

General Terms and Conditions (Advertisers – Media agencies)

PREAMBLE

These General Terms and Conditions ("GT&Cs"), including all special terms set out in the appendices or in the addendum when applicable ("Special Terms") are between the Teads entity identified in the Teads Interface, or in the Insertion Order or in the Purchase Order ("Teads") and the client identified in the Teads Interface, or in the applicable Insertion Order or in the Purchase Order ("Client").

Teads and the Client are referred to individually as a "Party" or collectively as the "Parties". These Terms and Conditions, the applicable Purchase Order and/or Insertion Order, and the Special Terms, including the Data Protection Addendum in Appendix 4 shall together form the "Agreement".

This Agreement will apply to the provision of the Teads Service and as made available through the Teads Interface, as detailed hereafter.

This Agreement becomes binding and effective on Client upon the earliest of: (1) when the Client accesses or uses the Teads Services, (2) when the Client clicks an "I Accept," "Sign up" or similar button or check box referencing this Agreement, or (3) when the Client enters an Insertion Order or a Purchase Order with Teads. By completing one of the above, the Client agrees to all the Terms and Conditions included in this Agreement including annex and addendum. If the Client disagrees with the terms of this Agreement, the Client should immediately discontinue use. Their continued use will be considered a tacit acceptance of the Agreement. This Agreement will continue until terminated in accordance with the terms of this Agreement.

1-Definitions and Interpretation

Advertising	means any ad promoting the products and/or services of the Client, which will be displayed by the Teads Interface through the Teads Service.
Affiliate	means any entity that directly or indirectly controls, is controlled by, or is under common control with a Party. For the purpose hereof, the term "Control" means any of the following: (i) direct or indirect ownership of more than fifty per cent (50%) of the share capital or other ownership interests in any other entity; (ii) the right to exercise more than fifty per cent (50%) of the votes in any other entity.
Client Content	means images, graphics, text, data, links or other creative elements supplied by the Client to Teads (by data feed or otherwise) for inclusion in Advertising.
Teads Interface	means Teads' proprietary web-based Interface that enables access to different ranges of Teads' or its Affiliate's Services whose purpose is to manage the display of Advertising on Teads Inventory.
Teads Inventory	means a network of publishers Teads or its Affiliates partnered with (the "Teads Network") to provide its Clients with a curated inventory. Teads Network is administered at the sole discretion of Teads for the display of Advertising.
Teads Service(s)	means the services that enables the display management of Advertising through the Teads Interface. The ad management consists of the following: set up, display,

	<p>monitoring, optimization of Advertising on Teads Inventory. Various setup criteria are available through the Teads Interface such as budget, territory, audience segments, capping, block list, brand safety, Teads Formats and any other relevant features that may be developed during the Term of this Agreement. The Teads Interface also enables to pause or resume ongoing Advertising, access reports to carry out analysis, and access customer support. For that purpose, the Client will have access to a dashboard ("Dashboard").</p> <p>Teads Service can be performed by the Client through the Teads Interface (Self-Service) or by Teads (Managed Services), depending on the Client's preference. Managed Services requires the Client to provide Teads with criteria and booking information through an Insertion Order ("IO") to set up the Advertising according to the Client's instructions. An example of mandatory booking information is set out in Appendix 3.</p>
<p>Target Audience</p> <p>Teads Formats</p>	<p>means users on the Teads Inventory who will be targeted with relevant Advertising based on the Teads Service and on the criteria chosen by the Client on the dashboard available on the Teads Interface.</p> <p>Teads' proprietary formats available through the Teads Service as chosen by the Client on the Teads Interface and which are described at https://www.teads.com/viewable-outstream-teads-formats/ ou or such other URL as Teads provides from time to time.</p>

2-Technical specification and implementation:

2.1 The Client will comply with the technical requirements and specifications of the Teads Service, including any guidelines or policies as made available by Teads from time to time. These technical specifications may include the following operations: i) include tracking technologies (tags/pixels) supplied by Teads on the Client's properties for the purpose of the Teads Service ii) supplying Teads with catalogue files of the Teads products and/or services to be included in Advertising; iii) supplying Teads with the Client's logos and other Client Content to be displayed in Advertising. The Client shall be solely liable for performing these operations. Except otherwise agreed by the Parties, Teads does not warrant any dates (if any) on the Teads Interface. Multiple campaigns may be delivered by multiple Teads Affiliates. The Client acknowledges and accepts that Teads may place or ensure the placement of tracking technologies from Teads and/or third party partners on the Client property(ies), and/or may transfer or ensure the transfer to the Client of tracking technologies belonging to third-party partner(s) in order to perform the Services.

