

**Business Services Agreement**

VERSION 2023.4

**1. Structure**

1.1 This agreement sets out the terms on which Marketplacer provides access to and use of its Platform on a "software as a service" basis and provides related services.

1.2 This agreement takes effect when an Order Form is executed by both the Operator and Marketplacer or such later date specified on the Order Form ("**Start Date**").

1.3 This agreement consists of the following parts:

- (a) the Order Form;
- (b) exhibits to the Order Form; and
- (c) this Business Services Agreement,

together the "**Agreement**". If there is any conflict between the parts of this Agreement, the part listed first prevails.

**2. Definitions and Interpretation**

2.1 In this Agreement, unless the context otherwise requires:

"**Acceptable Use Policy**" means the restrictions on the Operator's use of the Platform and/or Services which are set out in clause 6 of this Agreement;

"**Affiliate**" means a related entity of Marketplacer that controls, is controlled by or is under common control with Marketplacer, where "control" refers to ownership or the right to direct more than 50% of the outstanding shares or securities representing the right to vote for the election of directors or other managing authority of another entity;

"**API Key**" means the secret key and access token that allows an individual or entity to make authenticated requests to the Marketplacer APIs;

"**API Terms of Use**" means the API License and Terms of Use available at [marketplacer.com/legal/](https://marketplacer.com/legal/);

"**Applicable Data Protection Law(s)**" means the relevant data protection and data privacy laws, rules and regulations to which the Operator is subject such as the Privacy Act 1988 (Cth), EU General Data Protection Regulation 2016/679, the United Kingdom Data Protection Act 2018, and the California Consumer Privacy Act of 2018, and its implementing regulations;

"**Application**" means the software application, website, interface or any other means used to access the Marketplacer APIs using an API Key;

"**Change Request**" means a written request to

change, modify and/or amend the Services to be provided to the Operator;

"**Claim**" means any actions, suits, causes of action, proceedings, claims or demands;

"**Confidential Information**" means, in respect of each party (a "**Disclosing Party**"), any and all information furnished or disclosed by or on behalf of a party or its Affiliates (in such capacity, the "**Disclosing Party**") to the other party (in such capacity, the "**Receiving Party**") in connection with this Agreement, and including the terms of this Agreement, whether or not originated by the Disclosing Party and whether or not disclosed prior to or after the signing of this Agreement, which is marked or otherwise designated as confidential at the time of disclosure or which, based on the nature of the information or the circumstances of its disclosure, would reasonably be understood to be confidential or proprietary, except that Confidential Information does not include information:

- (a) which is or becomes part of the public domain other than through breach of this Agreement;
- (b) which was already known to Receiving Party at the time of the disclosure by the Disclosing Party;
- (c) which the Receiving Party receives from a third party entitled to disclose it; or
- (d) independently developed without use of or reference to any Confidential Information of the Disclosing Party by employees of the Receiving Party who had no access to such information;

"**Customer**" means a buyer, seller or other user of the Operator Marketplace, including a user or recipient of the goods or services provided by the Operator;

"**Data Processing Addendum**" means the agreement available at <https://marketplacer.com/legal/data-processing-addendum/>;

"**End Date**" is the date specified on the Order Form;

"**Extensions**" means any Marketplacer software which extends or supports the Operator's use of the Platform and is made available to the Operator other than on a "software as a service" basis by way of a separate license agreement;

"**External Provider**" means a third party service provider engaged by the Operator in connection with the Services;



**"Event of Default"** means:

- (a) a party breaches this Agreement and such breach is either incapable of remedy or the party fails to remedy the breach (and provide satisfactory evidence of such remedy) within 21 days of receiving a notice specifying the action required to remedy the breach;
- (b) a party persistently behaves in a manner which prevents or impedes the other from complying with the terms and conditions of this Agreement, and such an occasion has occurred at least three times in the past three months and on each occasion the prevention or impediment has lasted for more than seven days after a written notice is issued by the non-breaching party demanding the breaching party to remedy its behaviour;
- (c) in the case of the Operator, the Operator has not made a payment due under this Agreement by the relevant due date or time for payment, the Operator is given notice of such failure to pay, and fails to make the payment within 7 days of receipt of such notice;
- (d) upon the commencement of any action for the dissolution or liquidation of a party if such action has not been dismissed within 45 days of commencement of the action;
- (e) a party resolves to wind up or is subject to an order to wind up (other than for voluntary reconstruction);
- (f) a party has a receiver, liquidator, custodian, trustee or similar official or fiduciary appointed to it or in respect of a substantial proportion of its assets or undertakings;
- (g) a court or tribunal makes an order that a party be wound up in insolvency, unless the party successfully appeals such order; or
- (h) in the case of Marketplacer, a court or tribunal makes an order that the Platform infringes a third party's Intellectual Property Rights and Marketplacer is unable to, within 90 days of such order, implement a workaround or arrange appropriate rights for the Operator to continue to use the Platform or substantially similar platform;

**"Feedback"** means any suggestion or idea for improving or otherwise modifying the Platform or the Services including but not limited to, feature requests and requests for custom reports;

**"Force Majeure Event"** means any failure or delay caused by or the result of causes beyond

the reasonable control of a party which could not have been avoided or corrected through the exercise of reasonable diligence, and includes strikes, lock-outs, or other labor disputes, riots, civil disturbance, actions or inaction of governmental authorities, epidemics or pandemics, wars, embargoes, storms, floods, fires, earthquakes, acts of God or the public enemy, computer downtime, disruptions to public utilities, nuclear disasters or default of a common carrier, or any Federal or State restrictions on the movements of individuals or goods, orders from government or judicial institutions to halt business activities;

**"Go-Live Date"** means the first date that the Operator makes production use of a production environment within the Platform;

