



Oracle Data Services Offline Targeting Service Descriptions



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GLOSSARY

Defined Terms

The defined terms applicable to the Services in this document can be found in the Oracle Data Services Service Descriptions Definitions document (which may be viewed at <https://www.oracle.com/corporate/contracts/> under the “Service Descriptions” part of the “Oracle Data Services Contracts” section).

ORACLE DATA SERVICES OFFLINE TARGETING

This Service allows You or Your Client to use Your first-party data combined with third-party data to Target offline Audiences via direct-mail.

Oracle New Customer Acquisition Prospecting – 1000 Gross Names

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with new-customer or modeled audiences for use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- This Service may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted Users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle New Customer Acquisition Prospecting – 1000 Net Names Mailed

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with new-customer or modeled audiences for use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document at (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle New Customer Acquisition Prospecting Re-Use Of Names – 1000 Gross Names

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with previously created new-customer or modeled audiences for re-use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of at least one of the following Services:
 - Oracle New Customer Acquisition Prospecting
 - Oracle New Customer Acquisition Add a Name

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle New Customer Acquisition Prospecting Re-Use Of Names – 1000 Net Names Mailed

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with previously created new-customer or modeled audiences for re-use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of at least one of the following Services:
 - Oracle New Customer Acquisition Prospecting
 - Oracle New Customer Acquisition Add a Name

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle New Customer Acquisition Prospecting Add a Name – 1000 Net Names Mailed

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with additional qualified names from new-customer or modeled audiences for use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use the Services provided to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of the following Service:
 - Oracle New Customer Acquisition Prospecting

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Customer Outside List Modeling – 1000 Gross Names

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with modeled audiences based on Your customer or outside list for use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Customer Outside List Modeling – 1000 Net Names Mailed

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with modeled audiences based on Your customer or outside list for use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Customer Outside List Modeling Re-Use Of Names – 1000 Gross Names

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with previously created audiences based on Your customer or outside list for re-use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of at least one of the following Services:
 - Oracle New Customer Outside List Modeling
 - Oracle Customer Outside List Modeling Housefile Hits
 - Oracle Customer Outside List Modeling Add a Name

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Customer Outside List Modeling Re-Use Of Names – 1000 Net Names Mailed

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with previously created audiences based on Your customer or outside list for re-use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of at least one of the following Services:
 - Oracle New Customer Outside List Modeling
 - Oracle Customer Outside List Modeling Housefile Hits
 - Oracle Customer Outside List Modeling Add a Name

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Customer Outside List Modeling Housefile Hits – 1000 Gross Names

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with audiences of Your customer or outside list matched to Oracle Data for use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Customer Outside List Modeling Housefile Hits – 1000 Net Names Mailed

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with audiences of Your customer or outside list matched to Oracle Data for use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Customer Outside List Modeling Add a Name – 1000 Net Names Mailed

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with additional qualified names from audiences based on Your customer or outside list for use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of Oracle Customer Outside List Modeling

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Postal Match to Customer 1st Party Cookie – 1000 Gross Names

Pricing Model: Usage Based

Description of Services: This Service provides You or Your Client with audiences based on Your customer-sourced cookies and match to postal addresses for use in direct-mail Targeting.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Oracle Offline Targeting audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use this Service to deliver advertisements to specific offline Targeted users as contained within the audience.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

ORACLE DATA SERVICES OFFLINE TARGETING ADD-ONS

This Service is an add-on to Oracle Data Services Offline Targeting Services that use third-party data and Oracle Data to refine the audience Targeted during Your offline Advertising Campaigns.

Oracle Demographic Selection or Suppression Add-On – 1000 Gross Names

Pricing Model: Usage Based

Description of Services: This Service adds additional demographic Categories to offline audiences.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Offline audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of at least one of the following Services:
 - Oracle New Customer Acquisition Prospecting
 - Oracle New Customer Acquisition Add-a-Name
 - Oracle Customer Outside List Modeling
 - Oracle Customer Outside List modeling Housefile Hits
 - Oracle Customer Outside List Modeling Add-a-Name
 - Oracle Postal Match to Customer 1st Party Cookie

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Demographic Selection or Suppression Add-On – 1000 Net Names Mailed

Pricing Model: Usage Based

Description of Services: This Service adds additional demographic Categories to offline audiences.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Offline audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.

- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of at least one of the following Services:
 - Oracle New Customer Acquisition Prospecting
 - Oracle New Customer Acquisition Add-a-Name
 - Oracle Customer Outside List Modeling
 - Oracle Customer Outside List modeling Housefile Hits
 - Oracle Customer Outside List Modeling Add-a-Name
 - Oracle Postal Match to Customer 1st Party Cookie

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Demographic Selection or Suppression Re-Use Add-On – 1000 Gross Names

Pricing Model: Usage Based

Description of Services: This Service adds additional demographic Categories to pre-existing offline audiences created from the Oracle Demographic Selection or Suppression Add-On Service.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Offline audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall not provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of the following Service:
 - Oracle Demographic Selection or Suppression Add-On

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Demographic Selection or Suppression Re-Use Add-On – 1000 Net Names Mailed

Pricing Model: Usage Based

Description of Services: This Service adds additional demographic Categories to pre-existing offline audiences created from the Oracle Demographic Selection or Suppression Add-On Service.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Offline audiences may be used to deliver advertisements to offline users in direct mail Advertising Campaigns.
- You or Your Client may utilize this Service for digital Targeting through Oracle, except for email marketing.
- You or Your Client may use Oracle Data for up to six (6) months after the date the Oracle Data is made available to You.
- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of Oracle Demographic Selection or Suppression Add-On

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

ORACLE DATA SERVICES OFFLINE TARGETING CANCELLATION RUN CHARGES ADD-ON

This Services is an add-on to Oracle Data Services Offline Targeting Services that allows You to cancel a portion of Your offline Targeting order.

Oracle Cancellation Run Charges Add-On – 1000 Gross Names Cancelled

Pricing Model: Usage Based

Description of Services: This Service allows You or Your Client to cancel a portion of Your offline Targeting order. You will be billed for Oracle Cancellation Run Charges Add-On if You cancel Your order prior to the mail date.

Usage Limit(s):

- This Service is based on only US consumer data. Neither You nor Your Client shall provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- A valid purchase of at least one of the following Services:
 - Oracle New Customer Acquisition Prospecting
 - Oracle New Customer Acquisition Prospecting Re-Use of Names
 - Oracle New Customer Acquisition Add-a-Name
 - Oracle Customer Outside List Modeling
 - Oracle Customer Outside List Modeling Re-Use of Names
 - Oracle Customer Outside List modeling Housefile Hits
 - Oracle Customer Outside List Modeling Add-a-Name
 - Oracle Postal Match to Customer 1st Party Cookie

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

APPENDIX: RETIRED OFFERINGS (NO SALE OR RENEWAL)

ORACLE DATA CLOUD MAIL SHOPPER PROGRAMS

Oracle Data Cloud Mail Shopper Program Variable Offers - Household

This Service uses Third-Party Retail Transaction Data (which may include Personal Data), and other Oracle Data to create an audience(s) for You to Target.

Pricing Model: Usage Based

Description of Services: This Service provides Targeting for offers or content for an Advertising Campaign. Purchase behavior is used to determine the best audiences and/or offers for that audience.

This Service includes:

- Creation of Household audiences based on past purchase behavior;
- A list of suggested offer bank items, including discount and a single UPC. The offer bank is assigned to each individual Household, which receives offers specific to each Household's purchase history.
- Audience Targeting for finalized offer bank based on past purchase behavior;
- Delivery of a file with Household identifier and bank offer(s) assigned based on Targeting;
- One post-Advertising Campaign measurement report (per Advertising Campaign) including total program and individual bank offer analysis.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Results of Targeting are only to be used for a single Advertising Campaign, unless stated otherwise in Your order.
- Measurement reports will only be provided for a single Advertising Campaign.
- You are responsible for fees associated with direct mail printing and postage of any offline deliverable, available at an additional cost.
- This Service is based on only US consumer data. You shall not provide Oracle with Your Content that relates to individuals located outside the United States.

The Oracle Data Cloud Mail Shopper Program Variable Offers are subject to the following annual limits:

- Oracle Data Cloud Mail Shopper Program Variable Offers: Up to 1M Households per Year – 1M Households.
- Oracle Data Cloud Mail Shopper Program Variable Offers: 1M – 4M Households per Year – 4M Households.

Pre-Requisite(s):

- Unless otherwise expressly stated in Your order, You must have a separate agreement between You and Oracle that is valid for the duration of the Services Period as defined in Your order that makes Your Retail Transaction Dataset available to Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Cloud Mail Shopper Program Non-Variable Offers - Household

Pricing Model: Usage Based

Description of Services: This Service provides Targeting for offers or content for an Advertising Campaign. Purchase behavior is used to determine the best audiences and/or offers for that audience.

This Service includes:

- Creation of Household audiences based on past purchase behavior;
- A list of suggested offer bank items, including discount and a single UPC.
- Audience Targeting for finalized offer bank based on past purchase behavior;
- Delivery of a file with Household identifier and bank offer(s) assigned based on Targeting. Households who are Targeted will receive the same offer (as specified by You); and
- One post-Advertising Campaign measurement report (per Advertising Campaign) including total program and individual bank offer analysis.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- Results of Targeting are only to be used for a single Advertising Campaign, unless stated otherwise in Your order.
- Measurement reports will only be provided for a single Advertising Campaign.
- You are responsible for fees associated with direct mail printing and postage of any offline deliverable, available at an additional cost.
- This Service is based on only US consumer data. You shall not provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- Unless otherwise expressly stated in Your order, You must have a separate agreement between You and Oracle that is valid for the duration of the Services Period as defined in Your order that makes Your Retail Transaction Dataset available to Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under "Oracle Data Services Contracts") are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Cloud Direct Mail Shopper Program - Event

Pricing Model: Fixed Fee

Description of Services: This Service provides Targeting for offers or content for an Advertising Campaign. Purchase behavior is used to determine the best audiences and/or offers for that audience.

