

SERVICES AGREEMENT

Terms and Conditions

Thank you for doing business with us. We look forward to serving you now and in the future. As you read this Services Agreement, you will need to understand the meanings of a few key words. We've tried to keep the terms simple, but please make sure you read this Services Agreement in its entirety.

1. Definitions:

- a. **"Agreement"** means, together, your Order and this Services Agreement.
 - b. **"Agreement Date"** is the date you sign the Order (including via electronic signature or the equivalent, as applicable) or orally consent to the Agreement using our voice verification recording system.
 - c. **"Bundle"** means two or more Services that are sold together and are priced as a unit, potentially at a discount versus individual Services.
 - d. **"CCPA"** means the California Consumer Privacy Act of 2018, as may be amended and superseded, including by the California Privacy Rights Act of 2020, and any regulations promulgated thereunder.
 - e. **"Client Content"** means content you, or any person(s) acting on your behalf or using your password or account, supplies to us, posts, or makes available for use in your Services.
 - f. **"Close Date"** means the last date we will accept a change or a cancel request for Print Services. See Section 4.a.
 - g. **"Data Protection Laws"** means all applicable United States (US) state and federal laws, orders, regulations, and regulatory guidance now or in the future relating to information security, privacy and data protection including without limitation: (a) the CCPA; (b) Virginia's Consumer Data Protection Act; (c) the Colorado Privacy Act (d) Connecticut's Act Concerning Data Privacy and Online Monitoring; (e) the Utah Consumer Privacy Act; and (e) all implementing regulations of the foregoing.
 - h. **"Digital Services"** means services we provide that use various internet or software-supported processes and/or digital media to generate customer leads for you, help you manage your business and/or connect with customers, depending on the service(s) purchased, including but not limited to, websites, online presence, local business automation services, customer management and messaging tools, online and mobile search, display and social ads solutions, online yellow pages directories, voice-based search platforms, pay-per-click, and related services. Digital Services may be provided by us directly, including via our owned and operated websites and applications or by making such Digital Services available to you in our digital platform or other user interface or portal (collectively our **"Digital Platform"**), or through our third-party vendors or service providers.
 - i. **"Est. Start/Pub Date"** is the estimated date we will begin providing your Services.
 - j. **"Initial Term"** is the fixed initial period of time, as specified in the Order, we will provide the Digital Services.
 - k. **"Issue Period"** is the time during which a print directory is published, distributed, circulated or otherwise made available for public use, before it is replaced with a subsequent issue or discontinued.
 - l. **"Launch"** means the first date that we begin providing your Digital Services. For some Digital Services, this date can be impacted by your participation.
 - m. **"Limited Inventory Items"** are specialty items described further in Section 4(c) and 5(d).
 - n. **"Listing"** means our compilation of information about a particular business that contains certain fields of data, including the telephone service providers' standard data set.
 - o. **"Monthly Investment"** is the dollar amount you agree to pay each month for the Services.
 - p. **"Order"** is the order document which references this Services Agreement and includes a list of the Services ordered, prices and Initial Term/Issue Period, as applicable.
 - q. **"Personal Information"** means information provided to Thryv by or at the direction of Client, or to which access was provided to Thryv by or at the direction of Client, in the course of our performance under the Agreement that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.
 - r. **"Print Services"** means advertising in our print directories such as The Real Yellow Pages®.
 - s. **"Renewal Term"** is the fixed or variable term that occurs following the Initial Term.
 - t. **"Service"** or **"Services"** means, individually or in combination, Print Services, Listings, and/or Digital Services.
 - u. **"Service Terms"** are service-specific terms, incorporated here by reference, that govern certain Services ordered. These terms are located at www.thryv.com/terms/.
 - v. **"We," "us," "our,"** or **"Thryv"** means Thryv, Inc., formerly known and/or also doing business as Dex Media, Inc., Dex Media or DexYP.
 - w. **"You"** or **"the Business"** or **"Client"** means the individual or business entity listed in the Order.
2. **Order** By signing the Order, by agreeing electronically or by recorded oral agreement (herein so called) to the Order, or by using our Services, you are agreeing to this Services Agreement as well as all applicable Service Terms and you acknowledge and agree that the Services provided by us are intended solely for **business purposes**. By accepting these terms, Client confirms that it is acting on behalf of a business entity and not as an individual consumer. Our performance under the Agreement will constitute acceptance of the Order. We may cancel your Order or individual Services without notice at any time for any reason. We reserve the right to change or modify the terms of this Services Agreement at any time. We will notify you in advance of any material change. In addition, if we discontinue providing a Service, either before or after the Service Pub Date or Launch, we may substitute a substantially similar Service with or without notice.

