

LICENSES TO GENERATE AND MAINTAIN UID2 IDENTIFIERS

UID2 Technology		Accessory Services	
Participant Type: -Advertiser Participant -Agency Participant -Advertiser with Agency Participant -Data Partner Participant -Publisher Participant - UID2 DSP Advertiser or Agency Client	UID2 API: With TD's approval, Company may access designated APIs or other mutually agreed upon transfer methods such as SDKs, HTTP, etc. (collectively, " UID2 API ") for (a) the transmission of Company Data to the UID2 Technology and the return of associated UID2 Identifiers; and (b) for the maintenance of UID2 Identifiers.	Participant Type: -Advertiser Participant -Agency Participant -Advertiser with Agency Participant	CRM Data Onboarding Service: With TD's approval, Company may onboard Company Data to the CRM Data Onboarding Service for (a) TD to transmit such Company Data on behalf of Company to the UID2 Technology and return the associated UID2s to Company's (or, if Company is an Advertiser with Agency Participant, to Company's respective agency's) account on the Platform; and (b) for the maintenance of UID2s. For clarity, if Company uses the CRM Data Onboarding Service, Company (or, if Company is an Advertiser with Agency Participant, then Company's respective agency) may target campaigns utilizing the UID2s in its account on the Platform, but neither Company nor Company's agency, if applicable, will have access to the associated UID2s and will not receive a mapping of the Company Data to associated UID2s.
	UID2 Operator Code: With TD's approval, Company may deploy in Company's account on approved secured cloud compute environments at storage provider(s) (which include Nitro enclave for Amazon, secure compute for Microsoft Azure, secure compute for Google, Snowflake, or any others that have been approved in advance in writing by TD, email sufficing) (" Cloud Provider ") the compiled source code provided by TD through Cloud Provider's application ecosystem for the generation of UID2 Identifiers (the " UID2 Operator Code ") and use the UID2 Operator Code to access all associated salts and keys provided by TD (a) to generate UID2 Identifiers from Company Data; and (b) for the maintenance of UID2 Identifiers. Alternatively (and to the extent offered by TD), Company may call the UID2 Operator Code via a function or other mutually agreed-upon method within Company's account in Cloud Provider's environment to (a) generate UID2 Identifiers from Company Data; and (b) for the maintenance of UID2 Identifiers.		