



TAPCLICKS, INC.

CUSTOMER TERMS & CONDITIONS

These Customer Terms & Conditions (“Customer Terms”), together with the applicable Order Form(s), Statements of Work (“SOW”), Addenda, and any related written exhibits or attachments agreed to by the Parties (collectively, the “Agreement”), constitute the entire agreement between the Parties regarding the Products and Services provided by TapClicks.

TapClicks and Customer may each be referred to individually as a “Party” and collectively as the “Parties.”

1. DEFINITIONS

1.1 “Affiliate” means any entity that directly or indirectly controls, is controlled by, or is under common control with a Party. For purposes of this definition, “control” means ownership of, or the right to control, greater than fifty percent (50%) of the voting interests of the applicable entity.

1.2 “Client” means, as specified in the applicable Order Form, a customer, advertiser, campaign, location, account, business unit, franchise, brand, internal department, or other designated entity created, mapped, configured, processed, or maintained within the Platform.

1.3 “Company” or “TapClicks” means TapClicks, Inc., a Delaware corporation with its principal place of business at 3031 Tisch Way, Suite 900, San Jose, California 95128.

1.4 “Company Tools” means TapClicks’ proprietary technology, software, methodologies, know-how, documentation, workflows, APIs, connectors, systems, processes, templates, research, designs, dashboards, automations, AI functionality, reporting systems, analytics models, and other intellectual property used to provide the Products or Services, including any updates, modifications, enhancements, derivatives, or improvements thereto.

1.5 “Confidential Information” has the meaning set forth in Section 8.

1.6 “Customer” means the legal entity identified in the applicable Order Form, together with its authorized Affiliates.

1.7 “Data Integrations” means integrations, APIs, connectors, data feeds, OAuth connections, synchronization tools, ETL processes, SmartConnectors, or third-party connections used to import, export, synchronize, transfer, analyze, process, or display data through the Platform.

1.8 “Deliverables” means any materials, reports, dashboards, access credentials, configurations, implementations, onboarding materials, documentation, or other deliverables provided by TapClicks under the Agreement.

1.9 “Documentation” means user manuals, training materials, technical specifications, support documentation, implementation guides, help documentation, onboarding materials, and related written materials provided by TapClicks for the Products or Services.

1.10 “Effective Date” means the effective date identified in the applicable Order Form.

1.11 “End User” means any employee, contractor, representative, client, customer, or other authorized user who accesses or uses the Products or Services through Customer’s account.

1.12 “End User Materials” means information, content, credentials, data, advertising accounts, API credentials, authentication tokens, reports, campaign data, or materials supplied by Customer or End Users for use with the Products or Services.

1.13 “Error” means a reproducible failure of the Products or Services to materially conform to the applicable Documentation.

1.14 “Initial Term” means the initial subscription or service term identified in the applicable Order Form.

1.15 “Intellectual Property Rights” means all worldwide intellectual property rights, whether registered or unregistered, including copyrights, trademarks, service marks, patents, trade secrets, domain names, database rights, moral rights, and all related proprietary rights.

1.16 “Order Form” means any ordering document, quote, proposal, renewal, online order, or similar document executed or accepted by the Parties for the purchase of Products or Services.

1.17 “Products” means TapClicks’ software products, hosted services, platforms, dashboards, APIs, applications, reporting systems, data processing systems, SmartConnector functionality, AI functionality, and related offerings identified in an Order Form.

1.18 “Renewal Term” means any renewal subscription period following the Initial Term.



1.19 “Services” means implementation, onboarding, consulting, support, training, professional services, managed services, migration services, configuration services, integration services, and other services provided by TapClicks under the Agreement.

1.20 “Source Code” means human-readable computer programming code, scripts, modules, configuration files, and related programming materials.

1.21 “Upgrade” means any update, release, enhancement, patch, bug fix, refinement, modification, improvement, workflow update, automation enhancement, or platform improvement made generally available by TapClicks. “Upgrade” does not include separately licensed or separately priced products, AI functionality, modules, innovations, premium features, or separately marketed offerings.

1.22 “U.S.” means the United States of America.

2. LICENSE GRANT

2.1 License Grant. 2.1 License Grant. Subject to Customer’s compliance with the Agreement and payment of all applicable fees, the Products are licensed, not sold. TapClicks grants Customer a limited, non-exclusive, non-transferable (except as expressly permitted herein), revocable right during the Term to:

- (a) access and use the Products and Services for Customer’s internal business purposes; and
- (b) where expressly permitted by the applicable Order Form, provide authorized End Users with access to the Products and Services.

2.2 Customer Marks. Customer grants TapClicks a limited, non-exclusive right to use Customer’s name, trademarks, logos, and service marks solely as reasonably necessary to provide the Products and Services or as otherwise approved in writing by Customer.

2.3 Customer Data License: Customer grants TapClicks a non-exclusive right during the Term to host, process, transmit, store, reproduce, analyze, display, export, synchronize, and otherwise use Customer Data solely as reasonably necessary to provide, maintain, secure, improve, support, and operate the Products and Services.

3. LICENSE TERMS, LIMITATIONS, AND OBLIGATIONS

3.1 Ownership. TapClicks retains all right, title, and interest in and to the Products, Services, Company Tools, Deliverables, Documentation, and all related Intellectual Property Rights. Except for the limited

rights expressly granted herein, no rights are granted to Customer by implication, estoppel, or otherwise.

3.2 Customer Compliance. Customer shall ensure that all End Users comply with the Agreement and all applicable laws and regulations. Customer is responsible for all access to and use of the Products and Services under its accounts.

3.3 Platform Policies. Customer acknowledges that it has reviewed and agrees to comply with applicable platform usage policies, support policies, Documentation, onboarding requirements, acceptable use policies, and operational guidelines made available by TapClicks from time to time.

3.4 Training and Education. Customer is responsible for ensuring that its personnel and End Users are appropriately trained regarding the use of the Products and Services.

3.5 Competitive Restrictions. During the Term, Customer shall not knowingly use the Products or Services to directly develop a competing platform substantially derived from TapClicks’ proprietary technology.

3.5A Competitive Development Restrictions. Customer shall not use the Products, Services, Documentation, Deliverables, integrations, APIs, SmartConnector functionality, workflows, dashboards, automations, reporting structures, implementation methodologies, Confidential Information, or other proprietary operational or technical aspects of the Platform for purposes of developing, training, designing, benchmarking, supporting, or enabling a competing product, analytics platform, reporting system, connector framework, integration architecture, workflow engine, AI-enabled platform, or substantially similar commercial offering.