This Service includes:

- Creation of Household audiences based on past purchase behavior;
- A list of suggested offer bank items, including discount and a single UPC.
- Audience Targeting for finalized offer bank based on past purchase behavior;
- Delivery of a file with Household identifier and bank offer(s) assigned based on Targeting;
- One post-Advertising Campaign measurement report (per Advertising Campaign) including total program and individual bank offer analysis.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limits:

- Results of Targeting are only to be used for a single Advertising Campaign, unless stated otherwise in Your order.
- Measurement reports will only be provided for a single Advertising Campaign.
- You are responsible for fees associated with direct mail printing and postage of any offline deliverable, available at an additional cost.
- This Service is based on only US consumer data. You shall not provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisites:

- Unless otherwise expressly stated in Your order, You must have a separate agreement between You and Oracle that is valid for the duration of the Services Period as defined in Your order that makes Your Retail Transaction Dataset available to Oracle.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

ORACLE DATA CLOUD DIRECT MAIL SHOPPER PROGRAM, PRINTING AND POSTAGE ADD-ON

Oracle Data Cloud Direct Mail Shopper Program, Printing and Postage Add-On – Household

This Service allows Oracle to manage and facilitate the printing and postage of Your direct mail Advertising Campaigns. Oracle does not use Your Content to deliver these Services.

Pricing Model: Usage Based

Description of Services:

- Facilitation by Oracle of printing and postage of Your direct mail Advertising Campaigns. Costs associated with printing and mailing will vary based upon Creative, final printing specifications, zip code distribution and quantity.
- Pricing for these Services will be estimated based on number of Households or events as determined by You.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- This Service is based on only US consumer data. You shall not provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- You must have a valid order for an Oracle Data Cloud Mail Shopper Program.
- These Add-On Services are subject to the pre-requisites of the originally purchased Oracle Data Cloud Mail Shopper Program Services.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

ORACLE DATA CLOUD PERSONALIZED CIRCULAR

Oracle Data Cloud Personalized Circular – Per Store Per Delivery

This Service uses third-party data to create personalized content for offline circulars used to Target unique Households.

Pricing Model: Usage Based

Description of Services: This Service provides Your Circular delivery partner with a file containing Household identifiers with the recommended ad block Creatives.

Oracle Data Cloud Personalized Circular is available as specified in Your order as one of the following options:

- Oracle Data Cloud Personalized Circular (priced per store per delivery)
 - Up to 30 stores in Program
 - > 30 stores in Program
- Single delivery to be distributed through one delivery vehicle, such as email or direct mail.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- This Service is based on only US consumer data. You shall not provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisite(s):

- You must provide the Transaction Dataset to be used for offer Targeting and feed of weekly circular data.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.

Oracle Data Cloud Personalized Circular, Media Type Add-On – Per Store Per Delivery

This Service delivers Your Oracle Data Cloud Personalized Circular to a unique Household using another delivery medium.

Pricing Model: Usage Based

Description of Services: This Service allows for one (1) additional delivery medium (e.g. shopping flyers, coupon mailings, etc.) in Your Oracle Data Cloud Personalized Circular.

Delivery: Oracle will provide the offline audiences to Your specified Destination(s) at a cadence and in a format mutually agreed upon by You and Oracle.

Usage Limit(s):

- This Oracle Data Cloud Personalized Circular, Media Type Add-On may only be used for stores included in the baseline SKU (Oracle Data Cloud Personalized Circular).
- This Service is based on only US consumer data. You shall not provide Oracle with Your Content that relates to individuals located outside the United States.

Pre-Requisites:

- A valid purchase of at least one of the following Services:
 - Oracle Data Cloud Personalized Circular: Up to 30 Stores in Program
 - Oracle Data Cloud Personalized Circular: > 30 Stores in Program.

Auto-Renewal: Unless otherwise stated in Your order, this Service is subject to auto renewal.

Oracle Cloud Policies: If, as part of this Service, You provide Your Content to Oracle, then the Oracle Cloud Hosting and Delivery Policies and the Oracle Data Services Pillar Document (which may be viewed at www.oracle.com/contracts/ under “Oracle Data Services Contracts”) are applicable to Your Content.

Privacy Policy: The privacy policy applicable to this Service can be found at <https://www.oracle.com/legal/privacy/advertising-privacy-policy.html>.