



Master Subscription Agreement

v. October 2025

BY ACCEPTING THIS MASTER SUBSCRIPTION AGREEMENT EITHER BY (1) EXECUTING AN ORDER FORM, QUOTE, STATEMENT OF WORK OR ANY OTHER DOCUMENT FOR PURCHASE OF SITEIMPROVE'S SERVICES ("SERVICE ORDER") THAT REFERENCES THIS AGREEMENT, (2) ACCESSING OR USING A SITEIMPROVE SERVICE OR A SITEIMPROVE PLUGIN, OR (3) PAYING THE FEES SPECIFIED IN A SERVICE ORDER, CUSTOMER (AS DEFINED BELOW) AGREES TO THE TERMS OF THIS AGREEMENT. IF AN INDIVIDUAL IS ACCEPTING THIS AGREEMENT ON BEHALF OF A COMPANY OR OTHER LEGAL ENTITY, SUCH INDIVIDUAL REPRESENTS THAT THEY HAVE THE AUTHORITY TO BIND SUCH ENTITY.

The purpose of this Agreement is to establish the terms and conditions under which Customer may order, purchase, or use Siteimprove Services as described in a Service Order agreed to or signed by Customer, as applicable. Capitalized terms not otherwise defined in this Agreement will have the meaning set forth in the Service Order.

In the event of any inconsistency or conflict between the terms of the Agreement and the terms of any Service Order, the terms of the Service Order shall take precedence.

Non-English variations of this Agreement are provided for convenience only. In the event of any ambiguity or conflict, the English version prevails.

1. Definitions

In this Agreement, terms with initial capital letters shall have the meanings ascribed to such terms in this Section 1 or elsewhere in this Agreement or attachments hereto:

"Affiliates" means any entity directly or indirectly controlling or controlled by, or in common control with a Party, where "control" is defined in this context as the ownership of at least fifty percent (50%) or more of the voting stock or other interest entitled to vote on general decisions reserved to stockholders, partners, or other owners of such entity;

"AI Features" means functionality within the Software Services that uses artificial intelligence or machine learning models, including generative tools, automated recommendations, predictive insights, and natural language processing;

"AI Output" means any content, results, suggestions, or other material generated by or resulting from the use of AI Features;

"App" means a native software application developed specifically for a particular mobile operating system (such as iOS or Android), using the platform's native programming languages and development tools. The App is designed to be installed directly on a mobile device and to utilize the device's native capabilities and features to provide an optimized user experience.

"Confidential Information" means all information disclosed by one Party (the "Disclosing Party") to the other Party (the "Receiving Party") which is in tangible form and designated as confidential or is information, regardless of form, which a reasonable person would understand to be confidential given the nature of the information and circumstances of disclosure. Notwithstanding the foregoing, Confidential Information does not include information that: (a) was in the public domain prior or subsequent to the time such portion was communicated to Receiving Party by Disclosing Party through no fault of Receiving Party; (b) was rightfully in Receiving Party's possession free of any obligation of confidence at or subsequent to the time such portion was communicated to Receiving Party by Disclosing Party; (c) was developed by employees or agents of Receiving Party independently of and without reference to any information communicated to Receiving Party by Disclosing Party; (d) was communicated by Disclosing Party to an unaffiliated third party free of any obligation of confidence; or (e) is approved by Disclosing Party for release by Receiving Party.

"Contact Person" means the person identified as the contact person on the Service Order;

"Customer" means the customer named in the applicable Service Order or, where applicable, the end user

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purchasing the Services via a third party;

“**Customer Data**” means data provided to Siteimprove through the use of the Services and any AI Output, if applicable;

“**Documentation**” means the documentation made available to the Customer by Siteimprove that describes and governs the functionality and performance of the Services;

“**Fee**” means the fees for the Services, as more particularly detailed in the Service Order;

“**Implementation Plan**” means the implementation plan available at <https://www.siteimprove.com/legal/implementation-plan/> or such other website address as may be notified to the Customer from time to time, and as such may be amended from time to time by Siteimprove;