Customer shall not directly or indirectly use TapClicks’ Products, Services, custom development, implementation work, workflows, integrations, connectors, APIs, operational methodologies, platform architecture, or Confidential Information as a substitute for independent development efforts or as a shortcut to create a competing or substantially similar platform, integration framework, or operational system.

Any independently developed competing product or service must be developed without use of TapClicks Confidential Information, proprietary workflows, implementation



methodologies, non-public operational logic, custom Deliverables, connector structures, reporting architecture, platform configurations, or other proprietary aspects of the Products and Services.

3.6 Restrictions. Customer shall not, and shall not permit any third party to:

- (a) reverse engineer, decompile, disassemble, or otherwise attempt to derive the Source Code of the Products;
- (b) copy, modify, or create derivative works of the Products except as expressly authorized in writing;
- (c) remove or alter proprietary notices;
- (d) use the Products in violation of applicable law;
- (e) access or use the Products to build a competing product or service; or
- (f) use the Products in a manner that materially interferes with platform stability, performance, or security.

3.7 Derivative Works. To the extent Customer creates any permitted derivative works or modifications relating to the Products, such derivative works shall be owned exclusively by TapClicks, and Customer hereby assigns all related rights to TapClicks.

3.8 Notification of Infringement. Customer shall promptly notify TapClicks of any known or suspected infringement or unauthorized use of the Products or Intellectual Property Rights.

4. PLATFORM USAGE

4.1 Fees and Billing. Customer shall pay all fees specified in the applicable Order Form, including recurring subscription fees, onboarding fees, implementation fees, support fees, professional services fees, integration fees, usage fees, overage fees, and any other applicable charges. Unless otherwise specified in the applicable Order Form, fees are billed monthly in advance and are non-refundable.

4.2 Initial Charges. On or after the Effective Date, TapClicks may charge Customer's approved payment method for all fees then due, including monthly platform fees, onboarding fees, setup fees, implementation fees, and professional services fees.

4.3 Payment Authorization. Customer authorizes TapClicks and its designated third-party payment processors to charge Customer's approved payment method for all fees and charges incurred under the Agreement during the Term.

4.4 ACH and Credit Card Authorization. If Customer elects to pay by ACH or credit card, Customer authorizes TapClicks to initiate charges to Customer's designated account or payment method for all recurring and non-recurring amounts due under the Agreement.

4.5 Credit Card Processing Fees. To offset payment processing costs, TapClicks may apply a credit card processing fee of up to four percent (4%) for payments made by credit card, where permitted by applicable law. Such fee shall not apply to ACH, wire transfer, check, or debit card payments unless otherwise stated.

4.6 Billing Cycles. Unless otherwise specified in the applicable Order Form, Customer will be billed monthly. Billing cycles begin on the Effective Date and automatically renew on the same calendar day of each subsequent billing cycle.

4.6A Taxes. All fees, charges, and amounts payable under the Agreement are exclusive of sales taxes, use taxes, value-added taxes (VAT), goods and services taxes (GST), withholding taxes, digital services taxes, telecommunications taxes, excise taxes, or other governmental assessments, duties, or charges of any kind imposed by any governmental authority relating to the Products or Services, excluding taxes based solely on TapClicks' net income.

Customer shall be responsible for payment of all applicable taxes, duties, levies, or governmental charges arising from or relating to the Products or Services. If Customer claims exemption from any applicable tax, Customer must provide valid exemption documentation reasonably acceptable to TapClicks prior to invoicing.

If TapClicks is required to collect or remit taxes relating to the Products or Services, such taxes may be invoiced to Customer unless Customer has provided valid tax exemption documentation. Customer shall not withhold taxes from payments due to TapClicks unless required by applicable law. If withholding is legally required, Customer shall provide appropriate tax documentation and cooperate in good faith to minimize applicable withholding obligations where reasonably possible.

4.7 Upfront Billing Commitments. If Customer prepaids multiple months or years of fees, then upon expiration of the prepaid period, TapClicks may continue billing using the same prepaid interval unless otherwise agreed in writing. For example, if Customer



prepays twelve (12) months, future renewals may continue on a twelve-month prepaid basis.

4.8 Automatic Renewals. Unless otherwise stated in the applicable Order Form, subscriptions automatically renew for successive Renewal Terms unless either Party provides written notice of non-renewal at least thirty (30) days before expiration of the then-current term.

4.9 Price Adjustments. Unless otherwise specified in the applicable Order Form, recurring subscription fees may increase by up to ten percent (10%) at the beginning of each Renewal Term.

4.10 Late Payments and Suspension Rights. TapClicks may suspend, restrict, or limit access to the Products or Services if Customer's account becomes overdue. Accounts that remain unpaid for more than nine (9) days may experience limited functionality or restricted platform access until payment is received.

4.11 Non-Payment and Collections. If Customer fails to make payments for sixty (60) days or more, TapClicks may issue written demand for payment. If Customer fails to cure the delinquency within seven (7) days after such notice, TapClicks may suspend the account, accelerate unpaid amounts due under the Agreement where permitted by law, and pursue collections or other available legal remedies.

4.12 Client Counts and Usage Metrics. Platform fees may be based on the number of active Clients, campaigns, users, integrations, records processed, storage usage, API usage, taps, exports, or other usage metrics identified in the applicable Order Form. Unless otherwise stated in the applicable Order Form, Customer will be billed based on the highest number of Active Clients present within the Platform during the applicable billing period.

4.13 Active Client Definition. For purposes of determining billable usage, an "Active Client" generally means a Client that has been mapped, synchronized, connected, configured, processed, or actively utilized through instant-on integrations, SmartConnectors, APIs, campaigns, data feeds, imports, exports, automations, or similar platform functionality during the applicable billing period. Active Client determinations may include mappings at the lowest available reporting level within the Platform.

4.14 Brand Customers and Campaign Structures. Certain Customers may structure billing around campaigns, locations, business units, internal users, brands, franchises, or other organizational structures instead of Clients. In such cases, the applicable Order

Form and platform configuration shall control the applicable billing methodology.

4.15 Technical Support. Technical support is provided pursuant to TapClicks' then-current support policies, Documentation, and applicable SLA terms. Support may include access to online documentation, knowledge bases, support portals, ticketing systems, onboarding materials, customer success personnel, implementation support, training sessions, and customer support representatives. Certain enhanced support services, expedited response times, dedicated support personnel, premium onboarding, managed services, or expanded support coverage may require additional fees or upgraded support packages.

