

THIS PRODUCT SUPPLEMENT IS AN INTEGRAL PART OF THE SOFTWARE SUBSCRIPTION AGREEMENT, AND APPLIES TO THE APPLICABLE SOFTWARE SERVICE SUBSCRIPTIONS.

Elements

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PART 1 APPLIES TO ALL SOFTWARE SERVICES. THE DEFINITIONS APPLY TO ALL SECTIONS OF THIS PRODUCT SUPPLEMENT. **PARTS 2 TO 4** APPLY TO THE APPLICABLE SOFTWARE SERVICE SUBSCRIPTION OUTLINED IN THE ORDER FORM.

PART 1: GENERAL TERMS FOR ALL SOFTWARE SERVICES.

1.1 Definitions. Defined terms used in this Product Supplement are defined in the Order Form, the SUT, or this Product Supplement (in the Glossary). Words denoting the singular include the plural and vice versa. Defined words include their grammatical forms.

1.2 Documentation. Customer shall Use the Software Service in accordance with the Documentation. Current versions of applicable Service Descriptions are made available at Opti-World.

1.3 Core Software Services. Not all Software Services are only available as a standalone initial Subscription, and are available only as a Subscription in association with certain Core Software Services.

1.4 Usage Metrics, Volumes and Overages. The usage metrics applicable to the Software Service Subscription are described in the Usage Metrics. The applicable Usage Metric volumes (“Usage Volumes”) and Overages are described in the Order Form.

1.5 Penetration Testing and Load Testing. Except as Optimizely may expressly permit, and under Optimizely’s conditions for such tests, Customer will not otherwise perform any penetration testing, load testing, or any other similar kind of testing on the Software Services.

1.6 Account Registration and Use. Account information must be accurate, current, and complete, and will be governed by Optimizely’s Privacy Policy (currently available at www.optimizely.com/privacy/). Customer agrees to keep this information up to date so that Optimizely may send operational notices, statements, and other information by email or through Customer’s account. Customer must ensure that any user IDs, passwords, and other access credentials (such as API tokens) are kept strictly confidential and not shared with any unauthorized person. Customer is responsible for maintaining the security of the Customer’s account passwords. If any Authorized User stops working for Customer, Customer must promptly terminate that person’s access to its account and Use of the Software Services.

1.7 Free Access Subscriptions and Beta Releases. Optimizely may provide Customer with Use of the Software Service), for a limited time and for free on a trial basis (“Free Access”), or (by invitation) Free Access to certain pre-production new features of the Software Services (“Pre-Production Releases”), or (by invitation) Use of ‘alpha,’ ‘beta,’ or other early-stage development of the Software Service (“Beta Releases”). Pre-Production Releases and Beta Releases are entirely optional for Customer to Use. Optimizely makes no promises that future versions of Pre-Production Releases or Beta Releases will be released, or will be made available under the same commercial or other terms. Additionally, there may not be a viable upgrade path for these releases to any subsequent release. Optimizely may terminate Use of any Pre-Production Releases or Beta Releases or Free Access (subject to the terms of the Order Form) at any time, with or without notice, at Optimizely’s sole discretion, without liability. With respect to any Pre-Production Releases and Beta Release, Customer acknowledges to, and agrees with, Optimizely that such releases may not be complete or fully functional and may contain bugs, errors, omissions, and other problems for which Optimizely will not be responsible. Accordingly, any Use of such Pre-Production Releases and Beta Releases are at Customer’s sole risk notwithstanding anything to the contrary herein. Furthermore, Optimizely’s warranties and indemnities under the SUT do not apply to Free Access, Pre-Production Releases, or Beta Releases. And finally, Optimizely may use good faith efforts in its discretion to assist Customer with its Use of Free Access, Pre-Production Releases, or Beta Releases, but will have no obligation to provide support or maintenance for these items.

1.8 Sensitive Information/Data. Software Services are not intended to process Sensitive Information (as defined in the Data Processing Agreement). If Customer processes Sensitive Information in its Use of the Software Service, Customer is acknowledging that Optimizely’s TOMs (as defined in the Data Processing Agreement) are sufficient and satisfactory for its purposes in relation to the processing of Customer’s Sensitive Information.

1.9 HIPAA. The Software Service is not (and is not intended to be) compliant with the privacy and security policies of the Health Insurance Portability and Accountability Act (“HIPAA”). Optimizely will not assume any responsibilities under HIPAA as a business associate, nor as a subcontractor, as those terms are defined under HIPAA.