“**Limits**” means the quantities and limitations of the Services provided as specified in a Service Order;

“**LMS**” means Siteimprove's Learning Management System ‘Learning Hub’;

“**Non-Public Websites**” means intranets, log-in-protected websites, staging websites, development website, or any other form of non-public websites;

“**Professional Service(s)**” means the professional and advisory services outlined as such in an applicable Service Order, Plan and/or the applicable Statement of Work;

“**Services**” means the Software Services, the Professional Services, and the LMS each as separately outlined in an applicable Service Order;

“**Software Service(s)**” means the provision of and access to software services listed in an applicable Service Order and made available to the Customer in the Siteimprove platform, available through <https://my.siteimprove.com/>;

“**Subscription Term**” means the subscription term of each Software Service as set out in each Service Order and includes any initial term or Renewal Term;

“**Success Plan**” means either the essential, expert or enterprise success plan outlined in the Service Order, details of which are available at <https://www.siteimprove.com/legal/> or such other website address as may be notified to the Customer from time to time, and as may be amended from time to time by Siteimprove;

“**Technical Support**” means the technical support outlined in the Success Plan.

2. Access

a. **Software Services.** Siteimprove will make the Software Services available pursuant to: a) this Master Subscription Agreement; b) Service Order(s); c) the DPA, if applicable; d) the Documentation; e) the Success Plan; f) and the Implementation Plan, if applicable; (a) - (f) collectively hereinafter referred to as the “Agreement”. Customer will continue to be subject to the Agreement for as long it has access to the Services.

b. **Technical Support.** Technical Support is available at Siteimprove's [Help Center](#), through which Customer can submit a support ticket at any time and search available Documentation. Additionally, Customer may contact Siteimprove for product support, training, and additional services, as outlined in the Success Plan. For the avoidance of doubt, any services ordered by Customer which are not outlined in the Success Plan will be charged to Customer at the then-current rate. Any such services will be outlined in an applicable Service Order and subject to Section 2(c).

c. **Professional Services.** Any Professional Services, including any training, services provided in Customer's Success Plan, and implementation services, will be subject to the quantities and limitations set out in Customer's Service Order and the terms and conditions of the Professional Services Agreement available at <https://www.siteimprove.com/legal/professional-services-agreement/>. Customer will be able to order Professional Services only when it has an active Service Order for Software Services.

d. **LMS.** Any access to the LMS will be subject to the limitations set out in the applicable Service Order and/or Success Plan.

e. **Customer Affiliates.** Customer Affiliates shall have the right to execute a Service Order(s) or issue a purchase order(s) in their own name and account under this Agreement. In the event that any Customer Affiliate issues any Service Order pursuant to this Agreement, such Service Order shall be deemed to have incorporated the terms of this Agreement but shall be treated as an independent contractual obligation from any other Service Order.

3. Use of Services

a. **Right to Use.** Siteimprove grants the Customer a right to use the Services on a worldwide, revocable, non-exclusive, non-perpetual and non-transferable basis during the Subscription Term. This right includes updates and new releases of the Services, but not new modules/services/products added to the Services. The Customer must be the owner or authorized administrator of the website(s) on which the Software Services are run.

b. **Third-Party Website Use.** In the event that Customer wishes to use the Software Services on a third party's website(s) where Customer is not the owner or authorized administrator, cf. Section 3(a), Customer shall provide Siteimprove with the list of such third party website domains that it wishes to use the Software Services on and, if agreed, Siteimprove will include the third party website domains in an applicable Service Order to be executed by Customer. Siteimprove reserves the right to reject the use of the Software Services on any of the third-party website domains requested by Customer. Siteimprove may at any time request proof from Customer of its right to use the Software Services on such third party websites. If agreed that the Software Services may be used on a third party's website, the Customer may create users on behalf of that third party. Notwithstanding the aforementioned, the same terms and conditions apply when using the Software Services on a third party's website as on the Customer's own website(s).