4.15A No Guaranteed Service Levels. Unless expressly stated in a separately executed Service Level Agreement ("SLA") signed by both Parties, TapClicks does not guarantee uptime percentages, uninterrupted availability, response times, resolution times, or service availability metrics.

4.16 Professional Services. Products or Services not expressly included in the applicable Order Form may require a separate Statement of Work ("SOW"), amendment, or written approval and may be subject to additional fees. Professional Services may include onboarding, implementation, migration assistance, historical imports, custom integrations, API configuration, consulting, custom development, training, managed services, reporting configuration, or other operational services.

4.16A Implementation Dependencies and Customer Cooperation. Successful onboarding, implementation, integrations, migrations, historical imports, workflow configuration, reporting functionality, and ongoing operation of the Products and Services may depend upon Customer's timely cooperation, availability, approvals, credentials, API permissions, OAuth authorizations, access rights, technical resources, data quality, third-party provider cooperation, and operational participation. TapClicks shall not be responsible for delays, Errors, failed implementations, synchronization failures, reporting limitations, or reduced functionality caused by Customer delays, Customer systems, third-party providers, revoked permissions, incomplete information, unavailable source data, or Customer's failure to reasonably cooperate.

4.16B Onboarding Timelines and Project Delays. Any onboarding timelines, implementation estimates, migration schedules, launch targets, deployment dates, project plans, or anticipated completion timelines are good-faith estimates only unless expressly guaranteed in a signed SOW. Customer-caused delays, third-party delays, source-provider limitations, unavailable credentials, revoked permissions, scope changes, or delayed approvals may reasonably extend implementation timelines and may require rescheduling, reprioritization, revised Statements of Work, or additional fees.

4.16C Custom Development and Deliverables. Unless otherwise expressly stated in a signed SOW, TapClicks shall retain all ownership rights in and to all custom development, custom connectors, APIs, workflows, automations, dashboards, scripts, templates, implementation methodologies, migration tools, reporting logic, and related Deliverables developed in connection with the Agreement, excluding Customer Data. Customer receives a limited license to use such Deliverables solely in connection with the Products and Services during the Term. TapClicks may withhold delivery, deployment, activation, export, or transition of custom work for unpaid accounts or unresolved payment obligations.

4.17 Package Features and Licensing. TapClicks offers multiple platform packages, subscription tiers, feature sets, modules, licensing structures, integration limits, processing thresholds, storage limits, reporting capabilities, AI functionality, and workflow configurations. Access to Products, modules, features, Data Integrations, APIs, connectors, exports, reporting functionality, storage capacity, processing capabilities, automation tools, AI features, SmartConnector functionality, or other platform capabilities may vary depending on Customer's purchased package and negotiated commercial terms.

4.18 Feature Restrictions. Certain Products or features may be made temporarily available for demonstration, beta, evaluation, testing, trial, pilot, proof-of-concept, preview, or limited-use purposes. TapClicks reserves the right to disable, restrict, revoke, modify, discontinue, or limit access to any feature not included within Customer's purchased package at any time and without liability.

4.18A Standardized Platform and Customer-Specific Use Cases. Customer acknowledges that the Products and Services are standardized commercial software offerings designed for broad operational use across multiple customers, workflows, industries, integrations, and environments. Customer is responsible for independently evaluating whether the Products and Services are suitable for Customer's particular operational requirements, workflows, business objectives, compliance requirements, reporting preferences, integration environments, or intended use cases.

Unless expressly stated in an executed Order Form or Statement of Work, TapClicks does not warrant or guarantee that the Products or Services will satisfy Customer-specific preferences, custom workflows, internal operational methodologies, unique technical environments, particular business objectives, or specialized use cases beyond the standard functionality of the applicable Products and Services as generally made available by TapClicks.

Customer acknowledges that modifications, customizations, custom integrations, workflow changes, implementation adjustments, configuration changes, migration work, custom reporting, specialized operational support, or customer-specific functionality may require additional Professional Services, Statements of Work, implementation efforts, upgraded subscription packages, or additional fees.

4.19 Demonstrations and Product Roadmaps. Any demonstrations, previews, beta functionality, proof-of-concept features, roadmap discussions, product descriptions, AI capabilities, future workflows, or anticipated feature discussions are for informational purposes only and do not constitute binding commitments or guarantees regarding future availability, release dates, functionality, or product development.

4.20 Data Integrations. Available Data Integrations vary by package tier, pricing model, licensing structure, and negotiated Order Form terms. Certain custom pricing packages may limit the number or type of included integrations regardless of the standard package offering. Specific integrations, connectors, APIs, or workflows may require separate licensing,



upgraded packages, implementation fees, or additional subscription charges.

4.21 SmartConnector and Connector Usage. Some integrations, connectors, APIs, SmartConnector sources, or data synchronization methods may only be available under specific package tiers or upgraded subscription levels. Repeated, automated, enterprise-scale, or production-level use of restricted integrations, SmartConnector functionality, advanced workflows, automation features, or premium connector capabilities may require package upgrades, additional licensing fees, expanded processing packages, or migration to upgraded subscription tiers.

4.22 Package Enforcement Rights. If Customer repeatedly accesses, utilizes, or operationally relies upon features, modules, connectors, integrations, SmartConnector sources, AI tools, exports, automations, reporting functionality, or workflows not included within Customer's purchased package, TapClicks may require Customer to upgrade its subscription package, purchase additional licensing, reduce usage, or discontinue use of such functionality.

4.23 Negotiated Package Limitations. Certain custom pricing packages, enterprise agreements, negotiated discounts, promotional pricing, reseller agreements, or legacy contracts may contain customized usage limits, connector limits, processing limits, or feature restrictions that differ from standard package offerings. In such circumstances, the applicable negotiated Order Form shall govern.

4.24 Third-Party Data Sources. The Products may retrieve, display, synchronize, process, export, analyze, or store data from third-party providers, including advertising platforms, social media platforms, cloud providers, APIs, ETL systems, analytics providers, identity providers, data warehouses, and external databases ("Source Providers"). TapClicks does not own or control such Source Providers and does not guarantee the availability, functionality, completeness, timeliness, synchronization accuracy, or reliability of third-party data, APIs, or integrations.