3. **Notices/How to Contact Us.** All notices must be in writing and mailed by U.S. mail or overnight carrier to: Thryv, Inc. Customer Care, 1155 Volunteer Pkwy, Suite 201, Bristol, TN 37620 or sent digitally by going to <https://www.thryv.com/contact-us/>, and completing the requested information in the "Send us a Message" section. Cancellation notices must include your business name, telephone number, and address. For questions about the Agreement or Services, please call Client Care at 844-339-6334.
4. **Print Services.** If you ordered Print Services, this section applies.
- a. Term/Revision/Cancellation/Automatic Renewal.**
- i. The Issue Period is identified in the Order and typically ranges from 18 to 24 months for each print directory. Est. Start/Pub Dates described in the Order are estimates and not guaranteed dates. **You agree that we may, at any time and without notice to you, increase or decrease the Issue Period by up to six months.**
 - ii. **You may revise or cancel your Order for Print Services (except for Limited Inventory Items), by the later of the Close Date or three business days after the Agreement Date. Limited Inventory Items must be cancelled within three business days after the Agreement Date.**
 - iii. If required by law to notify you in advance, we will attempt to contact you either by mail or email regarding the renewal of your Print Services. Otherwise, if we do not receive a written cancellation notice from you by the Close Date, we may automatically renew your Print Services, except for Limited Inventory Items (Section 4(c)), for the subsequent Issue Period. You are responsible for obtaining the Close Date by calling Client Care at 844-339-6334. You agree that the then-current undiscounted rates and terms and conditions will apply to automatically renewed Print Services.
- b. **Proofs.** We will make a reasonable effort to provide you with proofs; however, we do not guarantee that you will receive proofs of your Services. If we do provide proofs in time for modifications, you must notify us in writing of any changes/errors before the deadline we set. Otherwise, we will publish the Print Service as shown and no adjustment will be made. Colors, contrast, photos, font, graphics, and other features may appear differently in the published Print Service and no adjustments will be made for those differences.
- c. **Limited Inventory Items.** If your Print Service is designated as a "limited inventory item" of which only a limited number of that item are available for purchase in our Print Services, and that limited inventory item is offered in the next issue of the print publication, you will have right of first refusal for that same item of advertising in the next issue of the same publication if you: (i) sign a new Order to renew the Print Service at the then current rate prior to the renewal due date we specify; and (ii) have paid all amounts due under the Agreement as of that renewal date. If you do not meet these requirements or if you cancel the limited inventory item, we may immediately offer the item to other interested parties. You may not assign, sell or transfer the right of first refusal granted in this Section.
5. **Digital.** If you ordered Digital Services, this section applies.
- a. Term/Revision/Cancellation/Automatic Renewal.**
- i) Unless otherwise provided, the Initial Term for Digital Services is as set forth in the Order.
 - ii) **Unless otherwise provided as to your specific Service, you may revise or cancel your request for Digital Services, within 3 days after the Agreement Date.**
 - iii) **Your Digital Services will automatically renew for successive one-month terms unless we receive written cancellation notice at least 30 days before the end of the Initial Term or any Renewal Term. If these items automatically renew, they may not appear on successive Orders or confirmation letters. You agree that the then-current undiscounted rates and terms and conditions will apply to automatically renewed Services.**
 - iv) Please see your sales representative or business advisor regarding renewing any limited inventory Digital Services.
- b. **Landing Page/Proxy Authorization.** You understand and agree that we may create and host a temporary internet site or web page for use solely as a landing page or destination site for those clicking on your Digital Services advertisements ("**Landing Page**") at a URL we will choose, provision and administer, which Landing Page and/or URL may incorporate content you make available including your business name, branding and other elements like logos or trade dress. You represent and warrant that you have the authority to authorize us to create and host such a Landing Page using these elements. Alternatively, we may create and host a "proxy" site, which is a close copy of your website on a different URL ("**Proxy Page**"), for use as a Landing Page with your Digital Services advertisements. You authorize us to create such Proxy Page, and agree to cooperate with us in the placement of necessary code on your original website to effectuate the Proxy Page, and agree to indemnify us for and assist in resolving claims of infringement based on our use of your business name or the content in your original website in this fashion. You agree that we may vary certain elements of your website in the Proxy Page, such as using a Call Tracking Number or tracking URL in place of your business number or website URL. You agree that we will have the right to collect and use the data collected about users from the Proxy Page(s) used in providing your Digital Services and that our collection and use of such data is subject to our Privacy Policy which is available at www.corporate.thryv.com/privacy. You agree to post a privacy policy to govern your collection and use of data from your website that is used as the basis for the Proxy Page and that any privacy policy you adopt must include notice that third parties such as us will collect and process data. In the event you require the use of your existing website as a landing page, you represent and warrant that it will be free of viruses or other computer programming routines that may potentially damage, interfere with, intercept, or expropriate any system data or personal information.
- c. **Search Engine Terms and Conditions.** Certain Digital Services include the creation, distribution, display, optimization, and management of advertising campaigns across premium search engines (e.g., Google, Yahoo, Bing) and other search sites (collectively, "**Search Sites**"), in which your Digital Services may appear in the search results shown on these Search Sites to the extent your targeted keywords are relevant to a user's search query terms, category, behavior, actions or other characteristics. You authorize us and designate us (or our contracted vendor) as your agent to submit Digital Services advertisements for potential display on Search Sites, and to bind you to any agreements, administrative limits, and terms and conditions as required by such Search

