Claravine

Product Descriptions

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Glossary

Connectors: Essential include Adobe Analytics, Amazon S3, Box, Google Cloud Storage, Microsoft Azure Blob Storage, Snowflake Data Cloud

Connectors: Premium include Adobe Experience Manager, Google Ads, Google Campaign Manager 360, Google Display and Video 360, Meta Ads Manager, Pinterest Ads Manager, Snapchat Ads Manager**,** TikTok Ads Manager

Data Management includes data validation, searching, filtering, creating, editing, deleting, and saving rows of data within a template

Essential Features and Functionality are defined as

- Template Elements (referenceable fields, patterns, and lists)
- Access management (roles and permissions, groups and folders)
- A collaborative UI
- Data Standards Dashboard (scores and insights for admins)
- Essential tag validations (general website, Adobe Analytics, Google Analytics)
- Essential Content Comprehension Classifications (Activities, Affinities, Emotions, IAB Content, IAB Ad Product, Logos, Objects, Places) for image assets only
- Asset Preview
- Powered lists
- Field mapping
- Flat file import and export
- SFTP access
- Single Sign On (SSO) Authentication
- Multi-factor Authentication
- Access to Claravine's Knowledge Base, newsletter and support alias (support@claravine.com)
- Access to pre-built platform trainings within Claravine Academy

Premium Features and Functionality are defined as

- Data review (approvals)
- The Data Standards Cloud API access
- Platform-specific link generation (Bitly, Branch, QR Code Monkey)
- Branded content and recorded Claravine team trainings within Claravine Academy

Template means a collection of taxonomy elements (e.g., referenceable fields, patterns, lists, and taxonomies) expressing data standards for a specific type of data (e.g., campaign, digital asset). Data integrations (e.g., connectors) are part of the template configuration including the settings around link validations.

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Claravine may update these specifications during your services period. Claravine updates to the service specifications will not materially reduce the level of performance, functionality, security or availability of the services during the service period of your order.

Specific services may require your administrators to opt-in prior to activation. Connectors require that you enter your credentials to connect to the respective Platform. Claravine offers certain services that are powered by AI-technology. In both instances, these features are not active by default and require authorization by your administrator prior to activation. For further information on our use of Artificial Intelligence see our privacy policy. Once activated, the above features can be deactivated at any time. If you are unsure about your opt-in status, you can request this from your Claravine customer success team.

The Data Standards Cloud®

Essential Subscription

Pricing Model: Fixed fee for the base platform and template set, with additional fees for additional templates.

Description of Services: The Data Standards Cloud Essential Subscription enables data standards application at a low volume to benefit downstream business activities.

This subscription includes:

- Unlimited users
- Initial template set to support the tier
- Data management up to the specified rows per template dataset
- Access to any/all Essential connectors (outbound only functionality)
- Essential features and functionality

Delivery: Standard delivery of this service is through a web-based user interface.

Usage Limit(s): You are limited to the number of instances, templates, rows, features and functionality, connectors, support, and security controls set forth in the related order.

Privacy Policy: The privacy policy applicable to these services can be found at https://www.claravine.com/privacy-policy/

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Premium Subscription

Pricing Model: Fixed fee for the base platform and template set, with additional fees for additional templates.

Description of Services: The Data Standards Cloud Premium Subscription enables automation of data standards application at a moderate volume to benefit downstream business activities.

This subscription includes:

- Unlimited users
- Initial template set to support the tier
- Data management up to the specified rows per template dataset
- Access to any/all Essential connectors (inbound and outbound functionality) and any/all Premium connectors (inbound only functionality)
- Essential and Premium features and functionality

Delivery: Standard delivery of this Service is through a web-based user interface and/or API.

Usage Limit(s): You are limited to the number of instances, templates, rows, features and functionality, connectors, support, and security controls set forth in the related order.

Privacy Policy: The privacy policy applicable to these services can be found at https://www.claravine.com/privacy-policy/

Premium Plus Subscription

Pricing Model: Fixed fee for the base platform and template set, with additional fees for additional templates.

Description of Services: The Data Standards Cloud Premium Plus Subscription enables automation of data standards application at a high volume to benefit downstream business activities, and to also address data issues within other technologies and workflows.

This subscription includes:

- Unlimited users
- Initial template set to support the tier
- Data management up to the specified rows per template dataset
- Access to any/all Essential connectors (inbound and outbound functionality) and any/all Premium connectors (inbound and outbound functionality)

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- Essential and Premium features and functionality

Delivery: Standard delivery of this Service is through a web-based user interface and/or API.

Usage Limit(s): You are limited to the number of instances, templates, rows, features and functionality, connectors, support, and security controls set forth in the related order.

Privacy Policy: The privacy policy applicable to these services can be found at https://www.claravine.com/privacy-policy/

Template Bundles

Pricing Model: Fixed fee for additional templates.

Description of Services: Template bundles are available for use in The Data Standards Cloud to enable data model configurations unique to additional use cases, teams, and channels.

The bundle includes:

- Specified number of additional bundled templates with limits to rows per template dataset based on the subscription tier

Delivery: Standard delivery of this Service is through a web-based user interface and/or API.

Usage Limit(s): You are limited to the number of instances, templates, rows, features and functionality, connectors, support, and security controls set forth in Your order.

Privacy Policy: The privacy policy applicable to these services can be found at https://www.claravine.com/privacy-policy/

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