c. **Limitations of Use.** Subject to Section 5(a), Customer's use of the Services is subject to the agreed Limits and Customer shall be responsible for monitoring their use of Services based on the Limits. Customer may not: (i) rent, lease, assign, transfer, sublicense, display or otherwise distribute or make the Services available to any third party; (ii) modify, make derivative works of, disassemble, reverse compile or reverse engineer any part the Services; (iii) remove or alter any trademark, logo, copyright or other proprietary notices, symbols, or labels in the Services; (iv) use the Services for any illegal purpose; or (v) record or attempt to record, screengrab or photograph any live online or on-demand content, material or information provided through the LMS.

d. **For Non-Public Website Use.** Any use of the Software Services on Non-Public Websites is subject to the obligations set out in this Section 3(d). For Siteimprove to allow that the Software Services are used on a Non-Public Website, Customer must ensure that there is an encrypted line for the secure transport of data between such Non-Public Website and Siteimprove. Customer must ensure that, to the extent necessary, or required by applicable laws, it has an appropriate legal basis for the processing of personal data for the purpose of the Software Services, and that it has the right to disclose any confidential information on the Non-Public Website. Except when expressly agreed, Customer represents and warrants that the information on the Non-Public Website is not subject to heightened regulations (e.g., HIPAA, or FERPA). Additionally, Customer must assign an account with non-administrative rights to the Non-Public Website when using the Services on any website behind log-in protection. In the event of any failure by Customer to adhere to the obligations set out in this section, Siteimprove may reject to perform the Services on the Non-Public Website. CUSTOMER EXPRESSLY UNDERSTANDS AND AGREES THAT SITEIMPROVE AND ITS AFFILIATES, DIRECTORS AND EMPLOYEES SHALL NOT BE LIABLE TO CUSTOMER UNDER ANY THEORY OF LIABILITY FOR ANY DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR OTHER SPECIAL DAMAGES ARISING OUT OF OR DUE TO CUSTOMER'S USE OF THE SERVICES IF SUCH USE IS IN BREACH OF CUSTOMER'S OBLIGATIONS IN THIS SECTION.

e. **App Use.** This Section 3(e) applies only to the extent that App Analytics or Mobile Accessibility Testing (collectively, the "App Services") are included in a Service Order. Customer may use the App Services solely in connection with an App which Customer either owns or has sufficient administrative rights to. For purposes of this Agreement, and unless the context clearly indicates otherwise, all references to "website" shall be deemed to include "App".

f. **No Competitive Access.** A direct competitor of Siteimprove may not access the Services except with Siteimprove's express prior written consent.

4. Term, Cancellation and Termination

- a. **Term and Cancellation.** This Agreement will remain in effect until the earlier of: (i) the termination or expiration of all Service Orders; or (ii) terminated pursuant to Section 4(b). Each Service Order will remain in effect for the Subscription Term. Unless agreed otherwise in a Service Order, any recurring Services will automatically renew for additional renewal terms (“Renewal Terms”), unless either Party provides not less than ninety (90) days' written notice prior to the end of such Subscription Term of its intent to terminate or reduce all or part of the Services.
- b. **Termination for breach.** Without affecting any other right or remedy available to it, either party may terminate this Agreement or a Service Order with immediate effect in the event of a material breach by the other party. Material breach shall include: (i) any violation of the terms of Section 3, 5(a)-(b), 6, and 12(e)-(g), (ii) any other material breach that a party has failed to cure within fourteen (14) calendar days after receipt of written notice by the other party; (iii) an act of gross negligence or willful misconduct of a party; and (iv) the insolvency, liquidation or bankruptcy of a party.
- c. **Reimbursement.** Except for Customer's termination rights under Section 4(b), Customer remains liable for payment of all amounts owed for the Services set forth in the Service Order and will not be entitled to a credit or refund.
- d. **Effect of Terminating Agreement.** Upon and after the termination or expiration of the Agreement:
- i. the Customer's rights granted under the Agreement, as applicable, will immediately terminate and the parties shall cease all activities hereunder; and
 - ii. all Service Orders will automatically terminate.
- e. **Effect of Terminating Service Order.** Upon and after the termination or expiration of a Service Order:
- i. the Customer's rights granted under the Service Order, as applicable, will immediately terminate and the parties shall cease all activities thereunder; and
 - ii. the Agreement and all other Service Orders will not be affected.