2.2 The Client shall comply with the provisions of the Data Sharing Agreement attached hereto as Appendix 4.

3. Access to the Teads Interface:

3.1 Teads grants to the Client and individuals employed and designated by the Client ("Interface Users") a non-exclusive, non-transferable and revocable right to access and use the Teads Interface during the term of this Agreement, on the basis of the conditions detailed in Appendix 2.

3.2 Teads will assign to the Client a username and a password unless the Client creates itself when opening its account on the Teads Interface. This information is confidential and may only be changed directly by the Client or, at its request, by Teads. Teads will assign a Seat ID to the Client that is confidential and may only be changed by Teads. When the Client requires Teads to operate from its Seat ID, it gives a proxy to Teads to perform the Service according to the instructions set out in the IO. The information assigned above are the Identification Data. The Client is responsible for the confidentiality and security of the Identification Data and shall not grant third

parties access to Identification Data unless they are Interface Users authorized to use the Teads Interface by the Client as specified below. The Client is fully responsible for all activity on its account and any consequence resulting from any use of the Identification Data, including any loss, theft, hijacking and/or fraudulent use of the Identification Data. The Client will provide all information requested during the registration process, including billing information as further detailed Article 6. The Client must regularly verify and update its registration information to ensure that it remains accurate, up to date and complete. Teads shall not be responsible for any problems with the performance of the Teads Interface or the Services caused by information provided by the Client.

3.3 When applicable, the Client is required to fulfil the undertakings contracted by any legal or natural person serving as an intermediary in the name and on behalf of the Client, such as media agency. Such intermediary is deemed Interface User authorized. Teads reserves the right to suspend the access to the Teads Interface if the status is not evidenced.

3.4 When the Client as defined herein is a media agency, upon written request to Teads (i) the fee agreed upon between the media agency and the advertiser by separate agreement, may be entered in the Teads Interface, Teads undertaking to keep this information confidential, and (ii) the advertiser may have a viewer access to the Teads Interface for reporting purposes.

3.5 Teads reserves the right to suspend the Service and/or the access to the Teads Interface for cause if the Client (i) is not up to date with payments and until its account is made current, or (ii) violate, or give Teads reason to believe the Client have violated Teads policies, or, (iii) breach the Agreement or, (iv) if there is any reason to believe that the Client Content or the traffic created from the Client use of the Services is fraudulent or would infringe applicable laws including but not limited to, statutes, statutory instruments, contracts, regulations, advertising and marketing codes of practice in any of the jurisdictions where Advertising is displayed..

Teads may disconnect any inactive account after six months for security reasons. If the Client intends to reconnect, upon request, Teads will send the Client new identifiers to log onto the Teads Interface. In the case of any account that is inactive for at least nine (9) consecutive months, Teads shall therefore be entitled to terminate the Agreement by providing written notice without any other reason nor any penalty.

4-Display conditions:

The Client shall comply with the Tead's advertiser guidelines available at <https://www.teads.com/ad-policies/> (the "Ad Policies"), which may be updated by Teads from time to time. The Client acknowledges and accepts that the Advertising are displayed on the Teads Inventory and except otherwise agreed, that Teads has an absolute discretion as to where (and how often) the Advertising will be displayed on the Teads Network and how priority is to be governed between different clients. The Client acknowledges and accepts that, except as otherwise agreed in writing between the Parties, Teads does not guarantee: (i) the placement, positioning or the timing of delivery of any Client Content/Advertising; (ii) clicks or impressions (including clicks from a particular audience segment); or (iii) conversions. The Client acknowledges that Advertising may be displayed next to Advertising of its direct or indirect competitors. Teads reserves the right to make changes to the Teads Service and/or to cease or not commence display of Advertising without notice or compensation to the Client. Teads uses commercially reasonable efforts not to display Advertising on websites or other media that are of pornographic, defamatory, obscene or illegal nature. In the event Client notifies Teads in writing that Advertising are being displayed on such media, Teads will promptly remove the Advertising. In the event an Advertising is displayed in breach of the Ad Policies, upon prior notice from a publisher of Teads Network or any other third party, Teads undertakes to review the Advertising in breach of the Ad Policies displayed and to immediately remove and block such Advertising from the Teads Inventory. Teads also reserves the right at its sole discretion to immediately suspend or terminate all or part of Client's use of the Teads Service if Teads reasonably believes Client is in breach of the terms of this Agreement. The Client shall provide Teads with any blocklist prior to the Advertising release in order to monitor any specific brand safety requirements.

5- Measurements and Performance Report:

Teads measures, through its tools, the number of impressions and/or clicks and/or other metrics necessary for calculating the charges under the Agreement. The Client accepts that Teads's measurements are final and shall prevail over any other measurements. Teads grants the Client access to an online interface to access statistics on a daily basis and control its account. Any modifications made and approved (either by the Client or upon the Client's instruction) – including, but not limited to, budget adjustments or pausing a campaign, are solely the Client's responsibility and the Client shall be liable for any costs incurred as a result of modifications. The

Client gives permission to Teads to make modifications on its behalf in accordance with any specific instructions communicated in writing (including, but not limited to, budget/spent ranges, minimums and maximums and key campaign outcomes). Furthermore, the Client is responsible for the use and storage of its personal and confidential password and ID and shall immediately notify Teads in writing of any loss or involuntary disclosure thereof. Teads is not responsible for uploading reports or invoices to any third-party platform on behalf of the Client nor to provide any documentation to other contact than those set out in the Client's account.

6- Fees, Invoicing and Payment:

6.1 Teads retains the right, in its sole discretion, to request prepayment from a Client. The Teads Services will be charged on the basis of the fees conditions detailed in Appendix 2. Except as otherwise set forth herein, payment models are inclusive of all costs associated with running Teads Service. Any other fees related to any specific features chosen by the Client on the Teads Interface may be charged as defined and agreed by the Client on the Teads Interface or detailed separately in Appendix 2. Teads may charge any applicable national, state, or local sales or use taxes, value added taxes or country-specific fees. The Client will receive monthly invoices from the Teads entity delivering the Teads Service. In the event that there are multiple ad campaigns, Teads shall provide multiple invoices in different currencies. The Client acknowledges and accepts that the Teads Interface is set up in UTC timezone. Consequently, any invoice is issued according to this timezone. Teads does not guarantee that the budget set up in the Teads Interface will be reached, unless specified otherwise in Appendix 2.

6.2 Advertising displayed on the Network may be paid for via one of following payment methods, when applicable: (i) cost-per-click ("CPC"); (ii) cost-per thousand impressions ("CPM"); (iii) cost-per-completed view ("CPCv") where completed view means fifty percent (50%) of the video Ad/Content is in view continuously from beginning to the end of video; (iv) cost-per thousand Viewable Impressions ("vCPM"); and/or (v) other desired actions agreed between the parties from time to time. If CPC is being used for campaign measurement, such CPC may not be less than Teads' then-in-effect minimum CPC (which may vary by market). If Client is utilizing a third party automatic bidding feature as made available by Teads, Client grants Teads the right to set and modify Client's CPC at Teads' discretion to aid in achieving Client's targets for its campaign. Client shall be solely responsible for any additional fees incurred for utilizing third party services on its campaign(s). For the avoidance of doubt, Teads will not cover, credit or reimburse any third party fees, including, but not limited to, use of any third-party tracker(s) on Client's campaign(s).