4.24A Reporting Variances and Attribution Differences. Customer acknowledges that reporting outputs, attribution models, estimated metrics, synchronization timing, currency conversions, conversion windows, attribution methodologies, API refresh intervals, timezone settings, data normalization processes, and platform calculations may vary between the Products and Source Providers. TapClicks does not guarantee that reports, dashboards, analytics,

exports, attribution models, or metrics will precisely match reports generated by any Source Provider.

4.24B Historical Data and Integration Limitations. TapClicks does not guarantee historical parity, continuity, completeness, retention consistency, or identical reporting availability across Source Providers, APIs, integrations, SmartConnectors, exports, migrations, or historical imports. Historical availability may change due to Source Provider policies, API limitations, attribution changes, retention windows, deprecated fields, unavailable source data, revoked permissions, or third-party platform modifications.

4.25 Third-Party Platform Changes. Customer acknowledges that Source Providers may modify or discontinue APIs, authentication methods, OAuth permissions, endpoints, permissions, rate limits, reporting structures, attribution models, historical data availability, retention periods, functionality, or access rights at any time. Such third-party changes may impact Product functionality, integrations, synchronization, historical data imports, exports, dashboards, automations, reports, or platform performance.

4.26 Connector Availability. TapClicks does not guarantee uninterrupted availability of any Data Integration, API, connector, SmartConnector source, OAuth integration, synchronization process, third-party workflow, or external platform connection. Integrations may be suspended, deprecated, restricted, delayed, modified, or discontinued due to third-party provider actions, security requirements, legal requirements, technical limitations, operational constraints, or platform changes outside TapClicks' control.

4.27 Historical Data Imports. Historical data imports may be limited by third-party provider restrictions, API limitations, data retention periods, onboarding scope, technical constraints, package limitations, system architecture limitations, or source-provider availability. Additional fees may apply for expanded historical imports, custom migrations, legacy system imports, or large-scale historical processing requests. TapClicks cannot import data that is unavailable from the applicable Source Provider.

4.28 Data Storage and Processing Limits. Platform usage may be subject to storage limits, processing limits, API limits, export limits, tap limits, row limits, usage caps, processing thresholds, bandwidth limits,



query limits, automation limits, or other operational thresholds identified in the applicable Order Form, Documentation, package terms, platform policies, or support materials. Additional fees may apply for usage exceeding such limits.

4.29 Overage Charges. Unless otherwise specified in the applicable Order Form, TapClicks may invoice Customer for usage exceeding included storage, processing, connector, export, API, tap, or operational thresholds. TapClicks will use commercially reasonable efforts to notify Customer before material overage charges are incurred where reasonably practicable.

4.30 Fair Use and Platform Protection. TapClicks reserves the right to implement reasonable usage controls, throttling mechanisms, processing prioritization, rate limits, query restrictions, export restrictions, API restrictions, automation limits, or other protective measures reasonably necessary to preserve platform stability, operational integrity, service reliability, platform security, or overall customer experience.

4.30A API Usage Protections and Operational Controls. TapClicks may implement reasonable rate limits, usage controls, throttling mechanisms, queueing controls, synchronization prioritization, export restrictions, processing limitations, or operational safeguards reasonably necessary to preserve platform stability, service reliability, integration availability, system integrity, operational fairness, or security.

4.31 Platform Modifications and Improvements. TapClicks may modify, improve, update, enhance, replace, discontinue, reconfigure, migrate, or redesign portions of the Products, Services, integrations, connectors, interfaces, dashboards, workflows, automations, AI functionality, authentication methods, APIs, or platform architecture from time to time in connection with product development, operational improvements, legal requirements, compliance requirements, security requirements, technical requirements, or third-party platform changes.

4.31A Legacy Functionality and Product Evolution. Customer acknowledges that the Products and Services are evolving platforms. TapClicks may redesign, replace, retire, reconfigure, discontinue, or modify legacy workflows, interfaces, dashboards, APIs, integrations, automations, exports, reporting structures, or functionality as part

of ongoing product development, operational improvements, security requirements, legal compliance obligations, infrastructure modernization, or third-party platform changes.

4.32 Beta Features and Innovations. Certain new features, AI functionality, integrations, modules, workflows, products, connectors, dashboards, automations, analytics capabilities, reporting systems, or innovations may be offered separately from Customer's existing subscription package and may require additional licensing, fees, upgraded packages, or separate agreements. Unless expressly included in the applicable Order Form, Customer shall not have rights to newly released premium functionality, AI features, separately marketed innovations, or future product offerings.

4.32A Beta Features and Sandbox Environments. Beta features, preview functionality, proof-of-concept tools, AI features, pilot programs, demonstrations, evaluation environments, staging environments, and sandbox environments are provided on an "as-is," "as-available," and experimental basis. Such functionality may contain Errors, incomplete functionality, instability, interruptions, inaccurate reporting, limited security protections, or material changes and may be modified, suspended, or discontinued at any time without liability.

4.32B No Reliance on Product Roadmaps or Demonstrations. Customer acknowledges that product demonstrations, roadmap discussions, AI capability discussions, preview functionality, beta functionality, proof-of-concept workflows, future integration discussions, anticipated releases, or product planning discussions are informational only and shall not create binding commitments, warranties, or contractual obligations unless expressly included in an executed Order Form or SOW.

4.33 Customer Responsibilities. Customer is responsible for maintaining accurate account information, authorized credentials, integration permissions, user access controls, authorized users, lawful access rights, required third-party permissions, current billing information, and all necessary approvals required for TapClicks to provide the Products and Services. Customer is further responsible for promptly removing access for terminated users,



maintaining appropriate credential security, and cooperating with reasonable operational or technical requests relating to integrations and platform functionality.

4.34 Acceptable Use and Operational Protection. TapClicks reserves the right to suspend, limit, throttle, disable, revoke, restrict, rotate, invalidate, or modify access to integrations, APIs, connectors, authentication methods, OAuth credentials, synchronization functionality, exports, workflows, automations, accounts, processing jobs, or portions of the Platform where reasonably necessary to maintain platform stability, operational integrity, service reliability, security, compliance obligations, fraud prevention, legal compliance, abuse prevention, incident response, or protection of the Products, systems, Customer Data, or other customers.

5. PUBLICITY

Neither Party shall issue press releases or public statements referencing the other Party without prior written consent, except that TapClicks may identify Customer as a customer in customer lists, investor materials, case studies, presentations, and marketing materials unless Customer requests otherwise in writing.

6. REPRESENTATIONS, WARRANTIES, AND DISCLAIMERS

6.1 Mutual Authority. Each Party represents and warrants that:

- (a) it has full authority to enter into and perform the Agreement;
- (b) the Agreement constitutes a valid and binding obligation; and
- (c) its execution and performance of the Agreement will not violate any applicable law or contractual obligation.