5. Payment and Taxes

- a. **Payment.** All Fees are due in accordance with the invoice date and payment terms specified in the applicable Service Order. If Customer exceeds the agreed Limits, then without prejudice to its other rights, Siteimprove may request that the Customer pay to Siteimprove an amount equal to such underpayment in accordance with the payment terms outlined in the applicable invoice. The Fee during any Renewal Term will be increased by the Renewal Price Increase percentage specified in the Service Order. Customer must provide valid and current payment information and must promptly provide Siteimprove with any update hereto (e.g., a change to Bill To, or Sold To Address, payment information, or purchase order information) by submitting an Address Change Form provided by Siteimprove or available for download on Siteimprove's website (<https://www.siteimprove.com/legal/address-change-form/>). If the Customer requires the use of a purchase order or purchase order number, the Customer (a) must provide the purchase order number at the time of purchase and (b) agrees that any terms and conditions on a Customer purchase order will not apply to this Agreement and are void.
- b. **Failure to pay.** Except as otherwise expressly permitted under applicable laws, late payments may bear interest from the payment due date until paid in full at the lower of (i) the rate of 2% per month, or (ii) the highest rate permitted by law. Additionally, if an invoice becomes overdue, Siteimprove reserves the right to suspend the provision of the Services until payment has been made.
- c. **Taxes.** Unless otherwise stated in this Agreement, or the Service Order, no Fees on the Service Order include any taxes. Customer is responsible for any applicable taxes, which will be determined based on the laws and regulations of the taxing authority(ies) governing the Sold To Address provided by the Customer on a Service Order, unless Customer provides Siteimprove with a timely and valid tax exemption certificate.
- d. **Payment Portals.** If Customer mandates Siteimprove to use a vendor payment portal or any other portal that charges Siteimprove a fee or a percentage of any uploaded invoice as a required cost of doing business, Customer shall bear that cost. Any fees that have been invoiced to Siteimprove in relation to this will be invoiced to the Customer by Siteimprove.

6. Confidentiality

a. **Nondisclosure Obligations.** Receiving Party and its representatives will: (i) maintain in confidence any Confidential Information; (ii) use reasonable efforts to protect Confidential Information in accordance with the same degree of care with which it protects its own Confidential Information; and (iii) solely disclose Confidential Information to its employees and representatives who need access for purposes consistent with this Agreement or Service Order; and (iv) not disclose the other party's Confidential Information to any third party, except in response to a valid order by a court or other governmental body or as required by law. The Receiving Party will promptly give notice to the Disclosing Party of any disclosure of the other party's Confidential Information. The Disclosing Party is entitled to seek an injunction to prevent breaches of this Section 6, and to an order compelling specific performance of this Agreement, in addition to any other remedy to which it may be entitled by law or in equity.

b. **Ownership and Return of Confidential Information.** All Confidential Information of Disclosing Party will remain the property of Disclosing Party. Upon written request of Disclosing Party, Receiving Party shall destroy or return to Disclosing Party all Confidential Information. However, Receiving Party will not be required to erase any Confidential Information of the Disclosing Party stored electronically as part of an archival back-up system maintained in the ordinary course of business. In the event of disclosure of Confidential Information to a third party in default of the provisions of this Section 6, the defaulting party will use reasonable efforts to assist the Disclosing Party in recovering and preventing such third party from using, selling, disclosing or otherwise disposing of such Confidential Information. The obligations in this Section 6 shall survive the termination of this Agreement and any Service Order concluded.