**"Intellectual Property Rights"** means any and all intellectual and industrial property rights subsisting in any part of the universe in any and all media (whether now known or created in the future) including, without limitation, rights in the nature of copyright, registered design or other design right, trade mark, patent rights, circuit layout rights, trade secrets and any corresponding proprietary rights (whether registered or common law) under the laws of any jurisdiction;

**"Integrations"** means a Marketplacer integration with a third party service, such as a payment gateway or marketing automation platform;

**"Liability"** means liability, loss, damage or expense, including legal costs on a full indemnity basis, any monies paid to a third party to settle or compromise a claim or demand and the costs of protecting or maintaining any Intellectual Property Rights or any Claim made, threatened or commenced against Marketplacer by a third party;

**"Marketplacer"** means the member of the Marketplacer Group named on the Order Form;

**"Marketplacer APIs"** has the meaning given in the [API Terms of Use](#);

**"Marketplacer Group"** means Marketplacer Holdings Ltd and its Affiliates;

**"Marketplacer IP"** means all Intellectual Property Rights in and to the Platform, Marketplacer APIs, Integrations, Services and related documentation, know-how and training materials, whether tangible or intangible, in whatever form or medium that are made available by Marketplacer in order to access the Services;

**"Onboarding Support"** has the meaning given in clause 5.1;

**"Operator"** has the meaning given in the Order Form;

**"Operator Data"** means all data and



information that is provided to or collected by Marketplacer in connection with the Operator Marketplace and the Services relating to the Operator and its operations, business, Customers, service providers, distributors, personnel, consultants, advisors, assets and transactions in whatever form such information may exist, regardless of whether such data or information is provided by, or collected from, the Operator or a third party;

**“Operator Marketplace”** means the Operator’s front-end eCommerce website, application or other interface;

**“Operator Personal Data”** means Personal Data processed by Marketplacer to provide the Services;

**“Order Form”** means the duly executed order form which incorporates this Business Services Agreement by reference;

**“Payment Services Regulation”** means any law, regulation, guidelines or other standards applicable to the Operator (or any third party payment service provider of the Operator) in relation to the undertaking or provision of payment services, including (without limitation) any legislative or statutory provisions implementing Directive (EU) 2015/2366 on payment services as applicable to the Operator;

**“Personal Data”** shall have the meaning assigned to the terms “personal data” or “personal information” under Applicable Data Protection Law(s);

**“Platform”** means Marketplacer’s software application which provides functionality to enable the Operator to manage third party sales to its customers on or through the Operator Marketplace, including management of sellers, catalogs, orders and reporting;

**“Platform Services”** means the service of access to and use of the Platform. Extensions are licensed separately and do not form part of the Platform or Platform Services;

**“Sales Tax”** means the applicable tax(es) chargeable by Marketplacer to Operator made under this Agreement in the relevant jurisdiction;

**“Security Incident”** means the breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to Operator Personal Data processed by Marketplacer;

**“Service Outputs”** means any outputs, documentation, reports or results generated by the Services;

**“Services”** means the services described in the Order Form and any subsequent Statement of Work, and includes the Platform Services and any Onboarding Support;

**“Service Fees”** means the fees and charges

payable by the Operator for the Services as set out in the Order Form;

**“Service Update”** means any update, upgrade, patch, modification or alteration to a Platform Service, provided that such update is not specific only to the Operator. For example, updates include new features or functionalities, and bug fixes;

**“Service Level Credits”** has the meaning given in the SLA;

**“SLA”** means the Service Level Agreement attached as an exhibit to the Order Form that applies to Marketplacer when providing the Platform Services to the Operator under this Agreement;

**“Start Date”** has the meaning given in clause 1.2;

**“Statement of Work”** means the document setting out the scope of the services to be provided by Marketplacer to the Operator in response to a Change Request, the terms and conditions on which Marketplacer will carry out the Change Request and the additional fees and charges which apply, in the form approved by Marketplacer from time to time;

**“Sub-processor”** means any processor of Operator Personal Data engaged by Marketplacer or its Affiliates to assist in fulfilling Marketplacer’s obligations with respect to providing the Services pursuant to this Agreement to the Operator and may include third parties or Affiliates of Marketplacer but shall exclude Marketplacer employees, contractors, or consultants; and

**“Term”** has the meaning given in clause 3.

2.2 In this Agreement, unless the context otherwise requires:

- (a) headings are for convenience only and do not affect interpretation;
- (b) references to a party also include the party’s executors, administrators, substitutes (including persons taking by novation), successors and permitted assigns;
- (c) each exhibit and schedule form part of this Agreement;
- (d) a document includes any variation or replacement of it;
- (e) references to any legislation or legislative provision will include modifying, consolidating, or replacing legislation or legislative provisions;
- (f) references to a “breach of warranty” include that warranty not being complete, true or accurate;
- (g) references to money are to the currency stated on the Order Form;



- (h) the words “including”, “for example”, “such as” or similar are not words of limitation;
- (i) every covenant, provision, representation, warranty, obligation or an agreement applying to, binding or given by more than one person will bind them jointly and each of them severally; and
- (j) a provision of this Agreement is not to be construed adversely against the party responsible for the preparation of it.

### 3. Term

This Agreement commences on the Start Date and continues until the End Date (**Term**), unless earlier terminated.