Sites.

- d. **Privacy Policy.** You agree to maintain a prominent link to an online privacy policy on your website to which your Digital Services advertisements direct users, and you will ensure that each policy complies with the Agreement and all applicable laws, regulations, guidelines, and industry standards. In the event we provide you a Landing Page for use with Digital Services advertisements, you agree (i) that we may include a link to a [privacy policy](#) on such Landing Page, and (ii) to abide by such [privacy policy](#).

The following sections apply regardless of the Services ordered:

6. **Charges/Billing.** For the Initial Term and initial Issue Period, as applicable, set forth on the Order, you agree to pay the Monthly Investment amounts, and for automatic Renewal Terms and renewed Issue Periods, as applicable, you agree to pay the then-current undiscounted rates for the Services. You also agree to pay any one-time charges listed on the Order and any taxes due. You will receive one annual invoice if your total monthly spend is less than \$25.00. If your total monthly spend is greater than \$25.00 and you elect a monthly billing option, you agree to pay a monthly processing fee not to exceed \$5.00. You agree that we may bill you and you agree to pay for Services provided. If a Print Service Issue Period is increased or decreased, charges will continue or stop accordingly. If an Issue Period is increased and your Print Service is part of a Bundle, you remain responsible for the full price of the Bundle, should we elect, in our sole discretion, to extend any Digital Service in the Bundle to align with the extended Print Service Issue Period. In addition, billing for provided Print Services may continue after we distribute the next issue.

7. **Payment Terms.** You agree to pay all charges in full by the due date shown on the Order or your invoice. You agree that you may not withhold any payment for any reason, including any dispute between you and us. We may require full or partial advance payment prior to providing any Service. You authorize us to review your credit history and to obtain your credit report, and you agree that we may report to credit reporting agencies your failure to make payments as required by the Agreement. We may apply payments from you, or monies owed to you, toward amounts owed under the Agreement or any other amounts you owe us. If you have elected to pay by credit card, we will bill the card automatically at the start of each billing period. You agree to ensure your credit card is kept current and operable throughout the term. By providing us your credit or debit card number or bank account information for payment purposes, you authorize us to charge single or recurring payments electronically via the credit or debit card you provided or make automatic debits via ACH to your bank account provided, in the amount of your one-time charge or Monthly Investment, until automatic payment is cancelled by you.

8. **Late Charges.** We will assess, and you agree to pay, late charges on account balances not paid by the due date (including balances accelerated under Section 8). Late charges will begin to accrue after the due date at a rate equal to the lesser of 18% per annum or the highest lawful rate. In addition, if you submit a check or draft that is dishonored for any reason, you agree to pay, in addition to the face amount of the check or draft, a service fee in an amount equal to the highest lawful amount.