7. Privacy

a. **Data processing on Customer's behalf.** The Services are designed and developed to collect and process customers' website content and certain operational data in relation thereto. Any personal data processed by Siteimprove when performing the Services is processed according to the Customer's instructions and on its behalf as Data Controller. The Siteimprove standard Data Processing Agreement ("DPA") available at: <https://siteimprove.com/en/privacy/dpa/> is hereby incorporated by reference and as such considered agreed between the parties, unless there is already a signed DPA in place. Siteimprove will maintain commercially appropriate technical and organizational security measures to protect personal data as described in the DPA, including our Security Measures in Appendix 1.B of the DPA.

b. **Data Processing on Siteimprove's behalf.** Other than the processing of Customer's data under Section 7(a), Siteimprove collects general usage and contact information about the users of the Services and other contact details such as the names and emails of the Siteimprove platform users, for internal necessary purposes such as customer identification, invoicing, support and sharing information about Siteimprove products to Customer. A detailed description of how Siteimprove processes user data under this section is available at: <https://www.siteimprove.com/privacy/privacy-policy/>. In this regard, Siteimprove independently determines the purposes and means of the processing and does not act on behalf of the Customer.

8. IPR and Data Ownership

a. **Ownership.** Siteimprove owns and shall remain the sole owner of all intellectual property vested in the Services created prior to or during the performance by the parties of this Agreement. This ownership right includes any inventions, patents, utility model rights, copyrights, design rights, mask works, trademark rights, or knowhow, whether registered or not.

b. **Customer Owned Data.** All Customer Data is and shall remain Customer's property and Customer's responsibility. Siteimprove does not resell any Customer Data. To enable Siteimprove to provide Customer with the Services, and subject to this Agreement, Customer hereby grants to Siteimprove a non-exclusive right to use and process Customer Data provided by Customer solely in connection with Siteimprove's performance of the Services.

c. **Customer Data Portability.** Prior to the effective date of termination or expiration of this Agreement, Customer is responsible for exporting any Customer Data available through the Services using the export or reporting functionality provided within each applicable product (e.g., Accessibility, SEO, Analytics). Siteimprove does not guarantee the availability of a unified or comprehensive export of all Customer Data, and

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the scope of data available for export may vary by module and format. Siteimprove is under no obligation to provide Customer with data or reports beyond what is accessible through standard in-platform export tools and functionality.

d. **Aggregated Anonymous Data.** Siteimprove will obtain, generate and aggregate technical, and statistical data about the use of the Services excluding any personally identifiable data (“Aggregated Anonymous Data”). Siteimprove owns Aggregated Anonymous Data and may use this to analyze, improve, support, and operate the Services and otherwise for any business purpose, during and after the term of this Agreement.

e. **Feedback.** Customer may provide Siteimprove with suggestions, enhancement requests, recommendations, comments, ideas, communications, or other feedback regarding Siteimprove’s Services, including via Siteimprove’s LMS community forum (“Customer Feedback”). Siteimprove shall have a fully paid-up, royalty-free, worldwide, transferable, sub-licensable, assignable, irrevocable, and perpetual license to implement, use, modify, commercially exploit, incorporate into the Services or otherwise use any Customer Feedback. Siteimprove also reserves the right to seek intellectual property protection for any features, functionality or components that may be based on or that were initiated due to such feedback.

9. Representations and Warranties

- a. **For Siteimprove.** Siteimprove represents and warrants that: (i) it has the full power and authority to enter into and perform its obligations under these terms; (ii) the Software Services will perform materially as described in the Documentation for the Subscription Term and any Renewal Term, provided that the Software Services are used in accordance with this Agreement, including on the specified domains; and (iii) the Software Services will be made available in accordance with the service levels outlined in the Success Plan. These representations and warranties are only for the benefit of Customer.
- b. **For Customer.** Customer represents and warrants that: (i) it has the full power and authority to enter into and perform its obligations under this Agreement; and (ii) it has full and legal right or authorization to display, disclose, or convey the information set forth and accessible on the websites on which the Services will be administered.
- c. **Disclaimer.** Except for the express representations and warranties listed in this Agreement, each party makes no representations or warranties of any kind, whether express or implied. No oral or written information or advice given by either party will create a representation or warranty. Specifically, Siteimprove makes no representations or warranties with regard to the use of the Services for the purpose of ensuring Customer’s compliance with any laws or regulations. Neither party shall be held liable for failure or delay in performing an obligation under this Agreement to the extent such failure is due to circumstances that are beyond its reasonable control, including, but not limited to, order or measure of government, strike, blockade, natural disaster, act of war, terrorism, pandemic or internet service provider failure or delay.

