

Experian Data Quality SaaS Fair Usage Policy

As part of our commitment to providing a high-quality, fast and reliable service, Experian Data Quality has a Fair Use Policy (also referred to as the FUP) for its Software as a Service (SaaS) Products, specifically:

- Capture API - Address Validate (Previously known as Pro On Demand)
- Capture Application
- QAS For Salesforce.com
- QAS For Microsoft Dynamics CRM 2011
- QAS For Microsoft Dynamics CRM 2013
- QAS For Oracle CRM

The FUP contains guidelines for customers' use of the Experian Data Quality SaaS products to ensure that each customer has a consistently high-quality experience. Experian Data Quality takes measures to ensure usage is within reasonable parameters and in accordance with the license.

Why do we have a Fair Usage Policy?

Experian Data Quality SaaS products offer a multi-tenant service. This means that our products are used concurrently by a number of subscribers. If a single customer places very high demands on the service then it is possible that this will affect the experience for other users.

The vast majority of our customers use their service considerately and their usage levels during peak hours don't disproportionately affect the shared network and service capacity. Even though only a very small number of our customers may use the service inappropriately, their activity has the potential to affect the service for others. Our Fair Use Policy manages inappropriate use and makes sure the service can be used fairly by everyone.

The Fair Usage Policy

Usage of Experian Data Quality SaaS products is monitored on a continuous basis. Only customers that consistently generate exceptionally high load over a sustained period of time will be affected by the Experian Data Quality FUP. This is currently defined as per the limits detailed below, although Experian Data Quality reserves the right to amend these limits.

- The FUP covers the Internal use of Experian Data Quality SaaS products.
 - Internal usage of the Experian Data Quality SaaS products is charged annually on a per-seat basis.
 - Fair Usage of the product is defined in terms of the number of address searches per-seat per-day.
 - The FUP for internal usage is **500** address searches per-seat per-day. This equates to over 60 searches per-seat per-hour, based on an eight hour day.
- The FUP also covers the External use of Experian Data Quality SaaS products:
 - External usage is when the product is used on a customer-facing website.
 - An annual license is a fixed price annual fee (not charged on a per-click basis).
 - The FUP for an Annual License is **1,000,000** address searches per year. This equates to over 2700 address searches per day based on a daily average.
- The FUP does not apply to Experian Data Quality SaaS products when sold on a per-click basis.
- If a customer repeatedly exceeds this FUP Experian Data Quality reserves the right to restrict service or levy charges for excessive usage.



Extenuating Circumstances

Experian Data Quality understands that customers will occasionally have very high volumes of traffic outside of normal usage patterns. In those cases where this traffic can be predicted Experian Data Quality request to be informed with as much notice as possible to ensure that service delivery remains consistently high.

Changes to the Fair Usage Policy

This Fair Usage Policy may be updated from time to time, and the latest version of the document is available from the Experian Data Quality SaaS Self Service Portal: <https://portal.experianmarketingservices.com>