### 4. Platform Services

- 4.1 Marketplacer grants the Operator during the Term a non-exclusive, non-transferable, non-sublicensable and terminable right to access and use the Platform Services on a ‘software-as-a-service’ basis for the purpose of the Operator providing an online marketplace to Operator’s customers and in accordance with the terms of the Agreement. This right is subject to the Operator’s compliance with this clause 4 and the Acceptable Use Policy in clause 6, both of which are essential terms of this Agreement.
- 4.2 The right granted to the Operator in clause 4.1 is subject to the further condition that the Operator agrees that Marketplacer may collect, aggregate, use and disclose Operator Data provided such data is de-identified, meaning that it cannot be attributed or connected to an individual (“**Usage Data**”). Notwithstanding anything to the contrary in this Agreement, Marketplacer owns all right, title and interest in any inferences, analytics or databases created using the Usage Data. If Marketplacer discloses insights drawn from Usage Data, then all such disclosures must be anonymized and aggregated and will not identify Operator, and must not be disclosed in a manner that would permit a third party to determine Operator’s identity.
- 4.3 Operator acknowledges and agrees that notwithstanding anything to the contrary in this Agreement, Marketplacer retains all right, title, and interest in or to the Intellectual Property Rights in the Platform and the Services (including to corrections, updates, adaptations, enhancements or authorised copies of the Platform and/or the Services), and Operator does not acquire any rights, express or implied, in these Intellectual Property Rights.
- 4.4 As between the parties, Operator owns all Intellectual Property Rights in the Operator Data. The Operator is responsible for the accuracy, quality and legality of Operator Data,

the means by which the Operator acquired Operator Data, Operator’s use of Operator Data with the Services, and the interoperation of any third party applications with which Operator uses the Platform or Services.

- 4.5 The Operator grants to Marketplacer a worldwide, limited term license to access, use, process, copy, distribute, perform, export, modify, make derivative works and display the Operator Data solely to the extent necessary to provide the Services to the Operator and for the limited purpose described in clause 4.2. Marketplacer may also access the Operator’s accounts and portals to respond to support requests.
- 4.6 The Operator will immediately notify Marketplacer in writing of any breach or alleged breach of any rights, including but not limited to the Intellectual Property Rights, in or to the Platform or the Services by any third party of which the Operator becomes aware and will cooperate with Marketplacer in relation to any investigation or action that Marketplacer takes to protect its rights.
- 4.7 As between Marketplacer and the Operator, the Operator is responsible for any transactions which occur through or as a result of the Operator Marketplace. Marketplacer is not a party to such transactions and the Operator agrees Marketplacer has no liability in connection with them, nor does it have control over the goods and services transacted through the Operator Marketplace or the acts or omissions of Customers (such as failure to pay or failure to process a refund). The Operator must ensure that the Operator Marketplace is operated, and is responsible for taking reasonable steps to ensure users of the Operator Marketplace use it, in a manner that complies with applicable laws.
- 4.8 Subject to clause 4.9, Marketplacer will give the Operator at least 5 days’ notice in advance of implementing a Service Update if Marketplacer reasonably believes that the Service Update will (or may) significantly prejudice the Operator’s ability to use the Services or significantly reduce the quality or content of the Services being provided to the Operator.
- 4.9 Marketplacer may implement a Service Update with no notice or less notice than specified in clause 4.8 if it reasonably believes that the Service Update is critical for maintaining the integrity and/or security of the Platform or a Service and that compliance with clause 4.8 is inappropriate due to the urgency with which the Service Update must be implemented.
- 4.10 Marketplacer has not agreed to and does not agree to treat as confidential any Feedback Operator provides to Marketplacer, and nothing in this Agreement or in the parties’ dealings arising out of or related to this Agreement will restrict Marketplacer’s right to use, profit from,



disclose, publish, keep secret, or otherwise exploit Feedback, without compensating or crediting Operator.

- 4.11 Marketplacer reserves the right to change, discontinue, or deprecate the offering of any Service functionality at any time for any reason. Where the loss of or changed functionality will negatively impact the Operator's use of the Services, Marketplacer shall provide advance written notice to the Operator.

## 5. Onboarding Support

- 5.1 Marketplacer shall provide onboarding and configuration of the Services in accordance with the Order Form ("**Onboarding Support**"), including by using reasonable endeavours to provide milestones by the milestone due dates specified therein, subject to any dependencies specified.

- 5.2 Marketplacer will provide Onboarding Support with a reasonable level of care and to generally-accepted industry standards. Marketplacer will reasonably co-operate with any third party engaged by the Operator to perform implementation services.

- 5.3 The Operator acknowledges that the ability of Marketplacer to provide Onboarding Support is dependent upon the Operator's cooperation, including provision of any Operator dependencies specified in the Order Form. The Operator must ensure that it provides Marketplacer with timely, adequate and accurate responses to requests for data, documents, information, materials, access, decisions or approvals. Marketplacer is excused from performing Onboarding Support to the extent that Operator delays or refuses to provide Marketplacer with such cooperation.

- 5.4 The Operator:

- (a) shall comply with any technical or security policies, specifications, limitations or other technical documentation or instructions given to it by Marketplacer in connection with the use of Onboarding Support, including with respect to registration and administration of any website domain name connected with the Operator Marketplace;
- (b) shall provide Marketplacer with access to facilities and information, including Operator Data, within the Operator's possession or control which is reasonably required by Marketplacer to allow Marketplacer to review and assess the integrity or performance of Onboarding Support;
- (c) is responsible for all end-to-end testing of the Operator Marketplace prior to the Go-Live Date; and
- (d) takes full responsibility for any integration of its systems or middleware

with the Platform, including the use of any External Providers engaged by the Operator to assist with services related to the Operator Marketplace.