1.10 Additional Services. If Customer wishes Optimizely to perform any task which is not part of a Subscription, or to provide an enhanced Service, Optimizely may carry out the task and/or enhance the Subscription at its sole option, and Customer will be charged separately at Optimizely’s applicable then current rates for such services in accordance with a signed Order Form or Statement of Work. Examples of additional work include re-platforming, site category restructuring, or code breaking caused by Customer changes to the Software Service.

1.11 Initial Provisioning. Applicable Subscriptions shall be provisioned at the start of the Initial Subscription Term through a standard setup ready for Customer. Customer acknowledges that its Subscriptions may be impacted by its failure to provide and update Customer Data, and other data such as Catalogue Feed, documents, data, files, and other content required for the applicable Subscription.

1.12 Third-Party Open-Source Software. Certain Software Services - (Optimizely's PaaS Services) - may include open-source Third-Party Software ("Third-Party Open-Source Software"), and those Software Services may also include additional Third-Party Open-Source Software that Customers may utilize in their Use of those Software Services. Section 6 of the SUT applies to this Third-Party Open-Source Software.

1.13 Performance Data. Optimizely may use Performance Data in an aggregate and anonymous manner to compile and analyze statistical information, specifically pertaining to the performance, provisioning, and operation of the Software Service, and may, if solely for the purpose of Optimizely's ability to improve or maintain upkeep of the Software Service, be made publicly available, provided that Customer Data is not in any way incorporated and that Customer's Confidential Information is not identifiable. Performance Data will not include any of Customer's Confidential Information, financial or operational data, or any other data, text, materials, information, or other content that is uploaded, submitted, transferred, transmitted, provided, or otherwise made available to, or posted within the Software Service by, or on behalf of Customer and its Authorized Users. Optimizely retains all Intellectual Property Rights in and to Performance Data, as well as Enriched Data, including data Optimizely makes available to Customer as part of the Software Service, and data that Optimizely obtains from either public or third-party sources.

1.14 Customer Custom Code; Ownership. As between Optimizely and Customer, and subject always to the rights of applicable open-source software licensors, Customer owns (or has the lawful right to) its custom code solely developed by it (and its Authorized Users), without any contribution from Optimizely, excluding however, any derivative work of Optimizely's Intellectual Property Rights and Confidential Information.

1.15 Data Access, Retention, Retrieval and Destruction. Customer Data Processed in the Software Services is accessible and retained subject to Optimizely's Data Retention Policy. Subject to that policy and subject to the Agreement, Customer can access its Customer Data at any time during the Subscription Term. Prior to the expiry of the Subscription Term, Customer may use self-service export tools or APIs (as available with the Software Service) to retrieve a copy of its Customer Data. Where Customer Data self-service export is technically limited, Optimizely will, at no additional cost to Customer, provide Customer, with a one-time copy of its Customer Data in an Optimizely-supported industry-standard format. At the end of the Subscription, Customer Data will be retained for thirty (30) days ("**Data Access Window**") and will be made available to the Customer, on request, subject to the same limitations stated above in this section. Data retained in the Software Service remains subject to the data protection provisions of the Agreement. Optimizely will securely delete Customer Data using industry standard data-destruction methods from all Optimizely-controlled storage no more than thirty-five (35) days following the post-agreement Data Access Window, unless subject to retention under applicable law or on request from the Customer to delete sooner. All Customer requests to delete Customer Data prior to thirty-five (35) days after the Data Access Window may be subject to technical limitations and require additional fees to perform.

1.16 Service Continuity Policy. The Service Continuity Policy applies to all Software Services.

1.17 Data Processing Agreement. The Optimizely Data Processing Agreement is published at <https://www.optimizely.com/trust-center/data-processing-agreement/>

1.18 Service Continuity Management. Details of Customer Data backup, data loss restoration, and disaster recovery (including recovery point and recovery time objectives) are currently published in Opti-World, as the Service Continuity Policy, and as may also be later described in more detail in the applicable Service Description. Service Continuity is a Policy, and as such, is subject to the SUT.

1.19 Customer Acceptable Use Policy. The Customer Acceptable Use Policy applies to all Software Services.

GLOSSARY. The following definitions apply to every Software Service Subscription. Any definitions utilized in any Service Description is illustrative only, and are not contractually binding.