6.3 The Client must indicate the billing information in Appendix 2 and keep it up to date by any means. The Client shall pay all amounts due, without set-off, within 30 days from the invoice date. All payments to Teads shall be made in the currency of the invoice and are quoted exclusive of any applicable tax which shall be payable at the time and in the manner required by law. Teads shall be entitled to charge interest and recovery costs on overdue amounts as specified by the relevant law. Any claim by Client on an invoice can only be raised within one month of receipt or the right to dispute such invoice shall be waived. Unless stated otherwise in the Teads Interface, all invoices shall be payable solely by the Client. In the case where the amount to be invoiced is lower than 100\$ (or equivalent in other applicable currencies) Teads reserves the right to carry over this amount on the following month's invoice.

6.4 If Teads authorises Client to utilise a credit card for billing purposes, Teads shall charge the Teads fees (including processing fees) to Client's credit card at such intervals as Teads determines in its sole discretion. The decision as to whether to allow Client to choose between invoice and/or credit card and/or require a prepayment (prior to the start of a campaign) rests solely with Teads.

6.5 Client authorises Teads to investigate Client's credit record. If applicable, Client agrees to provide such further financial information and documentation as may be required from time to time by Teads as a condition for the continued extension of credit. Client acknowledges and agrees that any account, credit card and related billing and payment information which Client provides to Teads may be shared by Teads with companies who work on Teads' behalf solely for the purpose of performing credit checks, effecting payment to Teads, collecting debts owed to Teads and/or servicing Client's account. Teads may, in its sole discretion, extend, revise or revoke credit at any time. In addition, Teads reserves the right to require immediate payment of any outstanding balance that exceeds Client's credit limit and / or past the payment terms defined in this Agreement.

7-Intellectual Property:

7.1 Each Party remains sole owner of the intellectual property rights it owned prior to the execution of the Agreement. Teads shall retain ownership of all intellectual right that enable Teads to provide the Service. The Client or the Client partner (as the case may be),

shall retain ownership of all intellectual property rights to the Advertising and any ancillary advertising material provided to Teads.

7.2 For the duration of the Agreement, the Client grants Teads (including Teads affiliates) a worldwide, royalty-free, non-transferable licence to use, reproduce and represent the Client (or Client Partner as the case may be) trademarks and logos, to display, reproduce, represent the Client Content of the Advertising (a) on the Teads Inventory, (b) on all documentation promoting the Teads Service. Teads shall seek prior authorisation from the Client for any press release using the Client's name, logos and/or trademarks.

8-Warranties and Indemnities:

Except as set out in this clause, Teads gives no warranty or condition, express or implied, with respect to any matter and, in particular, but without limitation, expressly disclaims any warranties or conditions of non-infringement or the quality or fitness for any particular purpose of any Service provided under the Agreement.

The Client warrants and represents to Teads that: (i) it has the right, power and authority to enter into this Agreement and perform its obligations as set out herein; (ii) it has the right to provide the Client Content/Advertising to Teads for publication, without infringing any rights of any third party including, without limitation, intellectual property rights; (iii) the Client Content/Advertising complies at all times with all applicable laws, statutes, statutory instruments, contracts, regulations, advertising and marketing codes of practice in any of the jurisdictions where Advertising is displayed; (iv) the Client Content/Advertising does not contain any material that is obscene, defamatory or contrary to any applicable law or regulations and does not give access via hyperlinks to any property containing material that is obscene, defamatory or contrary to any applicable law or regulation; (v) it shall not provide any personal data, via its data feed or otherwise, pursuant to applicable data protection laws; (vi) it will not provide Content that is targeted to children under the age of sixteen (16) (vi) any information provided under the Agreement is true, accurate, complete and current; (vii) it shall comply with all relevant laws and regulations including any guidelines or policies (including the Ad Policies) as made available by Teads; and (viii) it is not subject to, nor owned or controlled by any person that is subject to, sanctions or export control restrictions imposed pursuant to U.S. law or the laws of any other jurisdiction applicable to the performance of the agreement nor will it not take any action that could result in economic sanctions or other trade control restrictions or penalties being imposed on Teads. The Client shall defend, indemnify, and hold Teads and its Affiliates (and the Teads Network) harmless from and against any third-party suit, proceeding, assertions, damages (direct or indirect), cost, liability, and expenses (including court costs and legal fees), incurred as a result of any breach or alleged breach of the representations and warranties provided by the Client pursuant to this Agreement.