## 6. Acceptable Use Policy

- 6.1 The Operator must not, directly or indirectly:

- (a) use the Platform or the Services for any purpose other than in accordance with this Agreement;
- (b) reverse-engineer, decompile, translate or disassemble the Platform or any Platform Service;
- (c) bypass, attempt to bypass, or allow the bypass of, any security features of the Platform and/or Services, or introduce, upload or transmit any "back door", "time bomb", "logic bomb", "Trojan Horse", "worm", "drop dead device", "DoS attacks", "DDoS attacks", "virus" or any other malware, spyware or computer software routine having the effect of permitting unauthorised access to or use of any of Marketplacer's systems, networks, data or software or disabling, damaging, corrupting, interrupting or erasing, or disrupting or impairing the normal operation of any part of Marketplacer's systems, networks, data or software to the Platform and/or Services;
- (d) copy, reproduce, distribute, publish or otherwise use the Platform or any Platform Service in any manner or for any purpose not expressly authorised by this Agreement;
- (e) assign, transfer, sell, lease, licence or sub-licence the Platform or any Platform Service to any third party or dispose of, encumber or charge the Platform or a Platform Service in favor of a third party;
- (f) provide any third party with access to the Platform or Services other than as expressly permitted under this Agreement;
- (g) infringe, challenge or repudiate or take any action to impair, prejudice or diminish the Intellectual Property Rights in the Platform or Services;
- (h) make any representations to a third party or the public in regards to the Platform, Services and/or the Intellectual Property Rights in the Platform or Services;
- (i) remove or interfere with any copyright or trade mark notices contained within the Platform and Services;
- (j) demonstrate the Platform and Services for the purpose of engaging a person to replicate the functionality or features



- contained in the Platform and Services;  
or
- (k) modify any documentation or manuals provided or made available in relation to the Platform and Services.
- 6.2 The Operator must not disclose or generate for the purpose of disclosure to a third party any API Key unless:
- (a) the Operator has conducted reasonable due diligence to confirm that the third party has a genuine need to access Marketplacer's APIs for the purpose of a legitimate, bona fide and lawful Application;
- (b) the third party has entered into an agreement with the Operator governing the party's development of the Application which contains as a key term a requirement to comply with the [API Terms of Use](#).
- 7. Fees, Payments and Invoicing**
- 7.1 Marketplacer will issue the Operator an invoice for the Service Fees plus applicable Sales Tax in accordance with the Order Form.
- 7.2 The Operator must pay the Service Fees and Sales Tax to Marketplacer within 30 days of the date of invoice or such other due date specified in an Order Form. The requirement to pay the Service Fees within the time limit(s) as set out in this Agreement is an essential term of this Agreement. Without limiting its other rights and remedies, Marketplacer is entitled to charge a monthly finance fee equal to the lesser of (a) 3.0% per month; or (b) the highest amount permitted by law, on any undisputed amounts not paid in full by the due date specified in the Order Form, which will accrue and be payable each month until such amount has been paid in full. Marketplacer will not exercise this right if Operator is disputing the relevant invoice reasonably and in good faith and is cooperating to resolve the dispute.
- 7.3 The parties acknowledge and agree that:
- (a) unless otherwise expressly stated in this Agreement, the Service Fees are exclusive of Sales Tax;
- (b) if any Sales Taxes are imposed on any Services provided under this Agreement, Marketplacer may recover from the Operator, in addition to any consideration payable for the Services, the amount of Sales Taxes due; and
- (c) if the Operator is required to pay any amount of Sales Taxes in accordance with this clause 7 or in connection with any goods, services or any other things under this Agreement, the Operator will pay the amount of Sales Taxes at the same time as the consideration is provided for provision of Services,
- goods, service or any other thing under this Agreement.
- 7.4 The Operator agrees to pay the Service Fees by electronic funds transfer into Marketplacer's nominated bank account, or by such other method as Marketplacer may specify from time to time.
- 7.5 All amounts due under or in relation to this Agreement are non-refundable and must be paid in full without any deduction or withholding other than as required by law and the Operator will not be entitled to assert any credit, set off or counterclaim against Marketplacer in order to justify withholding payment of any such amount in whole or in part, except as expressly stated in respect of Service Level Credits in the SLA.
- 7.6 The Operator agrees that on each anniversary of the Start Date, Marketplacer may determine at its discretion to increase the Service Fees by the most recent annual rate of inflation, rounded to the nearest half dollar (\$0.50) or pound (£0.50) (dependent on where the Marketplacer entity named in the Order Form is registered), upon at least 30 days' advance notice to the Operator. If the Marketplacer entity named in the Order Form is registered in:
- (a) the United States, the rate of inflation will be calculated using the United States Bureau of Labor Statistics, Consumer Price Index for All Urban Consumers; US City average; or
- (b) the United Kingdom, the rate of inflation will be calculated using the Consumer Price Index All Items, as published by the Office for National Statistics; or
- (c) anywhere else in the world, the rate of inflation will be calculated using the Consumer Price Index All Groups, Weighted Average of the Eight Capital Cities, as published by the Australian bureau of statistics.
- 7.7 The Operator will keep and maintain accurate and complete books and records relating to the Services ("**Records**"). During the Term and for 2 years thereafter, Marketplacer will have the right, at its cost and expense and on reasonable prior written notice to the Operator, to inspect the Operator's Records during normal business hours and in a manner that does not interfere with the Operator's business operations. The Operator will provide direct access to its systems, facilities and employees as reasonably requested by Marketplacer for the audit. If the audit shows under reporting or under payment by the Operator of any amounts owed to Marketplacer, the Operator will promptly pay the additional sum(s) owed. If the audit shows under payment by Operator of five percent (5%) or more, the Operator must further reimburse Marketplacer for its reasonable audit costs and expenses.
- 7.8 Engagement of any External Providers is at the



Operator's sole cost.

