

Salesforce App Service Supplement

This Salesforce App Service Supplement ("Salesforce App Supplement") forms part of the Agreement between Customer and Sensor Tower. Capitalized terms used but not defined herein have the meanings given in the Agreement or in this Salesforce App Supplement.

1. **Salesforce App Service.** Sensor Tower may make available to Customer, for the Fees set forth in an Order Form, a Service that permits Customer to view and analyze Sensor Tower Service Data (such as Pathmatics Digital Advertising Insights or App Performance Insights data) directly within Customer's Salesforce environment (the "Salesforce App Service" or "Salesforce App"). The purpose of the Salesforce App Service is to populate key Sensor Tower and Pathmatics data points (including Ad Spend, Ad Impressions, Mobile App Revenue, Mobile App Downloads) directly into Customer's Salesforce environment. Access to the Salesforce App Service requires Customer to have an active Sensor Tower Salesforce App subscription and the requisite underlying Sensor Tower or Pathmatics subscriptions (as detailed in the applicable Order Form).

2. **License to Sensor Tower for Salesforce Account Data.** By opting to access the Salesforce App Service, Customer understands and agrees that Sensor Tower will access certain limited information from Customer's Salesforce environment solely for the purpose of matching Customer's accounts to Sensor Tower brands (the "Salesforce Account Data").

3. **Data Collected and Use License.** Customer hereby grants Sensor Tower (including Sensor Tower's Affiliates, successors and assigns) a non-exclusive, world-wide, royalty-free license to access, retain, and use Customer's Salesforce Account Data for the sole purpose of: (i) performing matching and mapping of Customer's Salesforce accounts to Sensor Tower Brands; and (ii) pushing resulting Service Data (including matched brands, categories, and metrics) back into custom fields within Customer's Salesforce environment.

4. **Confidentiality Disclaimer.** CUSTOMER ACKNOWLEDGES AND AGREES THAT CUSTOMER IS SOLELY RESPONSIBLE FOR ENSURING THAT CUSTOMER'S PROVISION OF ANY CUSTOMER INFORMATION OR OTHER CONFIDENTIAL PROSPECT INFORMATION WITHIN CUSTOMER'S SALESFORCE ENVIRONMENT DOES NOT VIOLATE ANY CONFIDENTIALITY OBLIGATIONS OR AGREEMENTS CUSTOMER HAS WITH YCUSTOMER'S OWN CUSTOMERS OR THIRD PARTIES.

5. **Customer Obligations and Access Management.** To enable the Salesforce App Service, Customer must ensure the secure and sufficiently adequate configuration and maintenance of Customer's Salesforce environment to ensure the Salesforce App Service functions properly, including but not limited to creating, managing and maintaining dedicated user accounts, credential security, permissions, etc.

6. **Contact and Agreement.** If Customer does not agree with any part of this Salesforce App Supplement, then Customer should not use the Salesforce App Service. If Customer has questions about this Salesforce App Supplement or the Salesforce App Service, please contact Sensor Tower at legal@sensortower.com.

7. **General.** Customer acknowledges that the Agreement, which includes this Salesforce App Supplement, applies in full force to the Service(s) including the Salesforce App Service. Sections 2, 3, and 4 of this Salesforce App Supplement survive termination or expiration of the Agreement.