10. Indemnification

a. **By Customer.** Unless prohibited by applicable laws, Customer will defend Siteimprove and its Affiliates from and against all third-party claims, lawsuits, and demands arising out of an allegation regarding (a) Customer Data, or (b) use of the Services by Customer in violation of this Agreement, and will indemnify Siteimprove and its Affiliates for all reasonable attorney’s fees incurred, damages and other costs awarded in a final judgment or amounts paid in a settlement consented to as further set forth in Section 10(c).

b. **By Siteimprove.** Subject to Section 10(c), Siteimprove will defend Customer from and against all third-party claims, lawsuits, and demands arising out of an allegation that the Services infringe or misappropriates any intellectual property right of such third party, and will indemnify Customer for all reasonable attorney’s fees incurred, damages and other costs awarded in a final judgment or amounts paid in a settlement consented to as further set forth in Section 10(c). In no event will Siteimprove have obligations or liability under this section arising from: (a) use of the Services in a modified form or in combination with third party materials or technology not authorized by Siteimprove, and (b) any content, information, or data provided by Customer, Customer’s end users, or other third parties. For any claim covered by this section, Siteimprove will, at its election, either (i) procure the rights to use the portion of the Services alleged to be infringing, (ii) replace the alleged infringing portion of the Services with a non-infringing alternative, or (iii) terminate the allegedly infringing portion of the Services or this Agreement and provide Customer with a pro-rata refund of any pre-paid, unused Fees.

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c. **General.** The indemnification obligations in this Section 10 will only apply where, and shall be conditional upon: (a) the party seeking indemnification promptly notify the other party of the claim and cooperate with the party in defending the claim; (b) the indemnifying party will have full control and authority over the defense, except that: (i) any settlement requiring the party seeking indemnification to admit liability or to pay any money will require that party's prior written consent, such consent not to be unreasonably withheld or delayed, and (ii) the other party may join in the defense with its own counsel at its own expense. THE INDEMNITIES ARE A PARTY'S ONLY REMEDY UNDER THIS AGREEMENT FOR VIOLATION BY THE OTHER PARTY OF A THIRD PARTY'S INTELLECTUAL PROPERTY RIGHTS.

11. Limitation of Liability

Each party shall only be liable for direct damages. As such, each party shall not be liable to the other party for any indirect, special, incidental, or punitive damages, including, but not limited to, loss of data, loss of business or any other loss arising out of or resulting from a party's performance under this Agreement, even if it has been advised of the possibility of such damages. EXCEPT WHERE EXCLUDED BY APPLICABLE LAW, A PARTY'S CUMULATIVE LIABILITY UNDER THIS AGREEMENT SHALL NOT EXCEED THE SUBSCRIPTION CHARGES AND/OR PROFESSIONAL SERVICES FEES PAID OR PAYABLE BY CUSTOMER DURING THE TWELVE (12) MONTHS PRIOR TO THE FIRST EVENT OR OCCURRENCE GIVING RISE TO SUCH LIABILITY. NOTWITHSTANDING THE FOREGOING, NOTHING IN THIS SECTION SHALL LIMIT OR EXCLUDE EITHER PARTY'S LIABILITY FOR: (A) ITS INDEMNIFICATION OBLIGATIONS UNDER THIS AGREEMENT; OR (B) ITS GROSS NEGLIGENCE OR WILLFUL MISCONDUCT.

