

**BAZAARVOICE, INC.
MASTER AGREEMENT**

By signing the Bazaarvoice service order, statement of work or similar-type document (“**Service Order**”), you accept and agree to be bound by the terms and conditions below (the “**Agreement**”). The Agreement governs your relationship with Bazaarvoice, Inc. (“**Bazaarvoice**”). Each party represents and warrants that it has read and understands all of the provisions of this Agreement. You must accept this Agreement before you can receive any Services (as defined, below). If you are entering this Agreement on behalf of a company or other legal entity, you represent and warrant that you have authority to bind such entity to this Agreement, in which case the terms “you” or “your” refer to such entity.

1. SERVICES

1.1 Provision of Services. Subject to the terms and conditions of this Agreement, including without limitation your payment of all of the undisputed fees due, Bazaarvoice will provide services described in a Service Order (“**Services**”) in accordance with the terms of this Agreement, including the Service Levels outlined in Exhibit A and any terms and conditions provided for in a Service Order. You may not use the Services in violation of the terms of this Agreement.

1.2 Third Party Sites. To the extent that you request or otherwise cause the Services to be integrated with or make use of data from third party websites you agree that Bazaarvoice does not have control over the terms of use, privacy policies, operation, intellectual property rights, performance or content of any third party sites. Accordingly, unless specifically stated in a Service Order, Bazaarvoice disclaims all responsibility and liability for any use of third party sites or any information collected from such third party sites and any damages or other harm whether to you or end users. Third party sites include but are not limited to, Facebook, Instagram, and Google.

1.3 Syndicated Content. In the event that you receive syndicated content through the Bazaarvoice Syndication service (“**Syndicated Content**”), you are granted a limited, non-exclusive, royalty-free, revocable, world-wide license solely to display Syndicated Content on your website for the duration of the Agreement. You may not use it for any other purpose. Syndicated Content is owned by the party who originally collected it and that party may revoke licenses in that content at-will.

1.4 Loyalty, Rewards and Similar Programs. If you elect to use the Services in conjunction with a loyalty, rewards, contest, sweepstakes or similar program, then you acknowledge and agree that you are responsible for ensuring that such program, including without limitation the earning, redemption and expiration of points and rewards, is compliant with all applicable laws, codes, rules and regulations.

1.5 Legacy Content. In the event that you have Bazaarvoice import any of your content that exists prior to this Agreement (“**Legacy Content**”), you represent and warrant that you have any and all consents necessary to use Legacy Content.

1.6 Authenticity. You and Bazaarvoice shall comply with the terms of Bazaarvoice’s Authenticity Policy, which can be found at www.bazaarvoice.com/legal/authenticity-policy.

1.7 Your Content. You acknowledge and agree that, as between you and Bazaarvoice, you are responsible for all content you post via the Services (e.g. answering of end user questions).

1.8 Account Protection. In the event that you become aware that the security of your login information has been compromised or breached, you must deactivate such account or change the account’s login credentials. Additionally, you shall promptly deactivate the account or change the login credentials for any individual (e.g., former employee) that no longer is authorized by you to access the Services.

1.9 Assistance. You shall provide Bazaarvoice with all information and assistance as reasonably requested and required for Bazaarvoice to activate and operate the Services. Further detail on your assistance can be found in the applicable Service Order.

2. FEES AND PAYMENT

2.1 Fees. You shall pay Bazaarvoice the undisputed fees in the currency and as of the date set forth in each Service Order. You shall submit such payments as required in accordance with the payment instructions (e.g. payment address) provided in each invoice. All fees are exclusive of applicable sales, excise, or use taxes. Except for income taxes levied on Bazaarvoice’s net income, you shall pay or reimburse Bazaarvoice for all national, federal, provincial, state, local or other taxes and assessments of any jurisdiction, including sales or use taxes, data processing taxes, royalty taxes and amounts levied in lieu thereof which are legally payable by you for charges set, services performed or to be performed, or payments made or to be made hereunder. You shall not be entitled to deduct the amount of any such taxes, duties or assessments from payments made to Bazaarvoice under this Agreement. This provision shall survive the termination of this Agreement and shall be applicable regardless of the time frame in which the requirement of the payment of such taxes or assessments is asserted (e.g. a deficiency assessment by a taxing authority as a result of an audit after the termination of this Agreement). Payments are due net thirty (30) days from receipt of invoice unless agreed otherwise by the parties in the applicable Service Order. You will notify Bazaarvoice of any invoice dispute within thirty (30) days of receipt of invoice, at which time the parties will engage in good faith efforts to resolve the dispute.