## 8. Change Request

- 8.1 From time to time during the Term, the Operator may submit a Change Request to Marketplacer and Marketplacer may, at its discretion, provide the Operator with a written notice in the form of a Statement of Work setting out the terms on which Marketplacer is willing to carry out the Change Request, including any variation in fees for Marketplacer to undertake such changes. Marketplacer has no obligation to perform any request which is outside the scope of the Services, unless the parties have signed a Statement of Work setting out such varied or additional services and any fees.
- 8.2 The parties may discuss and agree changes to a Statement of Work, and any agreed changes will be incorporated into the Statement of Work prior to signing. For the avoidance of doubt, neither party is obliged to negotiate or sign a Statement of Work issued by Marketplacer.
- 8.3 Unless a Statement of Work states otherwise, any changes, modifications or amendments to the Services introduced by a Statement of Work that has been duly accepted and signed in accordance with this clause constitute part of the Services provided by Marketplacer under this Agreement and the Statement of Work is deemed to be a variation to this Agreement.

## 9. Security

- 9.1 The Operator must not do anything to prejudice the security or privacy of Marketplacer's systems, software or Services or the information stored on the same.
- 9.2 If the Operator (or any of its personnel) become aware of any actual or potential compromise of the security of the Operator Marketplace or the Operator Data or suspect that any "back door", "time bomb", "logic bomb", "Trojan Horse", "worm", "drop dead device", "DoS attacks", "DdoS attacks", "virus" or any other malware, spyware or computer software routine having the effect of permitting unauthorised access to or use of any of Marketplacer's systems, networks, data or software or disabling, damaging, corrupting, interrupting or erasing, or disrupting or impairing the normal operation of any part of Marketplacer's systems, networks, data or software has been transmitted, uploaded or introduced, Operator must notify Marketplacer immediately.
- 9.3 Operator must promptly comply with any reasonable directions and instructions given by Marketplacer in connection with the Operator's use of the Services for the purpose of protecting the security of systems, networks, data or software.
- 9.4 Marketplacer will make reasonable efforts to ensure that the Operator Data is stored and transmitted according to accepted industry standards and in a secure manner, including by

maintaining appropriate administrative, physical and technical safeguards designed to protect Operator Data against unauthorised access, destruction, loss, alteration or misuse.

- 9.5 Marketplacer will perform backups of the Operator Data in the manner and at such times and intervals as is reasonable for its business purposes. Marketplacer does not warrant that it is able to backup or recover specific Operator Data beyond its explicit commitments in this Agreement. The Operator is responsible for securing and maintaining its own backup of the Operator Data as required for its business purposes.
- 9.6 Each party shall:
- (a) if it becomes aware of any compromise to the security of the Operator Marketplace or the Operator Data or suspects that any virus or malicious code has been transmitted, uploaded or introduced, notify the other party as soon as is reasonably practicable with reasonable details regarding the breach of security or compromise; and
  - (b) if it becomes aware of any Security Incident or compromise of the Operator's or a Seller's Marketplacer account, promptly notify the other party by email with reasonable details regarding the breach of security or compromise, reasonably co-operate with the other party to enable that party to meet its obligations under applicable law, and shall not disclose details about the breach of security to any third party without the prior written consent of the notifying party (such consent not to be unreasonably withheld or delayed), unless required by applicable law or its contractual commitments to third parties.
- 9.7 The Operator is responsible for:
- (a) maintaining and updating its own operating systems, Internet browsers, anti-virus software, or other software that it uses to access and use the Services; and
  - (b) safeguarding usernames, passwords or other credentials used to access the Operator's account and any activity occurring in Operator's account (other than activity that Marketplacer is directly responsible for and which is not performed in accordance with the Operator's instructions).
- 9.8 The Operator must ensure that its Customers comply with the requirements of clause 9.7 to the extent applicable.
- ## 10. Privacy
- 10.1 If the Operator entity named in the Order Form is registered in the United Kingdom or the



- European Union, the parties agree that the Data Processing Addendum is hereby incorporated into this Agreement by reference and applies to the processing of all Operator Personal Data by Marketplacer. To the extent of any inconsistency between this Agreement and the Data Processing Addendum, the Data Processing Addendum prevails.
- 10.2 The Operator must comply with the requirements of Applicable Data Protection Laws or contractual obligations to third parties necessary in order to disclose to Marketplacer, and allow Marketplacer to collect, use, retain, and disclose, any information that is provided to Marketplacer or which Marketplacer is authorised to collect in its provision of the Services.
- 10.3 The Operator must make its terms, including its privacy policy, easily accessible to any person accessing the Operator Marketplace and such terms must clearly disclose how Marketplacer will collect and process any Operator Personal Data. For the purposes of this clause, Operator is directed to refer to Marketplacer's Privacy Policy available at <https://marketplacer.com/legal> for information on how Marketplacer will collect and process Operator Personal Data, as updated from time to time.
- 10.4 Operator will not, and must ensure that its Customers do not, submit to the Services: (i) Personal Data which are, by their nature, particularly sensitive in relation to fundamental rights and freedoms, including without limitation any patient, medical or other protected health information such as (if the Operator entity named in the Order Form is registered in the United States) information regulated by HIPAA; or (ii) any other information subject to regulation or protection under industry-specific laws such as the Children's Online Privacy Protection Act, the Payment Card Industry Data Security Standard or the Gramm-Leach-Bliley Act (or related rules or regulations); collectively, "**Sensitive Data**". If the Operator entity named in the Order Form is registered in the United States, the Operator acknowledges that the Services are not HIPAA compliant. "**HIPAA**" means the Health Insurance Portability and Accountability Act, as amended and supplemented. Notwithstanding any other provision to the contrary, Marketplacer has no liability under this Agreement for Sensitive Data.
- 10.5 Operator provides general authorization for Marketplacer to engage Sub-processors to process Operator Data on Operator's behalf. The Sub-processors currently engaged by Marketplacer and authorized by Operator are available [here](#). Marketplacer shall notify Operator if it adds or removes Sub-processors at least twenty (20) days prior to any such changes if Operator opts in to receive such notifications by emailing [privacy@marketplacer.com](mailto:privacy@marketplacer.com).
- 10.6 Operator may object in writing to Marketplacer's appointment of a new Sub-processor within ten (10) days of receiving notice in accordance with clause 10.5, provided that such objection is based on reasonable grounds relating to data protection. In such event, the parties shall discuss such concerns in good faith with a view to achieving a commercially reasonable resolution. If no such resolution can be reached, Marketplacer will, at its sole discretion, either not appoint such Sub-processor, or permit Operator to suspend or terminate the affected Service in accordance with the termination provisions in this Agreement without liability to either party (but without prejudice to any fees incurred by Operator prior to suspension or termination).
- 10.7 Marketplacer shall: (i) enter into a written agreement with each Sub-processor containing data protection obligations that provide at least the same level of protection for Operator Data as those in this Agreement, to the extent applicable to the nature of the service provided by such Sub-processor; and (ii) remain responsible for such Sub-processor's compliance with the obligations of this Agreement and for any acts or omissions of such Sub-processor that cause Marketplacer to breach any of its obligations under this Agreement.
- 10.8 Marketplacer does not knowingly collect any information, including personal data, from children under 18 years of age ("minors"). Operator represents and warrants that it will not permit any Customer who is a minor to use the Operator Marketplace. If you believe that we have inadvertently collected minor personal data, please contact us at [privacy@marketplacer.com](mailto:privacy@marketplacer.com) so that we can delete the information.
- 11. Confidentiality**
- 11.1 Each party ("**Recipient**") agrees at all times during and for so long as is legally permissible after the Term to keep confidential the Confidential Information of the other party and will not disclose or discuss the same without the prior written approval of that other party, except:
- (a) as specifically provided by this Agreement;
  - (b) to the extent permitted or required by law (provided to the extent legally permissible it notifies the other party of the request and takes into account its reasonable requests regarding the content of disclosure);
  - (c) to the extent required to perform any of the Recipient's obligations under this Agreement; or
  - (d) to the extent required to instruct the Recipient's employees, officers, agents





