Crossix Analytics Terms

The following product terms ("**Product Terms**") apply to Customer's use of Veeva's patented technology to generate metrics and analyses, including metrics related to media campaign effectiveness ("**Crossix Analytics Products**"). These Product Terms are incorporated into the Master Subscription Agreement between Customer and Veeva ("**Agreement**"). In the event of a conflict between these Product Terms and the terms of the Agreement, the following terms shall control solely with respect to Crossix Analytics Products. Veeva may update these Product Terms at any time provided that any such modifications will be effective as of the next Order Form referencing such terms. Any capitalized terms used herein, but not defined, have the meaning set forth in the Agreement.

1 Special License Terms.

Crossix Analytics Products. Crossix Analytics Products are made available to customers via Veeva's cloud-based software products ("**Crossix Platform Products**") or via files that are delivered outside of the Crossix Platform Products ("**Crossix External Reports**"). The Crossix Platform Products and Crossix External Reports (and associated Crossix Analytics Products) to which Customer has subscribed are as listed in an Order Form and are further described in a Service Description Document.

Service Level Commitments. The Crossix Platform Products are considered "Software" as that term is used in the Agreement; however, the terms of the Agreement related to *Veeva Service levels and Support* (Exhibit A of the Agreement) are not applicable to the Crossix Analytics Products. In the event of extended unavailability of a Crossix Platform Product, Veeva shall provide a reasonable alternative delivery mechanism for any Crossix Analytics Products normally accessed via a Crossix Platform Product. Crossix Platform Products may only be accessed and used by employees of Customer and Customer Affiliates in connection with the marketed brand specified on an Order Form.

Customer Tag Data. Certain Crossix Analytics Products require Customer to provide Veeva with access to media exposure data relevant to Customer media properties ("**Tag Data**"). Customer may provide Tag Data to Veeva itself, through its designated services provider or may otherwise authorize the collection of Tag Data by its use of a Veeva tag or pixel that is added to Customer media properties ("**Veeva Tag**"). Tag Data is considered Customer Data. Customer may use Veeva Tags only as authorized by Veeva in writing.

Customer understands and agrees that in providing the Crossix Analytics Products, Veeva, itself or through its designated service provider, may (i) collect, access and use Veeva proprietary data, third party licensed data, NPI match data, and data from other media properties and platforms (collectively, "Veeva Data"), and (ii) combine Tag Data with Veeva Data.

Customer Dependencies. Certain Crossix Analytics Products may be dependent upon receipt of information (including but not limited to Tag Data) or responses from Customer. Failure or delay in the completion and delivery of such Crossix Analytics Products is excused to the extent caused by Customer delay or non-performance.

2 Rights to Crossix Analytics Products

Customer Specific Insights. Certain Crossix Analytics Products may reflect Customer specific results, market data, findings or insights ("**Customer Specific Insights**"). Common examples of Customer Specific Insights include campaign return on investment, audience quality, and conversion to brand. Subject to Section 5, Customer shall own and retain all right, title, and interest in Customer Specific Insights (other than to the extent they contain HCP Data, as defined below). Customer is responsible for extracting any Customer Specific Insights it wishes to retain from a Crossix Platform Product prior to the expiration of the subscription to such Crossix Platform Product. For purposes of this Addendum, "**HCP Data**" means identifiable information about healthcare providers (such as healthcare providers that have been exposed to a Customer media campaign or that treat patients who were exposed to a Customer media campaign) that Veeva makes available to Customer as part of the Crossix Analytics Products.

Crossix Licensed Materials. Crossix Analytics Products that do not constitute Customer Specific Insights (common examples include benchmarks for targeting effectiveness or doctor visitation) ("**Crossix Licensed Materials**"), may be accessed and used by employees of Customer and Customer Affiliates only in connection with the marketed brand specified on an Order Form. Crossix Licensed Materials may not be accessed, used or retained after the expiration of the applicable subscription term for the Crossix Platform Product or one year from delivery date for Crossix External Report through which such Crossix Licensed Materials were made available to Customer. Customer may not use or disclose Crossix Licensed Materials in any publicly available materials without Veeva's prior written consent. Upon written request from Veeva after the expiration of the applicable subscription term, Customer agrees to certify within 60 days that it has destroyed any Crossix Licensed Materials delivered to Customer during the applicable subscription term.