2.2 Late Payments. Your failure to pay undisputed fees when due constitutes a material breach of this Agreement. If

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payment is not made within thirty (30) days after the Bazaarvoice invoice due date, Bazaarvoice may, in its sole discretion, choose to do any or all of the following: (i) charge you a late fee on the unpaid balance at the lesser of one percent (1%) per month or the maximum lawful rate permitted by applicable law, rounded to the next highest whole month and compounded monthly; and/or (ii) suspend your access to the Services, during which time you will continue to be charged for any period of suspension. Bazaarvoice's suspension or resumption of the Services does not limit or prevent Bazaarvoice from pursuing all other remedies available.

3. PROPRIETARY RIGHTS

3.1 Service Ownership; License; Retained Rights. Bazaarvoice owns all right, title, and interest in and to the Services, including, without limitation, all modifications, improvements, upgrades, derivative works, and feedback related thereto and all intellectual property rights therein. Bazaarvoice grants you a limited, revocable, royalty-free, non-exclusive, non-transferable license to use the Services for the term of the applicable Service Order. You acknowledge that the rights granted under this Agreement do not provide you with title to or ownership of the Services, but only a right to use the Services subject to and under the terms and conditions of this Agreement. All rights not expressly granted to you hereunder are reserved by Bazaarvoice.

3.2 Restrictions. Unless otherwise permitted in writing by Bazaarvoice, you may not, and may not knowingly permit any third party to, (i) copy, reproduce, modify, translate, prepare derivative works of, de-compile, reverse engineer, disassemble or otherwise attempt to derive source code from the Services; (ii) use, evaluate or view the Services for the purpose of designing or creating a product or service competitive to Bazaarvoice's products or services; or (iii) resell, use the Services in a service bureau, or provide services for a third party in any manner.

3.3 Data Collection, Ownership, and Use.

3.3.1 User Generated Content. "User Generated Content" (or "UGC") means content submitted via the Services with the intent of being publicly displayed. UGC includes but is not limited to reviews, ratings, questions, and answers. UGC includes associated meta data, such as date and time stamp.

3.3.2 Service Data. "Service Data" is data provided by you for the purpose of facilitating the Services. Service Data includes but is not limited to, product information included in feeds and transaction detail information such as unit prices and cart values.

3.3.3 Client Data. "Client Data" means all UGC, personal data (as defined in Section 3.4) and Service Data (collectively). As between Bazaarvoice and you, you own all Client Data. Nothing contained herein shall be construed as granting Bazaarvoice ownership in any Client Data.

3.3.4 License. You grant Bazaarvoice a limited, non-exclusive, royalty-free, irrevocable, world-wide license to use Client Data as necessary to provide, improve, monitor and develop the Services for the duration of the Agreement, and an irrevocable license to use UGC for analytics purposes in perpetuity. Unless it has been aggregated or anonymized, Client Data will only be disclosed as necessary to provide you the Services.

3.4 Personal Data. In this section 3.4 the terms "personal data", "process", "data subject", "data controller" and "data processor" shall have the meanings given to them in the Data Protection Act 1998 (the "DPA"). The parties acknowledge and agree that you shall be the data controller and Bazaarvoice shall be the data processor for the purpose of the DPA. In connection with this Agreement, each party shall observe their respective obligations which arise under the DPA or any other applicable legislation.