and professional advisers ("Representatives") in relation to the preparation, completion and performance of this Agreement, provided the same are notified of the confidential nature of the Confidential Information and are bound by equivalent confidentiality obligations. The Recipient shall at all times remain responsible and liable for its Representatives' failure to comply with this Agreement.

11.2 The Recipient must not sell, transfer, assign or otherwise dispose of or grant any licence in relation to any Confidential Information or make available copies (whether by photocopying, photographic reproduction or by electronically recorded data) of any Confidential Information to any person other than with the prior written consent of the other party.

11.3 Unless otherwise advised by the Operator or an exception applies under this Agreement, Marketplacer will treat all Operator Data which has not been de-identified as Confidential Information.

## 12. Warranties

12.1 Each party warrants to the other that:

- (a) it has the full right, power and authority to enter into and perform this Agreement and to grant and license all rights and benefits hereby granted and licensed to the other party;
- (b) it will not do anything which violates or infringes the rights, title or interest, including the Intellectual Property Rights, of the other party; and
- (c) it will comply with any laws, regulations, standards and guidelines applicable to its provision or use of the Services (as the case may be).

12.2 The Operator warrants to Marketplacer that it will take reasonable steps to ensure the Operator Marketplace and any listings or transactions on the Operator Marketplace comply with applicable laws, regulations, standards and guidelines.

## 13. Indemnity

13.1 The Operator indemnifies and agrees to indemnify Marketplacer and its directors, officers, employees and agents (each an "indemnified party") from and against all Liability which the indemnified party suffers or incurs in connection with:

- (a) any dispute between the Operator and a third party (including, without limitation, in respect of Payment Services Regulation);
- (b) use of the Platform or Services by the Operator, another person under authority of the Operator or a Customer

in a manner that is illegal or materially inconsistent with this Agreement;

- (c) a third party's use of Marketplacer's APIs authorized by an API Key generated using the Operator's account;
- (d) infringement of the rights of a third party, including Intellectual Property Rights or data privacy; or
- (e) if applicable, failure to comply with the requirements of DMCA as specified in clause 22.

13.2 Both parties will use their reasonable endeavours to mitigate any loss, damage, liability, expenses and costs suffered by them under or arising out of this Agreement.

13.3 Each party's liability to the other is reduced proportionally to the extent that the liability arises as a direct result of an act or omission of the other party.

## 14. Limitations on Liability

14.1 To the maximum extent permitted by law, neither party shall be liable to the other party under any theory of liability for any consequential, indirect, incidental, special, punitive or exemplary damages or any kind, including, without limitation, damages arising from loss of profits, revenue, data or use, or from any defect or error or in connection with Operator's acquisition of substitute services or malfunction of the Services, or any such damages arising from breach of contract or warranty or from negligence or strict liability, even if a party has been advised or should know of the possibility of such damages, and notwithstanding the failure of any remedy to achieve its intended purpose.

14.2 The Operator acknowledges that the Services are not provided free of defects nor will they be available at all times and uninterrupted, and Marketplacer makes no warranties, guarantees or undertakings in this regard except that Marketplacer will use commercially reasonable endeavours to deliver the Services in accordance with the SLA.

14.3 Marketplacer shall use commercially reasonable efforts to comply with the SLA. The Operator's sole and exclusive remedy for breach of this clause will be an amount equal to the Service Level Credit specified in the SLA.

