

# SUPPLEMENTAL TERMS FOR MIRAKL ADS PLATFORM



These terms govern Customer's access to and use of the Mirakl Ads Platform and are made supplemental to the agreement between Mirakl and Customer (the "Agreement") governing Customer's access to and use of the Mirakl Cloud Services. All capitalized terms not defined herein shall have the meaning ascribed to them in the General Terms of Use or, if applicable, in an Order Form.

## 1. DEFINITIONS

<u>Account</u>	means the user account necessary for Customer and/or its Authorized Users to access the Mirakl Ads Website.
<u>Advertiser</u>	means the Sellers or other third parties displaying ads on the Customer Platform.
<u>Customer Platform</u>	means an online e-commerce platform operated by Customer for its own business needs through which Sellers can sell products and/or services to end-customers.
<u>Seller</u>	means a third-party individual or legal entity who may offer and sell products and/or services on the Customer Platform.

## 2. MIRAKL ADS SOLUTION DESCRIPTION

The Mirakl Ads Solution is the combination of the Mirakl Ads Platform and the Mirakl Ads Website, which allows Customer to become a publisher and to monetize the Customer Platform's traffic.

The Mirakl Ads Platform is a Cloud Service provided by Mirakl under the Agreement, as further described in the Documentation.

The Mirakl Ads Website is a web interface allowing Advertisers or Customer on their own behalf to create advertising campaigns and to buy advertising inventory on the Customer Platform, on a pay-per-click model. The advertising format used to do so is "sponsored product". Access and use of the Mirakl Ads Website, operated by Mirakl SAS (a *Société par Actions Simplifiée*, registered in France at the Paris Trade Registry under number 530 897 990) is subject to acceptance of the terms of use of the Mirakl Ads Website, accessible at [retailmedia.mirakl.net](https://retailmedia.mirakl.net).

## 3. SELLER ACCOUNTS CREATION

Any Seller of the Customer Platform can access the Mirakl Ads Website from its dedicated back office of other Mirakl Cloud Services. Upon first access to the Mirakl Ads Website by a Seller, its account will automatically be created according to the information of its Seller account, using Customer Data.

## 4. PERSONAL DATA

The Mirakl Ads Platform is designed to operate, by default, without collecting personal data. Customer may, under its sole discretion and responsibility, use additional features of the Mirakl Ads Platform which might involve the collection and processing of personal data. Use of such features shall be assessed by Customer, acting as data controller of the personal data processed through those additional features.