECURITY OF THE DATA

As may be notified by Toluna to the Client.

Toluna maintains an Information Security Management System ("ISMS") designed, implemented, operated and continually improved in accordance with ISO/IEC 27001:2022 or an equivalent internationally recognised information security standard. The ISMS includes Information Security Governance in relation to the following:

- Human Resource Security
- Asset Management
- Access Control
- Cryptographic Controls
- Physical and Environmental Security
- Operational Security
- Vulnerability Management
- Secure Development
- Logging and Monitoring
- Incident Management
- Business Continuity and Disaster Recovery
- Supplier Management
- Third party independent audits
- Continuous Improvement
- Incident Reporting

Toluna implements technical and organisational measures to ensure an appropriate level of security, taking into account the nature, scope, context and purpose of the processing, and the risks for the rights and freedoms of natural persons and such measures shall include the following:

- Measures of pseudonymisation and encryption of personal data
- Measures for ensuring ongoing confidentiality, integrity, availability and resilience of processing systems and services
- Measures for ensuring the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident
- Processes for regularly testing, assessing and evaluating the effectiveness of technical and organisational measures in order to ensure the security of the processing
- Measures for user identification and authorisation
- Measures for the protection of data during transmission
- Measures for the protection of data during storage
- Measures for ensuring physical security of locations at which personal data are processed
- Measures for ensuring events logging
- Measures for ensuring system configuration, including default configuration
- Measures for internal IT and IT security governance and management
- Measures for certification/assurance of processes and products
- Measures for ensuring data minimisation
- Measures for ensuring data quality
- Measures for ensuring limited data retention
- Measures for ensuring accountability
- Measures for allowing data portability and ensuring erasure]

Toluna hereby confirms that if it transfers (or allows the transfer of) the Client Data to sub-processors, it shall also impose technical and organisational measures that are at least as stringent as those that it employs to protect the Client Data.

ANNEX III

LIST OF SUBPROCESSORS

Set out in clause 5.2 of the Toluna Start Terms and Conditions