9. **Bundle & Credits.** Notwithstanding anything else to the contrary in the Agreement, if you are sold two or more Services that comprise a Bundle and that Bundle is priced as a Bundle and not as individual products, should you decide not to use or attempt to cancel any one or more of such Services in the Bundle, or if you fail to provide content or anything else necessary to permit one or more Services in the Bundle to publish or perform as described, we may either charge for the payment of the full price of the Bundle in question per the pricing terms of the Bundle or charge for the individual Services at an a la carte rate. In addition, if you purchase a Bundle and make a change to any item in the Bundle, pricing may change. Once any item in your Bundle has published, no changes to the Bundles are permitted. Credits on your order include any discounts you receive related to incentives or claims.

10. **Our Remedies.** If you do not pay all charges by 30 days after the due date, fail to meet any other obligation under the Agreement or under any other agreement between us, or make any Client Representation or warranty that is or becomes untrue, we may, without notice: (i) require you to pay immediately all unpaid amounts you owe and will owe for all Services for the entire term of the Agreement; (ii) remove your Print Services from any publication that has not published; (iii) remove, suspend, or modify your Digital Services; (iv) suspend or terminate any Service without liability (v) recover all collection costs and attorneys' fees; (vi) redirect to another company (possibly a competitor) or permanently or temporarily disconnect the unique tracking telephone numbers appearing in your Service; and (vii) pursue any other available legal or equitable remedies. If we receive notice from another party contesting your right to use or display a name, trademark, service mark or other content, in addition to the remedies above, we may, without liability to you, cancel or reject the Services until you have resolved the dispute with the other party to our satisfaction.

11. **Call Tracking and Call Record.** Please review additional terms and conditions related to call tracking and call recording at <https://www.thryv.com/terms/>, under "Tracking Service and Call Record Terms and Conditions." Digital Services, Print Services, and Supplemental Listings (defined below) may include or be supplemented with a Call Tracking program in which a Call Tracking Number or CTN is placed into your advertising or Listing and calls are forwarded from that CTN to your business phone number. **If you purchase, or your Services are supplemented with, a Call Tracking program, you understand and agree that: (a) calls placed to this number will automatically be recorded and that to opt out of the recording service you must contact Client Care; (b) the CTN may also be placed in the organic or directory Listing for your business, in addition to any advertising; and (c) the data collected for you via the CTN may be used to match the caller's telephone number to a physical address to facilitate delivery of print directories as part of the Services.**

12. **Data Protection.** To the extent, if any, that we receive any Personal Information pursuant to the Agreement, the parties agree that Thryv is your service provider/data processor, as such terms are defined and understood pursuant to applicable Data Protection Laws. Accordingly, we shall: (i) not retain, use or disclose any Personal Information outside the direct business relationship between you and us, or for any purpose, including a commercial purpose, other than for the purpose of providing the Services to you hereunder (the "**Contracted Business Purpose**"); (ii) only process Personal Information to the extent necessary to perform such Contracted Business Purpose, and for only as long as we provide services to Client; (iii) not sell Personal Information; (iv) not share any Personal Information; and (v) not combine the Personal Information that we receive from, or on behalf of Client with Personal Information that we receive from, or on behalf of, another person, or collect from our own interaction with a consumer, provided that we may combine Personal Information if it is within the scope of providing the Contracted Business Purpose to Client.

Thryv further agrees that: (i) we shall comply with applicable obligations under Data Protection Laws, including by providing the same level of privacy protection as required by the CCPA of a business; (ii) Client has the right to take reasonable and appropriate steps to help ensure that we use Personal Information in a manner consistent with Client's obligations under Data Protection Laws; (iii) we shall notify Client immediately if we make a determination that we can no longer meet its obligations under Data Protection Laws; and (iv) Client has the right, upon notice, to take reasonable and appropriate steps to stop and remediate unauthorized use of Personal Information. We shall promptly comply with any Client request or instruction requiring the us to provide, amend, transfer, or delete Personal Information, or to stop, mitigate, remedy, or remediate any unauthorized use or processing. We will promptly notify Client if we receive a request from an individual, or on behalf of an individual, for information about, access to, amendment of, or deletion of that individual's Personal Information. We shall not respond to any such request without Client's prior written consent, except to confirm that the request relates to Client. Upon request by Client, we will reasonably assist Client to fulfill the rights of that individual and respond to such request, at Client's expense.

Notwithstanding the foregoing, we may use de-identified or aggregated and anonymized information or metrics about your use of or engagement with the Services for our internal analytical purposes and/or to improve our services.