3.4.1 Bazaarvoice shall:

- (a) process all personal data supplied by you or collected on your behalf only in accordance with your instructions and shall not process the personal data for any other purpose or in any other manner;
- (b) not transfer personal data outside the European Economic Area (EEA) without your prior written consent;
- (c) ensure that only such of its employees or agents who may be required by Bazaarvoice to assist it in meeting its obligations under this Agreement shall have access to the personal data;
- (d) shall take all reasonable steps to ensure the reliability of any of its employees or agents who have access to the personal data and shall ensure that all employees used by it for the purposes of this Agreement are informed of the confidential nature of the personal data and have undergone training in the law of data protection and in the care and handling of personal data.
- (e) ensure that appropriate technical and organisational safeguards are taken to protect against unauthorised disclosure or unlawful processing of the personal data and against accidental loss or destruction of, or damage to, the personal data. These measures shall be appropriate to the harm which might result from any unauthorised or unlawful processing, accidental loss, destruction or damage to the personal data and having regard to the nature of the personal data which is to be protected;
- (f) enter into appropriate contractual agreements with subcontractors and take suitable monitoring measures in order to guarantee the protection and security of the personal data;
- (g) require any such subcontractor to comply with the provisions of this Agreement in which case Bazaarvoice remains responsible for any acts or omissions of any such subcontractor as if such act or omission were performed by Bazaarvoice;

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(h) at any time upon request, provide you with a full list of our current subcontractors;

(i) immediately notify you if Bazaarvoice receives a request from a data subject for access to the personal data relating to that data subject. Bazaarvoice shall provide you with such assistance as you may request in relation to such requests. Bazaarvoice shall not respond to any such request without your prior written consent

(j) on termination of this Agreement, immediately cease processing the personal data and at your option, arrange for the prompt and safe return and/or destruction of all of the personal data together with all copies in Bazaarvoice's possession or control and, where requested by you, certify that such destruction has taken place.

3.4.2 You shall:

(a) obtain all necessary consents for Bazaarvoice to collect or use your users' personal data or other data in connection with the Services; and

(b) maintain a privacy policy that accurately reflects Bazaarvoice's use of the personal data.

3.4.3 You are entitled, either yourself or using a third party you have commissioned, to perform escorted audits at Bazaarvoice's commercial premises to verify whether Bazaarvoice is processing data in compliance with this Agreement. Such audits will be permitted not more than once per 12-month period unless required by a regulatory body of competent authority, and adequate notice of these audits must be provided. Bazaarvoice will cooperate with you and the supervisory authority in good faith in the course of any such audit.

3.5 Confidential Information. "Confidential Information" means any information disclosed by either party to the other party, either directly or indirectly, in writing, orally, or by inspection of tangible objects (i) that the disclosing party identifies as confidential or proprietary; or (ii) that reasonably appears to be confidential or proprietary because of legends or other markings, the circumstances of disclosure, or the nature of the information itself. You acknowledge that the Services, the terms of this Agreement and any Services Order, and any other proprietary or confidential information provided to you by Bazaarvoice constitute valuable proprietary information and trade secrets of Bazaarvoice. Bazaarvoice acknowledges that the Confidential Information you provide to Bazaarvoice constitutes your valuable proprietary information and trade secrets. Each party agrees to preserve the confidential nature of the other party's Confidential Information by retaining and using the Confidential Information in trust and confidence, solely for its use as permitted and in connection with this Agreement, and by using the same degree of protection that such party uses to protect similar proprietary and confidential information, but in no event less than reasonable care. Each party will have the right to seek an injunction (without having to post a bond) to prevent any breach or continued breach of

this section. Each receiving party agrees to promptly report any breaches of this section to the disclosing party. Notwithstanding the foregoing, Confidential Information does not include any information which (a) is now, or becomes, through no act or failure to act on the part of the receiving party, generally known or available to the public without breach of this Agreement by the receiving party ; (b) was acquired by the receiving party without restriction as to use or disclosure before receiving such information from the disclosing party, as shown by the receiving party's files and records immediately prior to the time of disclosure; (c) is obtained by the receiving party without restriction as to use or disclosure by a third party authorized to make such disclosure; or (d) is independently developed by the receiving party without use of or reference to the disclosing party's Confidential Information, as shown by documents and other competent evidence in the receiving party's possession.