Data Usage Policy. Use or disclosure of Crossix Analytics Products must comply with the Data Usage Policy available at https://www.veeva.com/crossix-data-usage-policy/.

Access and Restrictions for Third Parties. Customer may not provide access to any portion of the Crossix Platform Products or the Crossix Licensed Materials to (i) any entity (including any subsidiary or other affiliate of any entity) that is also a provider of services or solutions for measurement, optimization or benchmarking of consumer and HCP marketing/advertising (*e.g.*, IQVIA, Ipsos, DeepIntent, Symphony, HealthVerity), (ii) any advertising agency, or (iii) any person or entity that will use the Crossix Platform Products or the Crossix Licensed Materials to generate analysis or other deliverables for Customer, until, in the case of each of (i), (ii), or (iii), the applicable third party has entered into the appropriate authorized access and use agreement with Veeva for Crossix Platform Products or Crossix Licensed Materials or Customer has otherwise obtained Veeva's written consent to provide Crossix Platform Products or Crossix Licensed Materials to the applicable third party.

3 Warranties.

By Veeva. Veeva warrants that it (i) possesses all required permissions, consents, and authorizations to provide Customer with access to and use of the Crossix Analytics Products, including HCP Data, for the purposes and subject to the limitations set forth in this Addendum, and (ii) shall comply with all applicable privacy and data protection laws as it relates to its collection, access, use, storage and transfer of the personal data it processes to provide the Crossix Analytics Products to Customer.

By Customer. Customer warrants that it (iii) possesses all required permissions, consents, and authorizations to provide Veeva with access to and use of the Tag Data for the purposes and subject to the limitations set forth in this Addendum, and (iv) shall comply with all applicable privacy and data protection laws as it relates to its collection, access, use, storage and transfer of Tag Data and HCP Data.

4 Data Privacy.

As to Tag Data (i) Veeva acts as Customer's data processor and Customer acts as a data controller, and (ii) the parties agree to comply with the terms of the applicable data processing agreement entered into between the parties, and, if none exists, the data processing agreement available at www.veeva.com/contracts/, the terms of which are hereby incorporated into this Addendum. Certain Crossix Analytics Products are derived from de-identified Protected Health Information certified by expert determination to satisfy de-identification standard under the Health Insurance Portability and Accountability Act ("**HIPAA**"). Other than for HCP Data that is provided as part of Customer Specific Insights, Customer will not attempt to use the Crossix Analytics Products alone or in combination with other data to re-identify any individuals.

5 Confidentiality and Ownership of Crossix Analytics Products.

Veeva uses proprietary technologies (including the patented Crossix SafeMine™ technology), methods, rules, and algorithms (collectively, "**Methods**") to produce Crossix Analytics Products. Veeva owns and shall retain all right, title, and interest in the Methods, Veeva Tags and the Crossix Licensed Materials. The Methods, Veeva Tags and the Crossix Licensed Materials are considered Confidential Information pursuant to the Agreement. In the process of producing Crossix Analytics Products, Veeva compiles overall industry performance benchmarks, including with respect to campaign and category performance on conversion, retention and other metrics ("**Crossix Industry Benchmarks**") which shall be aggregated and anonymized and do not reveal any information or traits specific to any Veeva customer. Customer authorizes Veeva to use Tag Data to develop and provide Crossix Industry Benchmarks. Veeva owns and shall retain all rights, title, and interest in the Crossix Industry Benchmarks. Veeva owns and shall retain all inventions or discoveries identified in the process of producing Crossix Analytics Products.