You represent and warrant that your use of the Services will comply with all applicable Data Protection Laws, including with regard to data subject rights, data security and confidentiality, and providing data subjects with all necessary information (including by means of offering a transparent and easily accessible public privacy notice) regarding, our and your processing of Personal Information for the purposes described in the Agreement

13. Sensitive Data. You understand and agree that Thryv makes no representations or warranties that the Services will comply with the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"), and that the Services are not intended to be used to collect, communicate, or store any "protected health information," as defined therein. Accordingly, if you do communicate or store any protected health information via the Services, you do so without our knowledge or consent and at your own risk.

14. Services/Publication/Distribution. We reserve the sole right to determine (and may change at any time without notice to you) the design, content, size, geographic coverage, distribution, and appearance of, and the types of advertising offered in, our publications and our Digital Platforms and how, where, how many, when, and whether they are published, distributed, reissued, or displayed. We may reject all or any portion of the Services at any time and for any reason (even if previously approved). If rejected, we will, as our sole obligation, refund any advance payments for that Service. If we receive allegations of copyright or trademark infringement, we may remove the disputed content immediately. We may change each name, street address, Internet address, and telephone number or any other content to conform to our standards, practices and policies or the policies of any third party on whose site, platform or network any Service is published. We may publish the Services of any other advertiser at any time and at any location in our publications and in our Digital Platforms. We may redirect calls arising from Services of other advertisers to you in our discretion. By purchasing Services, you consent to and authorize our placement of non-purchased Listings for your business ("**Supplemental Listings**"), at no additional charge to you, in any media channel or on any property, which may include publication to our owned and operated print and digital/mobile media properties as well as potential distribution to third-party properties, services and websites, including ad networks, social sites and search engines. We disclaim all liability in connection with the functionality or content of any website or service not owned or operated by us. In addition to the general provisions in the Agreement, you agree to the terms and conditions that govern of any of the potential types of media sources we may use to place your Supplemental Listings.

15. Service Placement. **Except for Services we designate as limited inventory advertising or Services that have a placement guarantee identified in the Service Terms, we do not guarantee the placement or position of any Service (or the Service of any other client) on or within any publication, the Digital Platforms or any page, cover, or heading** and will not provide any adjustments on claims relating to placement for any Service.

16. Third-Party Vendors. We may have third party vendors who assist us in providing your Services. You grant us and our third-party vendors or service providers specific permission to provide, administer, monitor, track and access your Services for any administrative purposes we deem appropriate. In addition, we have full flexibility to modify our vendor relationships at any time.

17. Client Content.

- a. You have and/or will submit to us, our affiliates, or our third party vendors Client Content which may include photos, images, video footage, logos, text and/or artwork to include in your Services and/or to be used in connection with a Service.
- b. You represent you have the unrestricted right and authority to use the Client Content in any media or medium and in any Service and give us the rights granted for such usage. If the content was created by a third party, you must have written permission to use the content in your Service, media or medium and to give us the rights granted for such usage.
- c. If the Client Content includes the name or a photo or other image or likeness of a person or persons, you have obtained from each such person (or from the parent or lawful guardian of any person who is under eighteen (18) years of age) the unrestricted and perpetual right to use the name, photo, or other image or likeness in the manner contemplated by your Services, and to grant us the rights granted under such agreement.
- d. You acknowledge that each submission of Client Content that you make to us or our affiliates, be it offline or online, is made subject to these representations.
- e. You grant us, our third party associates and their third party associates a perpetual, royalty-free, sub-licensable, non-exclusive, fully-paid, worldwide, irrevocable right and license to store, use, copy, record, modify, display, publish, publicly perform, distribute (in any

form or media), transmit by any means, and create derivative works from the Client Content. You are solely responsible for the Client Content and will produce and deliver all Client Content in accordance with our then current guidelines, procedures, technical requirements, and deadlines. If you fail to comply, we may cancel or suspend your Services.

18. Our Rights in Content/Copyright/Trademarks. If we create or supply any content for your Services or design your Services, the content and the Services we create are our sole and exclusive property, except for Client Content and content we license from a third party. We may supply such content to other Clients. You agree that you have no right to use that content or the advertising developed with that content in other advertising or materials or in any other way, or to permit others to use the advertising or content unless the Service Terms specifically grant you that permission. You also agree that to the extent you permit us, including orally or by posing for a photo, to record your likeness and/or voice in any medium, then you grant us the right to edit, use, publish, distribute, or display your likeness and/or voice, in whole or in part, for any lawful purpose in relation to your Services or your purchase or use of your Services, in any manner and medium, including but not limited to, advertising, publicity or promotional material online and in print. You agree that we own the copyright in, and all copyrighted portions of, each print publication and Digital Service and our owned and operated websites and applications and our Digital Platform. You agree not to use or alter any trademark, trade name, trade dress or any name, picture or logo that is commonly identified with us or our affiliates unless permission is granted by us in writing.