6.2 TapClicks Warranty. TapClicks warrants that the Services will be performed in a professional and workmanlike manner consistent with generally accepted industry standards.

6.3 Customer Warranty. Customer represents and warrants that it has all rights, permissions, and authorizations necessary to provide End User Materials and permit TapClicks to process such materials under the Agreement.

6.4 Disclaimer. EXCEPT AS EXPRESSLY PROVIDED IN THE AGREEMENT, THE PRODUCTS, SERVICES, DELIVERABLES, AND ALL RELATED MATERIALS ARE PROVIDED "AS IS" AND "AS AVAILABLE." TAPCLICKS

DISCLAIMS ALL IMPLIED WARRANTIES, INCLUDING WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, AND ANY WARRANTIES ARISING FROM COURSE OF DEALING OR USAGE OF TRADE.

6.5 No Uninterrupted Service Warranty. TAPCLICKS DOES NOT WARRANT THAT THE PRODUCTS OR SERVICES WILL OPERATE WITHOUT INTERRUPTION, ERROR, DELAY, OR LOSS OF FUNCTIONALITY.

6.6 Third-Party Systems Disclaimer. TAPCLICKS IS NOT RESPONSIBLE FOR FAILURES, OUTAGES, ERRORS, DELAYS, DATA DISCREPANCIES, REPORTING ISSUES, AUTHENTICATION FAILURES, OR LIMITATIONS CAUSED BY THIRD-PARTY PLATFORMS, INTERNET PROVIDERS, SOURCE PROVIDERS, CLOUD PROVIDERS, SOCIAL MEDIA PLATFORMS, APIs, TELECOMMUNICATIONS SYSTEMS, ETL SYSTEMS, OR EXTERNAL CONNECTORS.

7. INDEMNIFICATION

7.1 TapClicks Indemnification. Subject to the terms and limitations of this Section, TapClicks shall defend, indemnify, and hold harmless Customer and its officers, directors, employees, and authorized agents from and against any third-party claims, demands, actions, damages, liabilities, judgments, settlements, costs, and expenses (including reasonable attorneys' fees) arising from claims alleging that the Products or Services, as provided by TapClicks and used in accordance with the Agreement, infringe a valid United States patent, copyright, trademark, or trade secret of a third party.

7.2 TapClicks Exclusions. TapClicks shall have no indemnification obligation for claims arising from or relating to:

- (a) modifications to the Products or Services not made or authorized by TapClicks;
- (b) Customer's misuse of the Products or Services;
- (c) Customer Data, End User Materials, or Customer-provided content;
- (d) third-party products, software, APIs, connectors, data sources, cloud providers, or systems not provided by TapClicks;
- (e) Customer's violation of the Agreement or applicable law;
- (f) Customer's failure to implement Updates or Upgrades made available by TapClicks where such



claim would have been avoided by implementation of the applicable Update or Upgrade; or

(g) combinations of the Products or Services with software, systems, data, workflows, integrations, or processes not supplied or approved by TapClicks where the alleged infringement would not have occurred absent such combination.

7.3 Infringement Remedies. If the Products or Services become, or in TapClicks' reasonable opinion are likely to become, subject to an infringement claim, TapClicks may, at its option and expense:

(a) procure the right for Customer to continue using the affected Products or Services;

(b) replace or modify the affected Products or Services so they become non-infringing while maintaining substantially similar functionality; or

(c) terminate the affected Products or Services and refund prepaid fees attributable to the terminated portion of the applicable subscription term.

7.4 Sole Remedy. This Section states Customer's sole and exclusive remedies, and TapClicks' entire liability, for intellectual property infringement claims relating to the Products or Services.

7.5 Customer Indemnification. Customer shall defend, indemnify, and hold harmless TapClicks and its officers, directors, employees, contractors, affiliates, licensors, service providers, and agents from and against any third-party claims, demands, actions, damages, liabilities, judgments, settlements, costs, and expenses (including reasonable attorneys' fees) arising from or relating to:

(a) Customer's breach of the Agreement;

(b) Customer's misuse of the Products or Services;

(c) Customer Data, End User Materials, advertising content, campaign content, reports, exports, or materials supplied by Customer or End Users;

(d) Customer's violation of applicable law;

(e) Customer's use of third-party integrations, connectors, APIs, or data sources in violation of applicable agreements or permissions;

(f) Customer's failure to obtain required authorizations, permissions, or lawful rights relating to connected accounts, OAuth permissions, credentials, or data sources; or

(g) disputes between Customer and its End Users, clients, advertisers, agencies, brands, or business partners.

7.6 Indemnification Procedure. The indemnified Party shall:

(a) promptly provide written notice of the claim to the indemnifying Party;

(b) provide reasonable cooperation in the defense of the claim at the indemnifying Party's expense; and

(c) permit the indemnifying Party to control the defense and settlement of the claim, provided that the indemnifying Party may not settle any claim in a manner that admits fault or imposes ongoing obligations upon the indemnified Party without prior written consent.

7.7 Failure to Notify. Failure to provide prompt notice shall not relieve the indemnifying Party of its obligations except to the extent materially prejudiced by the delay.

8. DATA, PRIVACY, CONFIDENTIALITY, AND SECURITY

8.1 Confidential Information. "Confidential Information" means non-public information disclosed by a Party that is designated as confidential or that reasonably should be understood to be confidential based on the nature of the information and circumstances of disclosure, including business plans, pricing, technical information, customer information, security information, platform architecture, workflows, integrations, reports, analytics methodologies, and non-public operational information.

8.2 Exclusions. Confidential Information does not include information that:

(a) becomes publicly available without breach of the Agreement;

(b) was lawfully known prior to disclosure;

(c) is independently developed without use of Confidential Information; or

(d) is lawfully obtained from a third party without confidentiality obligations.

8.3 Protection Obligations. Each Party shall use commercially reasonable measures to protect the other Party's Confidential Information and shall use such information solely for purposes of performing under the Agreement.

8.4 Required Disclosures. A Party may disclose Confidential Information where required by law, regulation, subpoena, or court order, provided that, where legally permitted, it gives reasonable prior notice to the disclosing Party.



8.5 Privacy and Personally Identifiable Information. Each Party shall comply with applicable laws relating to personally identifiable information (“PII”), privacy, and data protection applicable to its respective obligations under the Agreement.