4. WARRANTY; LIMITATIONS OF LIABILITY; INDEMNITY

4.1 Bazaarvoice Warranty. Bazaarvoice represents and warrants that (i) it has all right, title, and interest necessary to provide the Services to you under the terms set forth in this Agreement and each Service Order; (ii) the Services will perform materially in accordance with the terms of this Agreement; (iii) the functionality of the Services will not be materially decreased during any Service Term; (iv) the Services will not contain any viruses, time bombs or other disabling code; (v) the Services will comply with all applicable laws, codes, regulations and ordinances in all material respects; and (vi) it will use industry standard methods and technology to maintain the security and integrity of the Service, your Confidential Information, and the Client Data.

4.2 Your Warranty. You represent and warrant that (i) in relation to the Services, you will comply with all applicable laws, codes, regulations and ordinances in all material respects; (ii) you have any and all consents and authorizations as may be necessary for Bazaarvoice to provide the Services; (iii) each of your websites where the Services are deployed contains a privacy policy that discloses the usage of third-party technology and the data collection and usage resulting from the Services (it being understood that this clause will not be deemed to require those privacy policies to expressly identify Bazaarvoice or any Service, unless otherwise required by law, rule or regulation) and complies with all applicable privacy laws, rules and regulations; and (iv) your websites upon which the Services are deployed do not contain any material which is defamatory, promotes illegal activity, or contains hate speech.

4.3 Warranty Disclaimer. EXCEPT AS SET FORTH HEREIN, BAZAARVOICE DISCLAIMS ALL WARRANTIES, CONDITIONS, OR REPRESENTATIONS (EXPRESS, IMPLIED, ORAL OR WRITTEN) WITH RESPECT TO THE SERVICES OR ANY SUPPORT RELATED THERETO, INCLUDING ALL WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NON-INFRINGEMENT, NON-INTERFERENCE, ACCURACY OF DATA, AND WARRANTIES ARISING FROM A COURSE OF DEALING.

4.4 Limitations of Liability. THE LIMITATIONS OF LIABILITY IN SECTIONS 4.4.1 AND 4.4.2 WILL APPLY IRRESPECTIVE OF ANY

FAILURE OF ESSENTIAL PURPOSE OF ANY LIMITED REMEDY, AND ALSO APPLY REGARDLESS OF THE LEGAL OR EQUITABLE THEORY ON WHICH DAMAGES ARE SOUGHT. IN NO EVENT WILL THE LIMITATIONS APPLY TO THE AMOUNTS DUE FOR SERVICES UNDER THE AGREEMENT. BOTH PARTIES SHALL USE REASONABLE EFFORTS TO MITIGATE THE DAMAGES FOR WHICH THE OTHER PARTY IS RESPONSIBLE. HOWEVER, IN NO EVENT WILL THE LIMITATIONS APPLY TO THE EXTENT PROHIBITED BY APPLICABLE LAW.

4.4.1 No Special Damages. EXCEPT FOR CLAIMS ARISING OUT OF GROSS NEGLIGENCE OR WILLFUL MISCONDUCT, NEITHER PARTY IS LIABLE TO THE OTHER PARTY FOR ANY COSTS OF PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES OR ANY SPECIAL, INDIRECT, INCIDENTAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES, INCLUDING WITHOUT LIMITATION LOST PROFITS, LOSS OF GOODWILL, BUSINESS INTERRUPTION, OR LOSS OF INFORMATION ("SPECIAL DAMAGES"), OF ANY PARTY, INCLUDING THIRD PARTIES, REGARDLESS OF WHETHER SUCH PARTY WAS ADVISED OF THE POSSIBILITY OF THE FOREGOING.

4.4.2 Liability Cap. EXCEPT FOR CLAIMS ARISING OUT OF GROSS NEGLIGENCE, WILLFUL MISCONDUCT, OR SECTION 3.2 - RESTRICTIONS, IN NO EVENT WILL THE TOTAL COLLECTIVE LIABILITY OF EITHER PARTY UNDER THIS AGREEMENT EXCEED THE AGGREGATE FEES PAID OR OWED BY YOU UNDER THIS AGREEMENT DURING THE SIX (6) MONTH PERIOD PRECEDING THE DATE ON WHICH THE CLAIM AROSE. IN NO EVENT WILL THIS LIMITATION APPLY TO THE AMOUNTS DUE FOR SERVICES UNDER THE AGREEMENT.