DEFINITIONS

- a) "**Analytics Pixel**" means the tracking pixel embedded in the content posted via the platform into other systems.
- b) "**Analytics Script**" means the JavaScript tracker provided to Customer by Optimizely.
- c) "**Content**" means features, experiments, text, images, videos, or other content for the Customer Property that Customer selects for Use with the Experimentation Service.
- d) "**Core Software Services**" means Optimizely's Orchestrate Services, Experimentation and Commerce.
- e) "**Customer Acceptable Use Policy**" means Optimizely's Policy in relation to Customer acceptable use of the Software Service, and is published by Optimizely at <https://www.optimizely.com/legal/customer-acceptable-use-policy>, as updated from time to time.
- f) "**Customer Systems**" means the hardware, software, internal website(s), systems, servers, and other equipment that the Customer Uses in the conduct of its business from which the Subscription Services are accessed.
- g) "**Data Retention Policy**" means Optimizely's Policy in relation to Customer Data retention within the Subscription Term, and is published by Optimizely at <https://world.optimizely.com/services/data-retention-policy/>, as updated from time to time.
- h) "**Enriched Data**" means proprietary data of Optimizely, which may include geo-location, bandwidth, ISP, proxy, domain, and demographic data that Optimizely makes available (from time to time, and at its discretion) through the Software Services, including in Reports.
- i) "**Onboarding**" means an hour limited service that provides Customer with a technical overview for configuration and development within the cloud, initial cloud implementation support, and a pre-launch checklist.
- j) "**Opti-World**" is defined in the SUT.

- k) **“Optimizely Code”** means (i) the SDK(s) and JavaScript snippet provided by Optimizely to Customer to enable its Use of the applicable Software Service, and (ii) other software, if any, specified in the Order Form that is developed and provided by Optimizely for Use by Customer under the Agreement.
- l) **“PaaS Services”** means Optimizely’s platform-as-a-service Content Management System and Customized Commerce Software Services.
- m) **“Performance Data”** means the de-identified Customer Data generated by Optimizely’s instrumentation and logging systems.
- n) **“Processing”** is defined in the SUT.
- o) **“Region”** means the Infrastructure data center region/location, as may be specified in the Order Form.
- p) **“Reports”** means analytics reports produced by ODP based on Customer Data, including in combination with Enriched Data, regarding visitor traffic to the Customer System.
- q) **“Service Continuity Policy”** means Optimizely’s Policy in relation to Customer Data backup, data loss or distortion, exclude data in backups, disaster recovery, recovery point objectives and recovery time objectives, and is published by Optimizely at <https://world.optimizely.com/services/service-continuity-policy/>, as updated from time to time.
- r) **“Service Descriptions”** are part of the Documentation for the applicable Software Services.
- s) **“Short Message Service,” “SMS,” or “MMS”** means the text communication service component of mobile communication systems that allows the exchange of short text or media messages between fixed line or mobile phone devices.
- t) **“Software Service”** is reference to the following hosted software and platform services (and as are more particularly described in the applicable Service Description) –
- i. **Commerce** is a reference to Configured Commerce and Customized Commerce;
 - ii. **Configured Commerce** (formerly, B2B) – Optimizely’s B2B commerce software service, including catalog, account, promotions and order management features and capabilities;
 - iii. **Content Management System** – Optimizely’s content management system, Optimizely’s composable suite of tools to create and publish content, including Graph or Search & Navigation as additional features and capabilities;
 - iv. **Content Marketing Platform (formerly, Welcome Marketing Orchestration)** – Optimizely’s marketing software service, with features and capabilities for the planning and executing across multiple teams of marketing campaigns;
 - v. **Content Recommendations** – Optimizely’s software service that tracks visitor data so as to facilitate building profiles for each visitor;
 - vi. **Customized Commerce (formerly, B2C)** – Optimizely’s B2C commerce platform, including Graph or Search & Navigation as additional features and capabilities;
 - vii. **Digital Asset Management** – Optimizely’s digital asset management software service that integrates with Content Management System;
 - viii. **Experimentation** is a reference to Feature Experimentation and Web Experimentation;
 - ix. **Experiment Collaboration** – Optimizely’s software service that allows customers to manage their experiment ideation, planning, and hypothesis-creation process;
 - x. **Feature Experimentation** – Optimizely’s software service, that facilitates [product teams] to run experiments within Customer’s own “technology stacks”, deploying code behind feature flags, experimentation with A/B tests, and rollout / rollback of features through use of SDKs);
 - xi. **ODP (or Data Platform)** – Optimizely’s data collection and analytics software service, with features and capabilities facilitating interoperability with Customer’s Systems and the analysis of Customer’s Data;
 - xii. **ODP Lite (or Data Core Service)** is a light version of ODP with Usage volume limitations, and it is limited to data aggregation and analytics capabilities;
 - xiii. **Optimizely One** – Optimizely’s bundled Software Services;
 - xiv. **Orchestrate Services** means Content Marketing Platform and Content Management System;
 - xv. **Product Information Management** – Optimizely’s software service that enables catalog and data requirements and facilitates the management of the data acquisition and curation process, with approved workflows, and can be integrated with Commerce;
 - xvi. **Product Recommendations** – Optimizely’s software service that facilitates the creation and configuration of marketing campaigns with personalized product recommendations from the personalization portal;
 - xvii. **Search & Navigation** – Optimizely’s content and product indexing and search and navigation, software service, with features and capabilities that facilitate search and filtered delivery of content and products; and
 - xviii. **Web Experimentation** – Optimizely’s experimentation software service that facilitates experimentation [by marketing teams] via A/B or multi-variant testing on any channel or any device;
- u) **“SDK”** is a software development kit.
- v) **“SUT”** means Optimizely’s Software Services Use Terms.
- w) **“Systems”** means Customer’s technology environments, including its intranets and public-facing websites.
- x) **“Usage Metrics”** are published by Optimizely at <https://www.optimizely.com/legal/product-supplement/Metrics-and-basic-items>.
- y) **“Use”** is defined in the SUT.
- z) **“Visitor”** means any visitor or end user of Customer Systems whose activity is collected or analyzed by Optimizely, on behalf of Customer, as part of the Software Services.