8.6 Customer Data Responsibility. Customer represents and warrants that it has all necessary rights, permissions, consents, and lawful authority to provide Customer Data, End User Materials, credentials, OAuth permissions, API permissions, and related data to TapClicks for processing under the Agreement.

8.7 Third-Party Integrations and Source Providers. Customer acknowledges that the Products may rely upon third-party providers, including cloud providers, APIs, advertising platforms, identity providers, OAuth systems, ETL providers, analytics platforms, social media platforms, hosting providers, data warehouses, and external integrations (“Source Providers”). TapClicks does not control Source Providers and is not responsible for the security, availability, functionality, outages, acts, omissions, or data handling practices of Source Providers.

8.8 Shared Security Responsibilities. Customer acknowledges that security of the Products and related integrations involves shared responsibilities between TapClicks, Customer, End Users, and Source Providers.

8.8A Credential Security and Multi-Factor Authentication. Customer is responsible for maintaining secure administrative controls, implementing commercially reasonable credential security measures, enforcing least-privilege access principles where reasonably practicable, enabling multi-factor authentication where reasonably available, preventing unauthorized credential sharing, periodically rotating passwords, API keys, authentication tokens, and credentials consistent with Customer’s internal security practices, and promptly revoking or updating access credentials for terminated users, compromised accounts, or unauthorized users. Customer acknowledges that unauthorized access arising from Customer-controlled credentials, authentication methods, devices, systems, or account administration practices remains Customer’s responsibility.

8.8B Customer Security Responsibilities. Customer is responsible for:

(a) implementing appropriate user access controls;

(b) removing terminated or unauthorized users;

(c) maintaining lawful authorization to connected systems and accounts;

(d) securing Customer-controlled devices and systems; and

(e) promptly responding to reasonable operational or security-related requests from TapClicks.

8.9 Security Measures. TapClicks will maintain commercially reasonable administrative, technical, and organizational safeguards designed to protect the Products and Customer Data consistent with the nature of the Products and Services provided.

8.10 Security Incidents and Operational Response Rights. TapClicks may take such actions as it reasonably determines necessary to protect the Products, Services, Customer Data, systems, integrations, Source Providers, or other customers from actual or suspected security threats, vulnerabilities, fraud, abuse, outages, unauthorized access, or operational risks. Such actions may include:

(a) suspending integrations, APIs, connectors, workflows, automations, or synchronization functionality;

(b) rotating, invalidating, revoking, or resetting credentials, tokens, or authentication methods;

(c) restricting access to portions of the Platform;

(d) temporarily disabling functionality;

(e) performing emergency maintenance;

(f) isolating environments, accounts, integrations, or systems; and

(g) requiring Customer cooperation with remediation measures.

8.11 Security Incident Notifications. In the event TapClicks determines that a confirmed security incident materially affecting Customer Data has occurred within TapClicks-controlled systems, TapClicks will provide notification to Customer without unreasonable delay based on the information reasonably available at the time. Customer acknowledges that investigations evolve, findings may change, and preliminary assessments may later be updated.

8.12 No Security Guarantee. Customer acknowledges that no platform, software, cloud environment, API ecosystem, or internet-connected system can be guaranteed to be completely secure or free from



vulnerabilities, interruptions, unauthorized access, or cyberattacks.

8.13 Aggregated and Anonymized Data. TapClicks may collect, generate, create, derive, analyze, process, aggregate, anonymize, de-identify, use, commercialize, license, distribute, publish, disclose, sell, and otherwise exploit aggregated, anonymized, statistical, benchmarking, operational, diagnostic, machine-learning, usage, performance, trend, and analytics data derived from use of the Products and Services, provided that such data does not identify Customer, End Users, or any natural person and cannot reasonably be used to re-identify Customer, End Users, or any individual.

Customer acknowledges and agrees that aggregated, anonymized, de-identified, and derivative operational datasets generated by or through the Products and Services constitute TapClicks proprietary data and business assets, and TapClicks shall own all right, title, and interest in and to such aggregated and de-identified datasets, analytics, benchmarks, trend data, machine-learning outputs, and derivative operational intelligence.

8.14 Injunctive Relief. Unauthorized disclosure or misuse of Confidential Information may cause irreparable harm for which monetary damages may be insufficient, and the injured Party may seek injunctive or equitable relief in addition to other available remedies.

9. THIRD-PARTY COMPLIANCE

9.1 Third-Party Platform Terms. Customer acknowledges that use of certain Products, integrations, connectors, APIs, or Source Providers may require Customer's compliance with third-party terms, policies, developer agreements, API terms, platform requirements, privacy policies, advertising policies, or data usage restrictions imposed by Source Providers.

9.2 YouTube and Google Services. To the extent Customer uses Products or integrations involving YouTube or Google APIs, Customer agrees to comply with applicable YouTube and Google terms, policies, developer requirements, and privacy requirements.

9.3 Third-Party Changes. TapClicks shall not be responsible for changes made by Source Providers, including API changes, authentication changes, permission revocations, access restrictions, outages, rate limits, deprecations, platform policy changes, reporting changes, attribution changes, or data availability limitations.

9.4 Customer Cooperation. Customer shall reasonably cooperate with TapClicks regarding integration setup,

OAuth approvals, authentication changes, credential updates, connector maintenance, and operational requirements relating to Source Providers.

10. TERM AND TERMINATION

10.1 Term. The Agreement shall commence on the Effective Date and continue for the Initial Term identified in the applicable Order Form. Unless otherwise stated, subscriptions automatically renew for successive Renewal Terms unless either Party provides written notice of non-renewal at least thirty (30) days prior to expiration of the then-current term.

10.2 Suspension Rights. TapClicks may suspend, restrict, throttle, or limit access to the Products or Services for non-payment, operational risks, security risks, abuse prevention, excessive usage, unauthorized activity, legal compliance obligations, or material violations of the Agreement.

10.3 Termination for Material Breach. Either Party may terminate the Agreement for material breach if the breach remains uncured sixty (60) days after written notice describing the breach in reasonable detail.

10.4 Insolvency. Either Party may terminate the Agreement upon written notice if the other Party becomes insolvent, makes an assignment for the benefit of creditors, enters bankruptcy proceedings, or ceases substantially all business operations.

10.5 Effect of Termination. Upon expiration or termination of the Agreement:

- (a) Customer shall cease use of the Products and Services;
- (b) all outstanding fees become immediately due and payable;
- (c) Customer's access to the Platform may be suspended or terminated; and
- (d) each Party shall return or destroy Confidential Information upon written request, except for archival copies maintained pursuant to standard backup procedures or legal retention requirements.