12. Miscellaneous

a. **Assignment.** Except as otherwise expressly provided in this Agreement, neither party may assign, transfer, convey or encumber this Agreement or any rights granted in them without the prior written consent of the other party (such consent not to be unreasonably withheld). Notwithstanding the foregoing, a party shall have the right to assign this Agreement to its Affiliates or to a successor entity in the event of a merger, consolidation, transfer, stock purchase, provided the assignee is subject to all obligations under this Agreement.

b. **Entire Agreement.** This Agreement, together with the Service Order, DPA, Success Plan, Implementation Plan (as applicable), and any document mentioned in the Service Order, constitutes the entire agreement between the parties and supersedes any prior communications, commitments, or agreements, oral or written, with respect to the subject matter of this Agreement. Any other standard or boilerplate terms and conditions included in any document provided by the Customer or an agent or partner to Customer (e.g., click-wrap agreements and purchase orders) are not to be considered agreed upon and will not be binding. Any changes or modifications to this Agreement must be made in writing and signed by authorized representatives of both parties before taking effect.

c. **Nature of Relationship.** The parties agree the relationship created by this Agreement is that of an independent contractor. In performing all obligations and duties under this Agreement, the parties shall be, and at all times is, acting and performing as independent contractors, and not as a partner, co-venturer, agent, or employee of the other party, and nothing contained herein shall be construed to be inconsistent with this relationship or status, and is not granted any right or authority to assume or to create any obligation or responsibility, express or implied, on behalf of or in the name of the other party or to bind the other party in any manner. Except for any materials, procedures, or subject matter agreed upon between Siteimprove and Customer, Siteimprove shall have complete control over the manner and method of performing the Services.

d. **Publicity.** Customer consents to Siteimprove using Customer's trading name, trademarks and logos as a reference for marketing or promotional purposes on Siteimprove's website, in presentations and in public and private communications with Siteimprove's existing or prospective customers. Customer retains the right to revoke this consent at any time by providing written notification to customerfirst@siteimprove.com stating that it no longer wishes to be identified as a reference.

e. **Insurance.** During the term of this Agreement and for two (2) years thereafter, each party shall at all times keep in effect appropriate insurance policies, with financially sound and reputable insurers, covering any claims for damages which the other party may be entitled to under this Agreement or as required by statutory law.

f. **Export Compliance.** The Services and derivatives thereof may be subject to export laws and regulations of the United States and other jurisdictions. Siteimprove and Customer each represents that it is not named on

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any U.S. government denied-party list. Customer will not permit any user to access or use the Service in any capacity in a U.S.-embargoed country or region or for use in violation of any applicable export law or regulation (e.g., nuclear, chemical, or biological weapons proliferation, or missile-development purposes).

g. **Anti-Corruption and Ethical Conduct.** Each party represents that it has not received, been offered, or offered any illegal or improper bribe, kickback, payment, gift, or thing of value from any of its employees, Affiliates or agents in connection with this Agreement. Reasonable gifts and entertainment provided in the ordinary course of business do not violate the above restriction. The parties and their employees are obliged to desist from any practice which may lead to penal liability due to crimes in violation of competition, fraud, guaranteeing advantages, acceptance of bribery or other corruption crimes. The parties shall: (i) comply with all applicable laws, statutes, and regulations relating to anti- bribery and anti-corruption; (ii) have in place throughout the term of the Agreement policies and procedures to ensure compliance with anti- corruption regulation; (iii) promptly report to the other party if it receives any request or demand for any undue financial or other advantage of any kind received by Customer or any of its Affiliates; (iv) ensure that all third parties associated with it who are delivering services or goods in connection with this Agreement comply with this Section 12(g).

h. **Notices.** Notices under this Agreement shall be in writing and shall be sent as certified mail, by a nationally recognized courier (with proof of delivery receipt or acknowledgment of receipt) to the address set out in this Agreement, or by e-mail. E-mail notices to Customer will be sent to the e-mail address of the Contact Person designated on the Service Order. E-mail notices to Siteimprove must be sent to legal@siteimprove.com. The notice shall be deemed given on the date of receipt, or refusal of delivery, by the receiving party.

13. Governing Law

This Agreement and any dispute in relation to the Services, or the Customer's use hereof, will be governed by and construed in accordance with the relevant law based on where the Customer is domiciled cf. the table below and subject to the exclusive jurisdiction of the competent courts, also specified below.