aa) *“Website Tag”* means Optimizely JavaScript code provided directly or by means of certified third-party integration that is installed by Customer on the Customer System for the purpose of identifying Customer Data and transmitting it to the Optimizely platform, together with any fixes, updates, and upgrades to the Website Tag that may be provided to Customer by Optimizely.

PART 2: ADDITIONAL TERMS FOR OPTIMIZELY CUSTOMIZED COMMERCE AND OPTIMIZELY CONTENT MANAGEMENT SYSTEM

2.1 *SendGrid Service; SendGrid-AUP.* Customer Use of the SendGrid Service made available by Optimizely as Third-Party Enhancement Software is subject to and governed by the Twilio acceptable use policy located at: <https://www.twilio.com/legal/aup> (“SendGrid-AUP”). Customer is deemed to have accepted the SendGrid-AUP and to be bound to them upon Customer’s first access to, and then Use of the SendGrid Service. A breach by Customer of the SendGrid-AUP is a breach of the Customer Acceptable Use Policy, and a breach of the Agreement.

2.2 *Optimizely Digital Commerce Catalog Restriction.* The Customer shall not Use the ‘checkout’ or ‘customer service’ capabilities and features of the digital commerce catalog features of the Software Services. Any Use of the capabilities and features is not permitted.

PART 3: ADDITIONAL TERMS FOR ODP AND ODP LITE

3.1 *Website Tag and License Grant.* Customer is responsible for downloading and installing the Website Tag on its Customer System in accordance with the Documentation. Subject to the Agreement, Optimizely grants to Customer a limited, revocable, non-exclusive, non-transferable, royalty-free license (without the right to sublicense) to install the Website Tag on the Customer System solely for Use in connection with the Software Services, and ODP for the Subscription Term only, and for Customer’s internal business purposes only and in accordance with the Documentation.

PART 4: ADDITIONAL TERMS FOR OPTIMIZELY CONTENT MARKETING PLATFORM

4.1 Optimizely shall provide Customer with Analytics Scripts, which Customer must implement on the requisite approved Properties - (that is, for clarity, digital properties to which Customer publishes Customer Data). Each piece of content published will have an embedded Analytics Pixel, which Customer must not remove. Optimizely will use the Analytics Script, the Analytics Pixel, and cookies to track anonymized data on usage of Customer Data, measure interest in certain topics, and capture information on page views, unique visitors, browser information, IP address, referrals from paid search, and engagement metrics, such as time on site. The foregoing data will be delivered to Customer via the platform. Analytics data shall be tracked only during the Term, shall be anonymized and/or aggregated, and may be used for Optimizely’s internal business purposes, but shall not be distributed to any Third Parties and shall not be associated with Customer specifically.