19. Client's Representations. You represent and warrant that: (i) you have the unrestricted right to use, and to grant the licenses you grant in the Agreement with respect to, all Client Content and that your licensing of Client Content to us will not infringe any third party copyright or trademark rights; (ii) you and your Services will comply with all applicable laws, orders, codes, regulations and requirements ("**Laws**"), and you and any individuals listed in your Services have all required licenses to provide the goods and services advertised in all jurisdictions where the Services appear; (iii) you have not made any false or misleading claims in any Service; (iv) in the event you use third-party social media logos, industry membership logos, or other branding in your advertisement(s), you are and will remain either a member in good standing or comply with all the rules and/or terms of use of each social media platform or organization represented with logos and/or branding in your advertisement(s); (v) you will comply with our digital privacy policy and terms of use as applicable (vi) you have not requested, and will not use, the Services, or our Digital Platform for any unlawful purpose or business; (vii) you have not violated any contractual or legal obligation by entering into the Agreement and requesting us to publish any Service; and (viii) you are or represent the business related to the Services listed above (collectively, your "**Client Representations**"). **You will notify us immediately if any of the above becomes inaccurate.**

20. Waiver of Class Action and Jury Trial and Consent to Binding Arbitration. **In any legal proceeding relating to the Agreement, the parties agree to waive any right they may have to participate in any class, group, or representative proceeding and to waive any right they may have to a trial by jury.** Any claim, controversy, or dispute that arises under or relates to the Agreement (other than claims to collect amounts you owe), including any dispute regarding any Listing or Service, any omissions, incorrect phone numbers or other errors, and any Service placement concerns, shall be referred by the aggrieved party to **binding arbitration under the Commercial Rules of the American Arbitration Association. The arbitration shall occur in Dallas County, Texas unless we mutually agree to another location. All Digital Ads and/or Services shall be deemed to have been provided in Texas. The arbitration hearing shall be held within 6 months after the filing of the arbitration demand with the AAA.**

21. Indemnification. You agree to defend, indemnify and hold us and our agents, representatives, third-party service providers, employees, and affiliates harmless from any liability or costs, including attorneys' fees and expenses, resulting from: (a) any breach of a Client Representation; (b) your failure to comply with all Laws; (c) any act, omission or fault of you or your employees, agents or contractors in connection with the Service; (d) any claim that the Client Content or other information provided by you violates any applicable law or infringes on any third party patent, copyright, trademark, trade secret or other intellectual property or proprietary right; (e) any communication through your Service or your collection or use of any information obtained through your Service or our Digital Platform; (f) any breach of any applicable export control laws; (g) any transactions initiated through your Services and any payment processing services. You will continue to be obligated by this Section even after the termination of the Agreement.

22. Limitation of Liability/Disclaimers. **You agree to review the Services immediately after their publication or provision and to notify us in writing of any errors or omissions no later than 30 days after the error is first published or displayed or the Services omitted. You agree that we may provide free advertising or make goods pursuant to our then-current policies instead of a refund or credit to your account, and that we will have no liability with respect to any Services provided to you at no cost. The total aggregate liability for us and our affiliates for errors in or omission of Services, negligence, any breach of the Agreement, and any other cause of action or wrongful act is limited to, and shall in no event exceed, the lesser of (a) the amount by which the value of the Service(s) was/were diminished, or (b) the amount you have paid for the Service(s) giving rise to the liability (the "Liability Cap"). We and our third-party service providers are not liable for consequential damages, punitive damages, incidental damages, or damages for harm to business, lost revenues, profits, or goodwill, or any other special damages, whether the claim is based on negligence, breach of contract or express or implied warranty, strict liability, misrepresentation, statute, tort, or any other theory of recovery, even if you or we knew such damages could or may result. We disclaim any obligations, representations, or warranties, whether express or implied, that are not expressly set forth in the Agreement including any warranty of merchantability or fitness for a particular purpose.** Without limiting the generality of the foregoing, we and our third-party service providers do not warrant and you expressly disclaim any reliance on any statements or representations, including estimates, not contained in the Agreement, including without limitation the number of responses to your Services, the number of persons who will view your Services, or any other business benefit. The limitations in this Section shall apply notwithstanding any failure of essential purpose under the Agreement. We are not liable to you for any deviation from or change in our policies, practices, and procedures, including without limitation those regarding the placement, position, or location of Services, headings, or categories.