9-Liability:

9.1 To the maximum extent permitted by applicable law, neither party shall be liable for any special, indirect, incidental, consequential, punitive or exemplary damages in connection with the Agreement, even if said party has been advised of the possibility of such damages. Neither party shall have any liability for any failure or delay resulting from any event, beyond the reasonable control of that party including, without limitation fire, flood, insurrection, war, terrorism, earthquake, power failure, epidemic, pandemic, lockdown, quarantine-like measures, civil unrest, explosion, embargo, strike (force majeure event). Client acknowledges and accepts that the price paid by Client takes into account the risks involved in this transaction and this represents a fair allocation of risk. For the avoidance of doubt, nothing in this Agreement excludes or limits either Party's liability for fraud, gross negligence, death or personal injury or any other matter to the extent such exclusion or limitation would be unlawful. Save for the indemnity in clause 8 above, willful misconduct, a breach of confidentiality and/or non-payment of fees owed under the Agreement, to the maximum extent permitted by applicable law, each Parties' liability under the Agreement, for whatever cause, whether in contract or in tort, or otherwise, will be limited to general/direct money damages and shall not exceed the amount corresponding to the last 12 months invoiced to the Client.

9.2 The Client acknowledges and accepts the risk that third parties may generate impressions, clicks or other actions affecting the charges under the Agreement for fraudulent or improper purposes. Teads shall have no responsibility or liability to the Client in connection with any third party click fraud or other improper actions that may occur.

9.3 Under no circumstances will Teads be liable in any way for any Client Content, including, but not limited to, any errors or omissions in any Client Content, or any loss or damage of any kind incurred in connection with the exposure by any third-party to any Client

Content transmitted, displayed or otherwise made available via the Teads Services. In this respect, the Client is, and shall remain, solely responsible for ensuring that all lawful requirements for advertising content are met and hold Teads harmless from and against any third-party claim and damages under the conditions set out in clause 8 above.

9.4 Client is solely responsible for the Client Content. Client has the right to and authorizes Teads to place the Client Content on the Teads Network. Client is authorized to use and/or has approved all images and, when applicable, all words of the Content's headline (whether created or generated by Client or on Client's behalf). Client Content headlines and images must accurately reflect the tone and subject matter of the Client Content. To the extent Teads provide recommendations as to the Client Content, headlines and/or campaign, Client remains solely responsible.

10-Privacy:

10.1 The provisions of the Data Sharing Agreement attached hereto as Appendix 4 (hereafter "DSA") shall be incorporated into, and form part of, this Agreement.

10.2 Client authorizes Teads to process data for the purposes listed in the DSA. The Client also acknowledges and accepts that Teads may use and share, without restriction, any data that is anonymized, so as not to be identifiable to a specific source, and/or aggregated, so as not to be identifiable to any individual data on the Client websites to improve targeted capabilities, notably to allow the Client to benefit from industry insights.

11-Term and Termination:

11.1 The Agreement shall apply as from the date of signature of the Agreement and shall expire on the first-year anniversary ("Initial Term") except stated otherwise in the Insertion Order or in the Purchase Order. After the end of the Initial Term, the Agreement will renew automatically for successive twelve (12) month periods ("Extended Term").

11.2 Without prejudice to any other rights and remedies, either Party may terminate the Agreement with immediate effect by written notice to the other Party: (a) if the other commits a material breach of any of its obligations under the Agreement and in the case of a remediable breach, fails to remedy it within seven (7) days of the date of receipt of notice from the other specifying the breach and requiring it to be remedied; or (b) on the occurrence of a force majeure event that has continued for a minimum period of two months; (c) in the event that either Party becomes insolvent, goes into liquidation, appoints an administrative receiver or analogous proceedings under relevant local law (d) by giving at least sixty (60) days prior written notice of termination. Expiration or termination (for any reason) of the Agreement shall not affect any accrued rights or liabilities which either Party may then have nor shall it affect any clause which is expressly or by implication intended to continue in force after expiration or termination.