10.6 No Offboarding or Migration Obligations. TapClicks is not a data escrow, archival, migration, transition, or offboarding service provider. Upon expiration or termination of the Agreement, Customer's access to the Products and Services, including dashboards, integrations, reporting functionality, workflows, exports, automation systems, normalized datasets, historical reporting environments, and platform-generated operational structures, may be suspended or terminated.



TapClicks shall have no obligation to provide offboarding services, migration assistance, transition services, custom exports, recreation of datasets, recreation of dashboards, recreation of workflows, recreation of integrations, recreation of reporting environments, or assistance transitioning Customer to another platform or service provider.

Customer acknowledges that substantial portions of the data processed through the Products and Services originate from Source Providers, APIs, connectors, OAuth integrations, ETL systems, and third-party platforms controlled by Customer or third parties. Customer is solely responsible for independently maintaining access to Customer-controlled source data through applicable Source Providers and third-party systems.

Except as otherwise expressly stated in a signed SOW, TapClicks shall have no obligation to maintain, preserve, store, host, archive, or provide continued access to Customer Data, historical datasets, normalized reporting structures, transformed datasets, exports, dashboards, workflow configurations, automation systems, or platform-generated operational outputs following termination or expiration of the Agreement.

10.7 Survival. Any provisions which by their nature should survive termination shall survive termination, including provisions relating to confidentiality, payment obligations, indemnification, intellectual property, disclaimers, limitation of liability, dispute resolution, and accrued rights.

11. MISCELLANEOUS

11.1 Notices. Notices under the Agreement shall be in writing and delivered by email, courier, overnight delivery service, or certified mail to the addresses designated by the Parties. Notices sent by email shall be deemed received upon transmission.

11.2 Severability. If any provision of the Agreement is held unenforceable, the remaining provisions shall remain in full force and effect, and the unenforceable provision shall be interpreted as closely as possible to reflect the Parties' original intent.

11.3 Assignment. Neither Party may assign the Agreement without the other Party's prior written consent, except in connection with a merger, acquisition, sale of substantially all assets, internal corporate reorganization, or change of control, provided that the assignee is not a direct competitor of the non-assigning Party.

11.4 Limitation of Liability.

(a) EXCEPT FOR LIABILITY ARISING FROM A PARTY'S GROSS NEGLIGENCE, WILLFUL MISCONDUCT, FRAUD, CONFIDENTIALITY BREACHES, PAYMENT OBLIGATIONS, OR INDEMNIFICATION OBLIGATIONS, NEITHER PARTY SHALL BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY, OR PUNITIVE DAMAGES, INCLUDING LOST PROFITS, LOST REVENUE, BUSINESS INTERRUPTION, LOSS OF DATA, LOSS OF GOODWILL, COST OF SUBSTITUTE SERVICES, OR LOSS OF BUSINESS OPPORTUNITY, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

(b) EXCEPT FOR EXCLUDED CLAIMS, EACH PARTY'S TOTAL AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THE AGREEMENT SHALL NOT EXCEED THE TOTAL FEES PAID OR PAYABLE BY CUSTOMER TO TAPCLICKS UNDER THE AGREEMENT DURING THE TWELVE (12) MONTHS PRECEDING THE EVENT GIVING RISE TO THE CLAIM.

(c) TAPCLICKS SHALL NOT BE LIABLE FOR FAILURES, OUTAGES, DELAYS, SECURITY EVENTS, REPORTING ISSUES, AUTHENTICATION FAILURES, DATA DISCREPANCIES, OR SERVICE INTERRUPTIONS CAUSED BY SOURCE PROVIDERS, THIRD-PARTY PLATFORMS, INTERNET FAILURES, CLOUD PROVIDERS, SOCIAL MEDIA PLATFORMS, APIS, ETL SYSTEMS, CUSTOMER SYSTEMS, CUSTOMER MISCONFIGURATIONS, OR UNAUTHORIZED ACCESS ARISING FROM CUSTOMER-CONTROLLED CREDENTIALS OR SYSTEMS.

11.5 Governing Law. The Agreement shall be governed by the laws of the State of California, without regard to conflict of laws principles.

11.6 Arbitration. Disputes exceeding twenty-five thousand dollars (\$25,000) shall be resolved by binding arbitration in California under the Commercial Arbitration Rules of the American Arbitration Association. Either Party may seek temporary injunctive relief in a court of competent jurisdiction for claims involving intellectual property or confidentiality obligations.

11.7 Waiver. Failure to enforce any provision of the Agreement shall not constitute a waiver of future enforcement rights.

11.8 Entire Agreement. The Agreement constitutes the complete agreement between the Parties and



supersedes all prior or contemporaneous agreements relating to its subject matter.

11.9 Force Majeure. Neither Party shall be liable for delays or failures caused by events beyond its reasonable control, including natural disasters, cyberattacks, ransomware events, internet outages, cloud provider failures, acts of government, labor disputes, acts of terrorism, telecommunications failures, widespread API outages, Source Provider disruptions, infrastructure failures, or failures of third-party service providers.

11.10 Modifications. TapClicks may update these Customer Terms from time to time. Updated terms shall apply upon renewal of the applicable subscription term unless otherwise expressly agreed in writing. Any customer-specific negotiated modifications contained in an executed Order Form, amendment, or addendum shall control over conflicting generally applicable Customer Terms.



TAPCLICKS SECURITY ADDENDUM

This Security Addendum (“Security Addendum”) forms part of the applicable agreement between TapClicks, Inc. (“TapClicks”) and Customer governing Customer’s access to and use of the Products and Services (the “Agreement”). Capitalized terms not defined herein shall have the meanings set forth in the Agreement.

1. PURPOSE

This Security Addendum describes TapClicks’ general security practices, operational safeguards, incident response procedures, shared security responsibilities, and Customer security obligations relating to the Products and Services.

Customer acknowledges that security measures, operational safeguards, authentication methods, integration controls, and incident response procedures may evolve over time in response to changes in technology, cybersecurity risks, legal requirements, industry practices, operational requirements, infrastructure changes, and third-party platform requirements.

2. SECURITY PROGRAM

TapClicks will maintain commercially reasonable administrative, technical, organizational, and physical safeguards designed to protect the Products, Services, and Customer Data against unauthorized access, use, disclosure, alteration, or destruction, taking into account the nature of the Products and Services provided, evolving cybersecurity risks, operational requirements, system architecture, and industry-standard security practices.