14.4 In respect of Service Outputs, the Operator acknowledges and agrees that:

- (a) the mere generation of Service Outputs does not mean that Marketplacer has validated or verified the correctness of the Operator Data comprised in the Service Outputs;
- (b) Marketplacer has not expressed an opinion or provided advice that use of the Services by the Operator will



- produce any particular Service Outputs or other results, including the generation of any financial gains for the Operator or the avoidance of any financial losses for the Operator; and
- (c) Marketplacer is under no obligation to interpret, extrapolate, construe, represent, decipher, analyse, comment, translate, apply or advise on the Service Outputs.
- 14.5 To the maximum extent permitted by law and subject to Marketplacer's obligation to comply with this Agreement, the Services are provided "as is" and all express or implied representations, conditions, statutory guarantees, warranties and provisions (whether based on statute, common law or otherwise) that are not expressly contained in this Agreement are excluded, including but not limited to the IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT.
- 14.6 Marketplacer may make Integrations which connect with third party services available to its customers through the Platform from time to time. The Operator acknowledges and agrees that:
- (a) Marketplacer does not require the Operator to use any Integration, nor does it recommend any third party services are suitable for the Operator's particular purposes;
- (b) Marketplacer does not make any representations or warranties of any kind regarding the quality or merchantability of any third party service;
- (c) the third party service provider may:
- (i) require the Operator to create an account prior to use of the Integration;
- (ii) impose charges and fees for the Operator's use of the third party service; and
- (iii) provide such service subject to its own terms and conditions and privacy policy; and
- (d) Marketplacer is not the provider of the third party service and has no liability for the service or the acts or omissions of the service provider.
- 14.7 Marketplacer shall not have any liability (whether contractual or non-contractual) for compliance with any Payment Services Regulation and the Operator acknowledges and agrees that it shall be liable for compliance with any Payment Services Regulation applicable to it.
- 15. Liability Cap**
- 15.1 Without limiting clause 14 and subject to clause 15.2, Marketplacer's maximum, aggregate liability to the Operator for any Claims under, arising from, or in relation to this Agreement, regardless of form of action, whether in contract, tort (including negligence), under product liability and consumer protection legislation, under any other statute or regulation, breach of warranty or other legal or equitable grounds (including in each case negligence), is limited to:
- (a) in relation to Claims arising in respect of the Operator Data, at Marketplacer's reasonable election:
- (i) reconstruction or recovery of the relevant Operator Data (or so much of it as possible in the circumstances);
- (ii) provision of a copy of the relevant Operator Data to the Operator; or
- (iii) payment to the Operator of the reasonable costs required to recover or reconstruct (but not to re-collect) the relevant Operator Data,
- or a combination of the foregoing; and
- (b) in respect of other Claims, the Service Fees paid by the Operator in the 12 months leading up to the date on which the relevant Claim first accrues.
- 15.2 Subject only to clause 14.1, nothing in this Agreement operates to limit or exclude either party's liability to the other for:
- (a) death or personal injury caused by that party's negligence;
- (b) any fraudulent or reckless conduct by the other party; or
- (c) any other liability which cannot be limited or excluded by law.
- 16. Termination and Suspension**
- 16.1 Where an Event of Default occurs in relation to a party, the other party may terminate this Agreement by notice in writing to the party in respect of whom an Event of Default has occurred, and such termination becomes effective on the date that it is served on the relevant party.
- 16.2 In addition to its rights of termination, Marketplacer may suspend all or part of the provision of the Services to the Operator if an Event of Default occurs and the Event of Default is either incapable of remedy or the Operator fails to remedy it (and provide satisfactory evidence of such remedy to Marketplacer) within 7 days of receiving a notice in writing from Marketplacer party specifying the action required of the Operator to remedy the Event of Default.



16.3 On termination or expiration of this Agreement, the Operator must:

- (a) cease using, and Marketplacer may cease making available, the Services, and the Powered by Marketplacer logo under clause 23, unless the parties mutually agree otherwise;
- (b) at Marketplacer's election, forward or destroy (and where applicable erase) all materials containing the Intellectual Property Rights of Marketplacer in the possession or control of the Operator; and
- (c) pay to Marketplacer all amounts due at the date of termination.

16.4 The Services include functionality that enables the Operator to export Operator Data at any time during the Term. Provided that the Operator makes the request in writing within 30 days of the date of termination, Marketplacer will also provide a copy of the Operator Data in Marketplacer's possession to the Operator following termination of this Agreement. Marketplacer will use reasonable efforts to provide the Operator Data within a reasonable timeframe following receipt of the request.

16.5 Upon the Operator's written request, Marketplacer will delete all Operator Data from its production environments.

16.6 Marketplacer will not have any further obligations to the Operator under this Agreement and is not otherwise required to provide any assistance to the Operator for the purposes of migrating or transitioning to another service, system or software unless the parties agree otherwise in writing.

16.7 The parties waive any rights of termination not expressly stated in this Agreement.

## 17. **Dispute Resolution**

The parties agree that in the event of any dispute, controversy or claim arising out of or in connection with this Agreement, including any question regarding its existence, validity or termination ("**Dispute**"), a party must not commence any court or arbitration proceedings relating to the Dispute (other than for urgent injunctions or interlocutory applications) until it has issued a notice to the other party and made reasonable attempts to resolve the Dispute by negotiation of senior management. This clause 17 does not apply in relation to the payment or non-payment of Service Fees under this Agreement.

## 18. **Relationship of Parties**

18.1 Marketplacer's relationship with Operator is that of an independent service provider. Neither Marketplacer nor Operator will have (and will not represent that it has) any power, right or authority to bind the other, or to assume or

create any obligation or responsibility, express or implied, on behalf of the other or in the other's name.

18.2 Unless not allowed by law, Operator will not, without the prior written consent of Marketplacer, for the Term and a 6 month period after the Term, directly or indirectly solicit or offer employment or otherwise engage any employee of Marketplacer. Nothing in this clause will prevent a party from employing a person who responds to a general advertisement or recruitment agency seeking applications.