4.5 Your Indemnity. You shall indemnify, defend, and hold harmless Bazaarvoice, its officers, agents, and employees against all losses, damages, liabilities, costs, and expenses (including but not limited to reasonable attorneys' fees), resulting from any judgment or proceeding, or any settlement agreement, from a third party's claim that arises out of (a) your breach of any applicable laws, regulations, codes or ordinances, including but not limited to privacy law; and (b) arising from a third party's claim that your website on which the Services are provided or any application you develop infringes any trademark, copyright or patent in the United States or any other Patent Cooperation Treaty country.

4.6 Bazaarvoice Indemnity. Bazaarvoice shall indemnify, defend, and hold harmless you, your officers, agents, and employees against all losses, damages, liabilities, costs, and expenses (including but not limited to reasonable attorneys' fees), resulting from any judgment or proceeding, or any settlement agreement, from a third party's claim that arises out of (a) Bazaarvoice's breach of any applicable laws, regulations, codes or ordinances, including but not limited to privacy law; and (b) arising from a third party's claim that the Services, as provided by Bazaarvoice to you within the scope of this Agreement, infringe any trademark, copyright or patent in the United States or other Patent Cooperation Treaty country. Bazaarvoice has no liability to indemnify a claim of infringement to the extent it arises from: (i) infringing matter supplied or developed by you; (ii) unauthorized modifications or uses of the Services; or (iii) your acts or omissions not in accordance with

the terms of this Agreement. If your use of the Services is enjoined or is likely to be enjoined due to a third party claim of infringement for which Bazaarvoice is required to indemnify you under this Agreement then Bazaarvoice may, at its expense and within its sole discretion, do one of the following: (x) procure for you the right to continue using the Services; (y) replace or modify the enjoined Service to make it non-infringing but functionally equivalent; or (z) terminate the enjoined Service and return any fees paid for enjoined Services not yet rendered.

4.6.1 The indemnification obligations set forth in this Section 4.6 are Bazaarvoice's sole and exclusive obligations with respect to any IP claim for which Bazaarvoice has an obligation to indemnify you.

4.7 Indemnification Conditions. The indemnification obligations contained in this Agreement are conditioned upon: (a) notice by the indemnitee to the indemnitor of any claim, action or demand for which indemnity is claimed within five (5) days of the indemnitee receiving notice of such claim (failure to meet this condition does not exempt the indemnitor of its indemnification obligation, except to the extent that failure has materially prejudiced the indemnitor's ability to defend the claim); (b) complete control of the defense and settlement by the indemnitor, provided that no settlement may be made without the consent of the indemnitee, such consent not to be unreasonably withheld or delayed; and (c) reasonable cooperation by the indemnitee in the defense as the indemnitor may request. The indemnitee has the right to participate in the defense against the indemnified claims with counsel of its choice and at its own expense but may not confess judgment, admit liability or take any other actions prejudicial to the defense. Further, the indemnitee may not settle an indemnified claim unless the indemnitor has declined to defend.

4.8 Proportional Liability. Each indemnitor's liability to pay or reimburse any indemnified claim is limited to the extent of the indemnitor's proportional contribution. Neither party has any liability to the extent that any losses in conjunction with indemnified claims are attributable to acts or omissions of the other party or its indemnities.

5. TERM

5.1 Term. This Agreement commences on the effective date of the first Service Order and continues for as long as there is at least one active Service Order. This Agreement automatically terminates in the event there is no active Service Order for three (3) months.