For Customers domiciled in:	Governing Law	Exclusive jurisdiction
Customers in EEA, and Switzerland other than Germany and Austria.	The law of country or state specified in the Issued To Address provided by Customer on the Service Order	The courts of the country, state, or city, whichever is applicable, where the Customer is specified in the Sold To Address on the Service Order
United Kingdom	England and Wales	The courts of England and Wales
A country in Europe, the Middle East or Africa, other than a country in the EEA, Germany, Austria, Switzerland, and the United Kingdom	Denmark	Copenhagen, Denmark
Australia, and New Zealand	New South Wales, Australia	New South Wales, Australia
Japan	Japan	A country in Asia, or the Pacific region, other than Japan, Australia, or New Zealand
A country in Asia, or the Pacific region, other than Japan, Australia, or New Zealand	Singapore	Singapore
United States or a country in Central or South America, or the Caribbean	New York	New York, New York, U.S.A.
Canada	Ontario	Toronto, Ontario, Canada

14. Additional terms for AI Features

- a. **Scope.** This Section 14 is limited to Customer's access to AI Features in the Siteimprove Platform. Some features of the Software Services utilize AI capabilities, which may include but are not limited to content generation, summarization, recommendation, and language processing. AI Features do not automatically process any data and require specific input from Customers in order to function.
- b. **AI Integration.** AI Features are powered by third-party service providers, including OpenAI (provider of ChatGPT) and Amazon (provider of Bedrock), and may involve the processing of Customer Data to produce AI output. Customer can at all times manage AI settings under the AI Management page in the platform.
- c. **Customer Data Consent and License.** By using AI Features, Customer consents to the transmission and processing of Customer Data through third-party AI systems for the purpose of generating AI Outputs. Customer grants Siteimprove a limited, non-exclusive, worldwide, royalty-free license to use, transmit, and process Customer Data solely as necessary to operate and provide the AI Features within the Software Services, in accordance with the Agreement.
- d. **Disclaimer of Warranties.** The AI Features generate content based on probabilistic models and may produce results that are inaccurate, incomplete, or otherwise unexpected. The AI Output is provided "as-is" and without warranties of any kind, express or implied, including but not limited to accuracy, reliability, or fitness for a particular purpose. Any outage, downtime or other failure to provide AI Features that is caused by the third-party providers is not considered a material breach of this Agreement.
- e. **Siteimprove Responsibilities.** Siteimprove will ensure its AI Features operate in a fair, transparent, and accountable manner. All AI-driven processes will be designed to avoid bias related to protected characteristics such as race, gender, age, religion, or disability. Prior to implementing any AI Features, Siteimprove will conduct impact assessments, maintain clear documentation of system capabilities and limitations, and establish human oversight mechanisms.
- f. **Customer Responsibilities.** Customer is solely responsible for ensuring that (i) it has all necessary rights and consents to submit Customer Data to the AI Features; (ii) any Customer Data provided does not include Personal Data; and (iii) such use complies with applicable laws, regulations, internal policies, and any end user restrictions stated in OpenAI's Business Terms available at <https://openai.com/policies/business-terms/> and Amazon's Service Terms available at <https://aws.amazon.com/service-terms/>. Customer acknowledges that AI Output may be inaccurate, biased, or otherwise unsuitable for specific use cases and should not be used as a substitute for professional advice (including legal, medical, financial, or similar regulated areas). Customer is solely responsible for (1) evaluating (including by human review) AI Output for accuracy, completeness, and other factors relevant to your use before using, distributing, or relying on the AI Output and (2) its decisions, actions, and omissions in reliance or based on the AI Output. Siteimprove shall not be responsible or liable for any breach of Customer's obligation in this section.
- g. **Service Changes.** Siteimprove reserves the right to modify, suspend, or discontinue AI Features at any time due to changes in third-party services, technical constraints, or legal or regulatory considerations. Such change of access to, or functionality of the AI Features will not terminate the underlying Agreement or trigger any contractual penalties unless otherwise specified.

Signature page to follow

Siteimprove

By signing below, each party acknowledges that it has carefully read and understood this Agreement and agrees to be bound by the terms of this Agreement.

Siteimprove

Customer: _____

Signature

Signature

Name

Name

Title

Title

Date

Date