Note: Use of this subscription product offering constitutes agreement with the LiveRamp Terms of Service (https://liveramp.com/liveramp-terms-of-service). For usage-based subscription tiers offering flexibility across identifier types (device, web, mobile, TV) or any other questions, please contact us at awspartnership@liveramp.com.

BILLING

1. **AWS CLOUD MARKETPLACE**. The Parties agree that LiveRamp Embedded Identity in AWS (collectively, "AWS") will be transacted through AWS Cloud Marketplace ("ACM"). All invoicing and usage calculation for AWS shall be through the ACM provided that LiveRamp may directly invoice and collect fees owed from Client in the event that fees are not paid through ACM within sixty days of the conclusion of a billing month.

EXHIBIT A: LIVERAMP EMBEDDED IDENTITY RESOLUTION (IN AMAZON WEB SERVICES)

Product	Check if applicable (X)
Known to Pseudonymous ID Resolution (AWS)	X

1. **IDENTITY RESOLUTION IN AMAZON WEB SERVICES.** By leveraging an integration enabled through AWS Data Exchange (ADX) and the LiveRamp Workflows API within Company's instance of Amazon Web Services (AWS), Company shall have the ability to:
   a. resolve personally identifiable information (PII) to RampIDs (durable, pseudonymous identifiers separately encoded for each participant within the LiveRamp network) to enable a resolved view of Company customer data (name, address, email, phone) to corresponding RampID.
   b. Company shall have the right to refresh the matches and resolution within its AWS Environment, however Company shall not start more than one (1) job of each execution type running at a time.
2. **LICENSE**.
   a. **From Company to LiveRamp**. Company grants LiveRamp a Term-limited, worldwide, non-exclusive, non-sublicensable, non-transferable license to (a) access Company Data, and (b) store, reproduce, modify, and use Company Data solely within LiveRamp's instance of AWS in connection with providing Device Resolution under the Schedule.
   b. **From LiveRamp to Client**. LiveRamp grants to Company a Term-limited, worldwide, non-exclusive, non-sublicensable, non-transferable license to utilize the Services and RampIDs solely as described herein. Notwithstanding the foregoing, LiveRamp owns and retains all right, title and interest (including without limitation all intellectual property rights) in its data, technology, infrastructure, methods or know-how used in the Services. Other than the rights expressly licensed to Company herein, no right, title or interest in any of LiveRamp's Products and Services is transferred to Company Upon expiration or termination of this Schedule, Company shall expunge or destroy all RampIDs and other data from its AWS instance and any servers, computers, or networks to which RampIDs may have been exported from AWS subject to LiveRamp's express written permission, within thirty (30) days of such expiration or termination.
3. **PERMITTED USES.** Company may use the Services, for the purposes of enabling individual-, household-, and mobile-based measurement, analytics, and insight capabilities within its AWS environment.
4. **DISCLAIMER.** LIVERAMP SHALL HAVE NO LIABILITY TO COMPANY FOR ANY UNAUTHORIZED ACCESS TO OR IMPERMISSIBLE DISCLOSURE OF COMPANY DATA WITHIN COMPANY'S AWS INSTANCE OR WITHIN AWS GENERALLY, THE SECURITY OF SUCH DATA SHALL BE SUBJECT TO THE TERMS AND CONDITIONS OF COMPANY'S DIRECT AGREEMENT WITH AWS.