23. Governing Law and Jurisdiction. You agree that the Agreement will be governed by and construed in accordance with, and all matters relating to or arising under the Agreement will be governed by, Texas law without reference to the laws relating to conflicts of laws. Exclusive venue and jurisdiction for all claims and disputes that are not subject to arbitration pursuant to Section 19 shall be in the state and

federal courts located in Tarrant County, Texas.

24. Entire Agreement. The Agreement constitutes the entire agreement between you and us and supersedes all prior agreements and representations, whether express or implied, written or oral, with respect to the Services noted herein. For clarity, the Agreement shall not supersede the terms of use or end-user license agreements applicable to any of our owned and operated websites and applications or the Digital Platform for any separate use of or access to such owned and operated websites and applications or the Digital Platform by you. In the event of a conflict between the terms of the Agreement and any applicable Service Terms, the terms of the Agreement shall prevail. In the event of a conflict between the terms of any pre-printed addenda and (i) the Agreement, and/or (ii) any applicable Service Terms, the terms of the pre-printed addenda shall prevail. You agree not to include any limiting endorsement on a check or other form of payment, and we may cash a check containing a limiting endorsement or accompanied by any limiting instruction without affecting your obligations or our rights. No terms included on a purchase order or any other form accompanying your payment shall be binding on us. **Neither you nor any of our employees, resellers or agents, except our Legal Department, is authorized to change or add to the Agreement or any other documents that are part of the Agreement in any way, and any purported change or addition, whether oral or written, is void.**

25. Confidentiality. Each party agrees to preserve the confidentiality of all the terms of the Agreement, including all financial provisions, and any information it has received from the other party in the performance of the Agreement which is not publicly available. The parties acknowledge that during the course of the Agreement, a party ("**Confidant**") may acquire or otherwise gain access to the other's ("**Discloser**") proprietary or confidential information (collectively, such entity's "**Confidential Information**"). Confidential Information shall not include any information which is (i) otherwise publicly available through no fault of the Confidant, (ii) rightfully received from a third party in good faith on a non-confidential basis and not derived directly or indirectly from any breach of a confidentiality obligation, (iii) independently developed by the Confidant without use of Discloser's Confidential Information as evidenced by such party's written records or (iv) disclosed pursuant to the receipt by the Confidant of written permission from the Discloser to disclose.

26. Miscellaneous. The Agreement is binding on and for the benefit of you and your successors. We may assign the Agreement, but you may not assign any of your rights or delegate any of your duties under the Agreement without our prior written consent. Except as otherwise set forth in the Agreement, neither you nor we will lose any of our rights under the Agreement, even if you or we do not enforce a right or delay in enforcing a right. Neither party will be liable for any damages arising from acts of God or events outside of that party's reasonable control. If any provision of the Agreement is found to be unenforceable, the rest of the Agreement will remain in full force and effect. You agree that your acceptance of the Agreement, given electronically, will have the same legal effect as if the Agreement had been personally signed in writing by you. Our imaged copy of the Agreement will be deemed a duplicate original for all purposes.

27. Contact by Us. You agree that we have the right to correspond with you via telephone, mail, email or text at the contact numbers and addresses you provide. This includes, but is not limited to, promotional offers, terms and conditions, transactional communications, and renewal and unable to contact notices. You understand that by providing your phone number or mobile phone number to us as a contact means, you consent to receiving periodic calls, including autodialed and/or prerecorded voice calls or text messages from us, as applicable, regarding your account, account activity, appointment reminders, renewal notices, and any past due balance or debt owed to us at the number you provide, in addition to calls and texts advising you of promotions or offerings of related products and services. You understand that you are not required to consent to receive promotional calls or text messages in order to purchase or use products/services from us. If you choose to revoke your consent, you understand you can do so by contacting Client Care. If you relinquish or change the telephone number provided, you agree to inform us no later than three (3) business days after doing so. All telephone communications with us or our authorized agents may be monitored or recorded.