Such safeguards may include, as reasonably determined appropriate by TapClicks:

- (a) multi-factor authentication controls;
- (b) credential lifecycle management procedures;
- (c) encryption of data in transit and, where reasonably appropriate, data at rest;
- (d) logging, monitoring, alerting, and operational visibility systems;
- (e) privileged access controls and administrative access restrictions;
- (f) vulnerability management and remediation processes;
- (g) network segmentation and environment isolation measures;
- (h) authentication, authorization, and identity-management controls;
- (i) incident response and operational recovery procedures;

(j) backup, redundancy, and disaster recovery processes; and

(k) security awareness and internal operational security procedures.

TapClicks does not warrant that any specific security measure, control framework, monitoring system, authentication method, or operational safeguard will prevent all security incidents, cyberattacks, vulnerabilities, outages, or unauthorized access.

3. CUSTOMER SECURITY OBLIGATIONS

Customer is responsible for maintaining commercially reasonable security controls relating to Customer-controlled systems, credentials, devices, accounts, integrations, and End Users.

Customer responsibilities include:

- (a) maintaining secure credential management and account hygiene practices;
- (b) enabling multi-factor authentication where reasonably available;
- (c) maintaining lawful authorization for all connected systems, APIs, OAuth permissions, integrations, and external accounts;
- (d) promptly removing terminated, unauthorized, or compromised users;
- (e) maintaining secure workstation, endpoint, browser, and device environments used to access the Products and Services;
- (f) periodically rotating passwords, API keys, tokens, and credentials consistent with Customer’s internal security practices;
- (g) promptly responding to remediation, security, operational, or credential refresh requests reasonably issued by TapClicks;
- (h) securely managing third-party platform credentials, OAuth permissions, integrations, and connected accounts; and
- (i) promptly notifying TapClicks of known or suspected unauthorized access, compromised credentials, or security incidents relating to Customer-controlled systems connected to the Products or Services.



4. SECURITY INCIDENT RESPONSE

TapClicks maintains operational incident response procedures reasonably designed to identify, contain, investigate, mitigate, and remediate suspected security incidents affecting TapClicks-controlled systems.

Customer acknowledges and agrees that:

- (a) security investigations evolve over time;
- (b) findings, impact assessments, and remediation determinations may change as investigations progress;
- (c) preliminary notifications or assessments may later be updated or revised;
- (d) exact impact determination, root cause analysis, data scope identification, attribution, or restoration timelines may not be immediately available;
- (e) restoration and remediation activities may occur in phases; and
- (f) third-party platform dependencies, Source Provider limitations, cloud infrastructure providers, APIs, or external systems may affect investigation timelines, restoration efforts, remediation efforts, or operational recovery.

In the event TapClicks determines that a confirmed security incident materially affecting Customer Data has occurred within TapClicks-controlled systems, TapClicks will provide notification to Customer without unreasonable delay based on the information reasonably available at the time.

5. OPERATIONAL SECURITY RESPONSE RIGHTS

TapClicks may take such actions as it reasonably determines necessary to protect the Products, Services, Customer Data, systems, integrations, Source Providers, or other customers from actual or suspected security threats, vulnerabilities, abuse, fraud, outages, unauthorized access, operational risks, or cybersecurity incidents.

Such actions may include:

- (a) invalidating, rotating, revoking, suspending, resetting, or restricting credentials, tokens, authentication methods, OAuth permissions, or API access;
- (b) requiring Customer credential refreshes, password resets, token reauthorization, or reauthentication procedures;

(c) migrating or modifying authentication methods, OAuth workflows, integration methodologies, or security procedures;

(d) restricting, suspending, throttling, disabling, isolating, or terminating integrations, APIs, connectors, synchronization workflows, automations, or portions of the Platform;

(e) disabling or retiring legacy authentication methods, connectors, integrations, APIs, or workflows;

(f) temporarily restricting account access, exports, synchronization functionality, automation functionality, or administrative privileges;

(g) isolating systems, environments, workflows, integrations, or infrastructure components; and

(h) performing emergency maintenance, remediation activities, operational containment measures, or security-related platform modifications.

Where reasonably practicable under the circumstances, TapClicks will use commercially reasonable efforts to provide notice of material operational restrictions affecting Customer.

6. NO SECURITY GUARANTEE

Customer acknowledges that no software platform, API ecosystem, cloud environment, integration framework, identity-management system, or internet-connected infrastructure can be guaranteed to be completely secure, uninterrupted, or free from vulnerabilities, outages, cyberattacks, unauthorized access, credential compromise, or operational disruptions.

7. SHARED RESPONSIBILITY MODEL

Security and operational responsibilities relating to the Products and Services are shared among TapClicks, Customer, End Users, Source Providers, cloud providers, identity providers, and third-party integration platforms.

The Shared Responsibility Matrix attached as Exhibit A forms part of this Security Addendum.

8. MODIFICATIONS

TapClicks may reasonably update this Security Addendum from time to time to reflect evolving operational practices, cybersecurity risks, legal requirements, infrastructure changes, industry standards, authentication requirements, Source Provider requirements, or security practices. Material changes will become effective upon renewal of the applicable subscription term unless otherwise required by applicable law.



EXHIBIT A
SHARED RESPONSIBILITY MATRIX

Function	TapClicks	Customer	Third Party
Platform Infrastructure	Primary	None	Cloud Vendor Support
User Password Security	Shared	Primary	None
MFA Enforcement	Shared	Primary	Identity Provider
Connector Availability	Best Effort	Shared	Primary
API Changes	Monitor	Cooperation	Primary
OAuth Authentication	Shared	Shared	Primary
Credential Rotation	Shared	Primary	Shared
Endpoint Security	None	Primary	None
Cloud Service Availability	Shared	None	Primary
User Access Provisioning	Shared	Primary	Identity Provider
OAuth Authorization Approval	Shared	Primary	Third-Party Platform
Third-Party API Stability	Monitor	Cooperation	Primary
Source Provider Availability	None	None	Primary
Customer Device Security	None	Primary	None
Security Incident Cooperation	Shared	Shared	Shared
Data Retention Policies	Shared	Shared	Shared
Backup and Disaster Recovery	Primary	None	Cloud Vendor Support
Platform Monitoring and Alerting	Primary	None	Infrastructure Provider Support
Authentication Method Changes	Shared	Shared	Third-Party Platform
Legacy Connector Deprecation	Primary	Cooperation	Third-Party Dependency