12-Confidentiality:

Each Party undertakes that it will not at any time disclose to any person not explicitly mentioned in this Agreement, except its professional representatives or advisors or as may be required by law or any legal or regulatory authority, the terms and conditions of this Agreement or any confidential information concerning the business or affairs of the other Party (including the other Party's affiliates) which is disclosed to it by the other Party. If such disclosure is required by law or any legal or regulatory authority, the Party required by the authority shall give the other Party written notice of such disclosure as soon as possible prior to making the disclosure and upon request, shall assist the other Party in obtaining a protective order or other relief.

13-No Assignment:

The Client shall not without Teads's prior written consent assign at law or in equity or deal in any other manner with the Agreement or any rights under the Agreement, or sub-contract any or all of its obligations under the Agreement or purport to do any of the same.

14- Insurance:

Client hereby declares that (i) it has taken out insurance, with a reputable insurance company, covering the consequences of its professional liability and operating liability (at least US\$ one million or the equivalent in the local currency) and (ii) undertakes to

maintain this insurance for the entire term of the Agreement and to inform Teads of any substantial changes.

15- Miscellaneous

15.1 The applicable jurisdiction and court is that in relation to the Teads entity specified in the list of countries accessible in Appendix 1.

15.2 The Agreement may be amended only by a written agreement executed by an authorized representative of each Party.

15.3 The Parties acknowledge and accept that electronic format shall be deemed an acceptable means of communication for the execution or sending of an Insertion Order or Purchase Order or to modify the terms of an Insertion Order or Purchase order including its renewal. All notices will be via email and addressed to the contact information set forth in the Insertion Order or Purchase Order executed between the Parties. Notices to Teads will be sent to legal@teads.com.

15.4 If there is any contradiction between the Agreement and any other document and/or the Teads Interface, the Teads Interface content shall take precedence in relation to the Teads Service. The Client acknowledges and accepts that the terms and conditions of the Agreement shall prevail over any IO, including the Client IO where applicable, this provision entailing a waiver by the Client of its general terms and conditions of purchase. For the sake of clarity, the provisions of this Agreement shall control and take precedence over any other provisions of any other document provided by the Client which are in conflict with or address the same or a similar subject matter as the provisions of this Agreement.

15.5 The Agreement constitutes the complete and entire agreement between the parties and shall supersede any and all other prior understandings, commitments, representations or agreements, whether written or oral, between the parties. If any provision of the Agreement shall be found by any court or administrative body of competent jurisdiction to be invalid or unenforceable, such invalidity or enforceability shall not affect the other provisions of the Agreement which shall remain in full force and effect.

15.6 In no event will any delay, failure or omission (in whole or in part) in enforcing, exercising or pursuing any right, power, privilege, claim or remedy conferred by or arising under the Agreement or by law, be deemed to be or construed as a waiver of that or any other right, so as to bar the enforcement of that, or any other right, power privilege, claim or remedy, in any other instance at any time or times subsequently.

15.7 Unless specified otherwise in the Agreement, no third party shall have any rights or obligation under the Agreement.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the latest signature date set forth in the applicable Insertion Order or Purchase Order.

Appendix 1 - Applicable law and jurisdiction

Country	Teads Entity	Applicable law and jurisdiction
Argentina	Teads Argentina SA	Law of Argentina Courts of Ciudad Autónoma de Buenos Aires
Australia	Teads Australia Pty Ltd	Law of Australia Courts of Sydney
Brazil	Teads Brasil Solucoes Em Propaganda e Video Ltda	Law of Brazil Courts of Sao Paolo