5.2 Termination for Breach. In addition to any other remedies it may have, if either party breaches any of the terms or conditions of this Agreement and fails to cure such breach within thirty (30) days after written notice from the non-breaching party, the non-breaching party may terminate this Agreement or a specific Service Order upon ten (10) days' written notice. Upon termination of this Agreement or a Service Order due solely to your failure to pay fees, you will pay for the Services that have been rendered through the

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termination date plus all other charges that would have been due under the remaining term of each affected Service Order, not to exceed twelve (12) months of fees per Service Order. Upon termination of this Agreement or a Service Order due solely to a breach by Bazaarvoice, Bazaarvoice shall refund a pro rata portion of any fees paid for services not yet rendered as of the date of termination, not to exceed twelve (12) months of fees per Service Order.

6. INSURANCE; GENERAL

6.1 Insurance. During the term of this Agreement and for one (1) year thereafter, Bazaarvoice will maintain insurance of the type and in the amounts specified below:

6.1.1 Workers' Compensation and Employers Liability in accordance with all federal, state, and local requirements and coverage with a minimum limit of \$1,000,000 each accident, with a policy limit of not less than \$1,000,000;

6.1.2 Commercial General Liability, including coverage for bodily injury, property damage and personal injury liability, with a minimum limit of \$1,000,000 each occurrence;

6.1.3 Business Automobile Liability covering all vehicles that Bazaarvoice hires or leases in an amount not less than \$1,000,000 combined single limit for bodily injury and property damages;

6.1.4 Commercial Excess Umbrella in an amount not less than \$5,000,000 each occurrence and annual aggregate;

6.1.5 Technology Errors and Omissions coverage in an amount not less than \$5,000,000 each occurrence.

6.1.6 All insurance obtained by Bazaarvoice will be underwritten by an insurer having a minimum AM Best insurance rating of "A-". Upon request, Bazaarvoice will furnish you certificates of insurance and/or other appropriate documentation evidencing all of the coverage described in this Section 6.

6.2 Independent Contractors. In performing under this Agreement, each party is acting as independent contractor, and in no way are the parties to be construed as partners, joint venturers, or agents of one another in any respect.

6.3 Subcontractors. If Bazaarvoice subcontracts any portion of the Services or support, training or maintenance services to a third party, Bazaarvoice (i) shall require such subcontractor to comply with the material terms and conditions of this Agreement, and (ii) remains responsible for any acts or omissions of its subcontractors as if such acts or omissions were performed by Bazaarvoice.

6.4 Force Majeure. Neither party will be in default for failing to perform any obligation hereunder, if such failure is caused solely by supervening conditions beyond the parties' respective control, including without limitation acts of God, civil commotion, Third Party Sites, strikes, terrorism, failure of third party networks or the public Internet, power outages, industry-wide labor disputes or governmental demands or restrictions.

6.5 Assignment. Either party may assign this Agreement in connection with (i) a merger where the contracting entity does not survive such merger, or (ii) the sale of all or substantially all of the contracting entity's assets related hereto. Except as expressly stated in this section, neither party may assign its rights or obligations under this Agreement without obtaining the other party's prior written consent. Any assignment in contravention of this subsection is void.

6.6 Notice and Delivery. Except as otherwise provided herein, all notices, statements and other documents, and all approvals or consents that any party is required or desires to give to any other party will be given in writing and will be served in person, by express mail, by certified mail, by overnight delivery, by facsimile, or by electronic mail at the respective addresses set forth below, or at such other addresses as may be designated by such party. Delivery will be deemed conclusively made (i) at the time of service, if personally served, (ii) five days after deposit in the post, properly addressed and postage prepaid, if delivered by certified mail, (iii) upon confirmation of delivery by the private overnight deliverer, if served by overnight delivery, and (iv) at the time of electronic transmission (with successful transmission confirmation). Delivery of a copy of this Agreement, any Service Order, notice, or such other document bearing an original signature, by electronic mail in "portable document format" ("pdf") form, or by any other electronic means intended to preserve the original graphic and pictorial appearance of a document, will have the same effect as physical delivery of the paper document bearing the original signature.

If to Bazaarvoice:

Bazaarvoice, Inc.
10901 Stonelake Blvd,
Austin, Texas 78759
ATTN: Legal
Email: legal@bazaarvoice.com

Notices to you will be addressed to the contact designated in writing by you to Bazaarvoice for your relevant account, and in the case of billing-related notices, to the relevant contact designated by you.