## 19. **Force Majeure**

19.1 Notwithstanding any other provision in this Agreement, no default, delay or failure to perform on the part of any party will be considered a breach of this Agreement to the extent such default, delay or failure to perform is shown to be due to a Force Majeure Event.

19.2 If a Force Majeure Event occurs, the time for performance required by a party under this Agreement will be extended for any period during which performance is prevented by the event.

19.3 If a Force Majeure Event prevents a substantial part of the Services being provided by Marketplacer to the Operator, the Operator is exempted from paying the relevant Service Fees that would otherwise be payable during the period in which that Force Majeure Event occurs.

19.4 Notwithstanding the above, if a delay or failure by a party to perform its obligations under this Agreement due to a Force Majeure Event exceeds 60 days, and that delay or failure prevents a substantial part of the Services from being provided by Marketplacer to the Operator, any party may immediately terminate this Agreement on providing notice to the other party, such notice to take effect 14 days after the date of such notice.

## 20. **Notices**

20.1 All notices and consents required or permitted to be given under this Agreement must be in writing and given by personal service, mail (postage prepaid, return receipt requested), overnight courier or email to the parties at the address for notices set out in the Order Form or to such other address as either party may designate to the other by written notice. Notice is effective on the same day when delivered personally, on the next business day when sent by overnight courier service, on the next business day if sent by email or three business days after sending by mail (return receipt requested).

## 21. **Assignment**

21.1 Subject to clause 21.2, neither party may assign or otherwise transfer its rights or obligations under this Agreement without the prior written



- consent of the other party, such consent not to be unreasonably withheld. Any assignment in violation of this clause is null and void.
- 21.2 Marketplacer may assign or otherwise transfer its rights or obligations under this Agreement to any of its Affiliates or in connection with a change in ownership without the prior written consent of the Operator.
- 22. DMCA Notice and Takedown**
- 22.1 Marketplacer supports the protection of intellectual property and asks the Operator to do the same. Marketplacer's policy is to respond to all notices of alleged copyright infringement. If someone believes an Operator is infringing their intellectual property rights, they can send a notice to Marketplacer using the [Takedown Request Form](#). On receiving a notice, Marketplacer may remove or disable access to the content claimed to be a copyright infringement. Once provided with a notice of takedown, the Operator can reply with a counter notification if the Operator objects to the complaint using the [Counter Notice Form](#). The original complainant has 14 business days after Marketplacer receives a counter notification to seek a court order restraining the Operator from engaging in the infringing activity, otherwise Marketplacer will restore the content.
- 23. Logos**
- 23.1 Operator acknowledges and agrees that the Powered by Marketplacer logo must be retained on each page of the Operator Marketplace in the bottom left corner, or such other placement as Marketplacer notifies to the Operator from time to time. Operator is not permitted to modify the size, design or color of the Powered by Marketplacer logo without the prior permission of Marketplacer and agrees to comply with Marketplacer's reasonable directions in respect of the Powered by Marketplacer logo.
- 23.2 The Operator hereby consents to Marketplacer using the Operator's name and logo solely to identify Operator as a Marketplacer customer in its marketing and promotional materials, including but not limited to on Marketplacer's websites. If Operator does not want its name or logo used in this way, it will notify [brand@marketplacer.com](mailto:brand@marketplacer.com).
- 24. General**
- 24.1 This Agreement may only be amended, supplemented or replaced by a document in writing signed by the parties.
- 24.2 Any failure or delay by one party to compel performance by another party of any of the terms and conditions of this Agreement does not constitute a waiver of those terms or conditions, nor does it affect or impair the right of the first party to enforce them against the other party at a later time or to pursue remedies it may have for any subsequent breach of those terms or conditions.
- 24.3 A single or partial exercise of a right by a party does not preclude another or further exercise of that right or the exercise of any other right.
- 24.4 A party may give its approval or consent conditionally or unconditionally or withhold its approval or consent in its absolute discretion unless this Agreement expressly provides otherwise.
- 24.5 This Agreement constitutes the entire agreement and supersedes all previous agreements, understandings, negotiations and representations in respect of all matters dealt with in this Agreement.
- 24.6 Each party acknowledges and agrees that:
- (a) prior to the Start Date it conducted due diligence in respect of the scope of the Services; and
  - (b) it enters into this Agreement in reliance on its due diligence alone and has not relied upon, and will not rely on, any representation or statement (written, express or implied) which is not expressly set out as a written provision, warranty or condition of the Agreement.
- 24.7 Any provision of this Agreement which is prohibited, unenforceable or invalid in whole or in part is only ineffective to the extent of the prohibition, unenforceability or invalidity and this does not affect the remaining part of that provision or the other provisions of this Agreement, which will continue in full force and effect.
- 24.8 This Agreement may be executed in one or more counterparts executed by one or more of the parties, each of which counterparts will constitute the one agreement which will be binding on all the parties when one such counterpart has been executed by each party.
- 24.9 Each indemnity in this Agreement is a continuing obligation, separate from the other obligations of a party, and survives termination of this Agreement.
- 24.10 All representations and warranties in this Agreement will survive the execution and delivery of this Agreement and the completion of the transactions contemplated by it.
- 24.11 If the Marketplacer entity named in the Order Form is registered in:
- (a) the United States, then the terms of this Agreement are governed by and construed in accordance with the laws of Delaware and the parties submit to the jurisdiction of the Courts of Delaware; or
  - (b) the United Kingdom, then the terms of this Agreement are governed by and construed in accordance with the laws of England and Wales, and the parties submit to the non-exclusive jurisdiction of the courts of England and Wales; or



- (c) anywhere else in the world, then the terms of this Agreement are governed by and construed in accordance with the laws of the State of Victoria,

Australia and the parties submit to the non-exclusive jurisdiction of the Courts of Victoria, Australia.