Canada	Teads Canada Inc	Law of Canada Courts of Toronto
Chile	Teads Chile Spa	Law of Chile Courts of Santiago
Colombia	Teads Colombia SAS	Law of the Colombia Courts of Bogota
France	Teads France SAS	French law Courts of Paris
Germany	Teads Deutschland GmbH	German law Courts of Munich
Hong Kong	Teads Hong Kong Limited	Law of Hong Kong Courts of Hong Kong
Indonesia	PT Teads Indonesia Advertising	Law of Indonesia Courts of Jakarta
India	Teads India Advertising Pvt Ltd	Law of India Arbitration in Mumbai Centre for International Arbitration
Italia	Teads Italia srl	Italian law Courts of Milan
Japan	Teads Japan K.K.	Law of Japan Courts of Tokyo
Korea	Korea Teads, Ltd.	Law of Korea Courts of Seoul
Luxembourg	Teads SA	Law of Luxembourg

		Courts of Luxembourg
Mexico	Teads Mexico SA de CV	Law of Mexico Courts of Mexico City
Morocco	Teads North Africa SARL AU	Law of Morocco Court of Morocco
Netherlands	Teads NL BV	Law of Netherland Courts of Amsterdam
New Zealand	Teads Australia Pty Ltd (NZ Branch)	Law of New Zealand Court of New Zealand
Poland	Teads Poland sp. z.o.o.	Law of Poland Court of Warsaw
Peru	Teads Perú S.A.C.	Law of Peru Court of Lima
Romania	Teads Studio SRL	Law of Romania Courts of Bucharest
Russia	Teads Russia LLC	Law of Russia Courts of Moscow
Saudi Arabia	Teads Arabia for Advertising	Law of Saudi Arabia Courts of Riyadh
Singapore	Teads Singapore Pte Ltd	Law of Singapore Courts of Singapore
Spain	Teads Spain SLU	Law of Spain Courts of Madrid

South Africa (RSA)	TEADS SOUTH AFRICA (PTY) LIMITED	Law of South Africa Court of Cape Town
Switzerland	Teads Schweiz GmbH	Law of Switzerland Courts of Zurich
Taiwan	台灣迪偲廣告有限公司. Teads Taiwan Co Ltd.	Law of Taiwan Courts of Taipei
UK	Teads LTD	United Kingdom law High Court in London
UK	Teads Studio Limited	United Kingdom law High Court in London
United Arab Emirates	Teads Middle East FZ-LLC	Law of the Emirate of Dubai Court of Dubai
US	Teads Inc.	Law of the State of New York Courts of New York city, NY
US	Teads LATAM LLC	Law of the State of Florida Courts of Miami City

Appendix 5

TECHNICAL AND ORGANIZATIONAL SECURITY MEASURES

Teads and Teads' Affiliates will implement and maintain the following technical and organizational security measures:

Confidentiality:

Personal data must always be in an encrypted format, during network transit and at rest. Access to the decryption keys should be monitored for fraudulent access and should only be used by the service or application during run time. The encryption algorithms, modes and key length should follow the NIST standard 800-175b.

Personal data may be stored in an anonymized way for testing purposes or debugging, provided that the anonymization procedure guarantees the confidentiality of information processed.

Access control

Access rules authorizing access to datastores or systems handling personal data should follow the principle of least privilege. These privileges should be assigned on a need to know basis. Access and manipulation of personal data should be monitored and logged for a period allowing a potential investigation to construct an appropriate timeline of events.

Secrets and passwords used to access systems or datastores hosting personal data should never be stored in clear text, even in the application's source code. Appropriate measures should be taken in order to store secrets in a secure and reliable fashion.

User passwords should be compliant with the NIST 800-63B guidelines – minimum length of 8

characters and not follow obvious patterns (e.g. company123) or be dictionary word.

Renewal of passwords should only occur upon suspicion of a breach or leak of the password.

API keys and application secrets should be generated randomly.

Segregation of data

Personal data processed under this agreement should be stored in a dedicated datastore logically or physically separated from existing systems. By logically separate we mean: a dedicated database or dedicated cluster or dedicated node or system of nodes. The separation should extend to the service and application accounts querying the datastore. The breach of a datastore should not

directly lead the breach of the datastore holding the data processed under this agreement.

Datastores and systems should be segregated from a network perspective from the rest of the internal network and be subject to a whitelist type of filtering.

Audit

All systems interacting either directly or indirectly with personal data should be regularly audited by a third party to ensure compliance with the security best practices and the aforementioned guidelines.