6.9 Miscellaneous. This Agreement is governed by the laws of the England and Wales (excluding any rule or principle that would refer to and apply the substantive law of another state or jurisdiction). Further, the parties agree that any claim or cause of action under or relating to this Agreement shall be brought in the courts located in London and the parties agree to submit to the exclusive personal jurisdiction of such courts. This Agreement, including the exhibits attached hereto, and each Service Order constitutes the entire agreement between the parties regarding the subject matter stated herein, and supersedes all previous communications, representations, understandings, and agreements, either oral, electronic, or written. An amendment to this Agreement is only valid if in writing and acknowledged by an executive or duly-authorized representative of both parties. Nothing contained in any purchase order or other document will in any way modify this Agreement or add any additional terms or conditions. If any provision of this Agreement, or the application thereof, is for

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any reason and to any extent determined by a court of competent jurisdiction to be invalid or unenforceable under applicable law, a valid provision that most closely matches the intent of the original will be substituted and the remaining provisions of this Agreement will be interpreted so as best to reasonably affect its original intent. No delay or omission by a party to exercise any right or power occurring upon any breach or default by the other party with respect to any of the terms of this Agreement will impair any such right or power or be construed to be a waiver. Any provision of this Agreement, which contemplates performance or observance subsequent to

termination or expiration of this Agreement (including, without limitation, confidentiality, limitation of liability and indemnification provisions) survive termination or expiration of this Agreement and continue in full force and effect. This Agreement shall inure to the benefit of and be binding upon the parties and their respective successors and permitted assigns. If an ambiguity or a question of intent or interpretation arises, this Agreement is to be construed as if the parties had drafted it jointly, as opposed to being construed against a party because it was responsible for drafting one or more provisions of this Agreement.

EXHIBIT A

BAZAARVOICE PLATFORM SERVICE LEVEL AGREEMENT

1. **Uptime Commitment.** Bazaarvoice will deliver 99.9% uptime for the Bazaarvoice controlled portions of your website that are end-user facing. The uptime percentage is calculated as follows: (total minutes in any calendar month – total minutes of unavailability) divided by (the total minutes in same calendar month) x 100.
 - 1.1. **Exceptions.** Bazaarvoice is not responsible for a failure to meet any service level to the extent that failure is attributable to any of the following, in which case the services downtime does not count against the Uptime Commitment:
 - 1.1.1. Your failure to install any necessary upgrades provided by Bazaarvoice or perform any of your responsibilities set forth in the Agreement to the extent such failure adversely affects Bazaarvoice’s ability to perform the Services, provided that Bazaarvoice uses commercially reasonable efforts to perform despite your failure.
 - 1.1.2. Factors outside Bazaarvoice’s reasonable control; provided that Bazaarvoice would have been able to perform but for such factor, Bazaarvoice has not materially contributed in the cause of such factor, and Bazaarvoice could not have reasonably foreseen and prevented the effect of such factor with a commercially reasonable effort.
2. **Communication.** If the services are unavailable for a period longer than five (5) minutes, Bazaarvoice shall use commercially reasonable efforts to (i) notify your designated contact, (ii) identify the source of the issue, and (iii) resolve. Notwithstanding the foregoing, Bazaarvoice has no obligation if the Services are down due to your actions (e.g., code change without notice to Bazaarvoice).
3. **Moderation Commitment.** Except as provided in this Section 3, Bazaarvoice will moderate all submissions within an average of seventy-two (72) hours after submission, as measured on a monthly basis. Notwithstanding the foregoing, submissions that Bazaarvoice reasonably believes to be fraudulent are not subject to the Moderation Commitment of 72 hours.
4. **Termination Option.** You may terminate the affected Service Order with thirty (30) days’ written notice if Bazaarvoice fails to meet the Uptime Commitment during two (2) consecutive calendar months or fails to meet the Uptime Commitment for any three (3) calendar months within any twelve (12) month period. Except for as provided in Section 5.2 of the Master Agreement, the provisions of this Exhibit A state your sole and exclusive remedy for any service level deficiencies of any kind.