

Last updated: June 5, 2026

1. The Thryv Rewards Program (the "**Program**") is available to Thryv customers who purchase their Thryv Services directly from Thryv, Inc. or Thryv Canada Holdings, LLC (together, "**Company**", "**we**", "**us**", and "**our**",) to reward you, our customers ("**Referrer(s)**" "**you**", and "**your**"), for recommending Thryv Services to your colleagues, friends, business partners, and customers who sign up to be Thryv Services customers ("**Referred Customer(s)**"). These Thryv Rewards Program Terms and Conditions apply to all Referrers and by participating in the Program you are agreeing to these terms. You represent and warrant that: (i) you have full legal authority to enter into this Agreement and (ii) you have read and understand the Agreement.
2. Definitions. Defined terms are:
 - a) "**Agreement**" or "**Program Terms and Conditions**" means these Thryv Rewards Program Terms and Conditions, the Thryv [Terms of Use](#), our [Privacy Policy](#), and the [Thryv Terms and Conditions](#). If there is a conflict between these Program Terms and Conditions and the Terms of Use or the Thryv Terms and Conditions, these Program Terms and Conditions will prevail in relation to the Program.
 - b) "**Eligible Referral**" means a Referred Customer which meets the criteria specified in clause 3 b).
 - c) "**Order**" means the initial purchase of Thryv Services.
 - d) "**Referral Award**" means a one-time credit (in the Referrers local currency) which will be applied to the Referrers Thryv Services Account for an Eligible Referral. Credit amounts can be found at <https://www.thryv.com/thryvrewards/>.
 - e) "**Thryv Terms and Conditions**" means the terms applicable to the Thryv Services, as more fully described on <https://www.thryv.com/terms/>.
 - f) "**Third Party Services**" are those web-based, mobile, offline or other software functionality that interoperates with the Thryv Services, that is provided by a third party and/or listed in the Thryv Marketplace or under a similar designation. Third Party Services will be identifiable as such.
 - g) "**Thryv Service(s)**" are the Company product and services included in an Order, including any offline or mobile components, but excludes any Third Party Services.
 - h) "**Thryv Services Account**" means the account you created and registered for which allows you access to Thryv Services.
3. Eligibility
 - a) In order to participate in the Program as a Referrer, you must:
 - Be based in the US or Canada;
 - Have purchased Thryv Services directly from Company and not through a certified marketing representative, partner, agency, reseller, or any

third party;

- Have a paid subscription for Thryv Services that has been active for more than 3 days, and;
 - Must not be an employee of Company (or its subsidiaries, affiliates or third-party service providers) or a member of an employee's immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees.
- b) For a Referred Customer to be deemed as an "Eligible Referral", the Referred Customer:
- Must purchase one the following paid Thryv Services: Thryv software subscription or print yellow page advertising.
 - Must not be an employee of Company (or its subsidiaries, affiliates or third-party service providers) or a member of an employee's immediate family (spouse and parent, children and siblings and their respective spouses, regardless of where they reside) and persons living in the same household, whether or not related, of such employees;
 - Must not be affiliated with the Referrer's company through common controlling ownership or management;
 - Must be a business with which Referrer has an existing business relationship, family relationship, or personal relationship;
 - Must not have purchased products or services from Company in the past 12 months, have a claim with Company's Client Care team, or have a delinquent account status or collections action;
 - Must not have already been referred to Company through the Program;
 - Must not have requested "do not contact" status or have unsubscribed from receiving marketing messages from Company;
 - If purchasing a Company software subscription, must attend a Thryv Services demo and purchase a paid Thryv Service within 12 months following the date of the submission of the referral;
 - If purchasing a Company print yellow page product, purchase a paid Thryv Service that has a minimum term of 12 months within 12 months following the date of the submission of the referral;
 - Must not cancel its Thryv Services Order, in whole or in part, during its initial term and must comply with all contract terms and conditions relating to the purchased Thryv Services, including timely payment; and
 - May be subject to identity verification by reasonable means as determined by Company.

4. Earning Awards

- a) Referred Customers. You can refer another business by providing details of the referral to your Business Advisor who'll submit it to the Thryv Rewards Team on your behalf. Subject to this Agreement, within 30 days after one of your Referred Customers meets the criteria for an Eligible Referral, we will

send you an email confirming when the Referral Award will be applied to your Thryv Services Account.

- b) General. Only one Referrer can earn a Referral Award for a Referred Customer. In the event that multiple Referrers claim credit for a particular Referred Customer, Company will determine which Referrer earned the referral according to Company's systems. We will also determine, in our sole discretion, whether a Referred Customer is an Eligible Referral in accordance with these Program Terms and Conditions, and therefore whether a Referrer is eligible to receive a Referral Award. Company reserves the right to reject Referred Customers in its sole discretion. Company will have no liability regarding any unused or forfeited portion of the Referral Award, and in no event will any Referral Award from this Program be paid in cash.
5. No Inappropriate Activity. Notwithstanding any provision of the Agreement, we reserve the right, at our sole discretion, to investigate any suspicious or inappropriate activity relating to the Program, and to prohibit any Referrer from participating in any aspect of the Program, including, but not limited to, if Company deems or suspects that such Referrer has engaged in or has attempted to engage in any of the following:
- a) acting in violation of the Agreement;
 - b) acting with intent to annoy, harass, or abuse any other person;
 - c) any inappropriate, uncooperative, disruptive, fraudulent or unusual behavior or activity;
 - d) if you directly or indirectly offer any person a financial or other incentive to make a purchase;
 - e) attempt to divert Referral Awards from any other participant in the Program; or
 - f) activity deemed in the sole discretion of Company to be generally inconsistent with the intended operation of the Program.

Notwithstanding any provision of the Agreement, credit of any Referral Award may be delayed while we investigate your participation in the Program. Company has no obligation to credit any Referral Award if we determine there has been a breach of the Agreement.

- 6. If Referrer refers a Referred Customer located in Canada, you acknowledge and agree that Company is authorized to disclose Referrer's full name to the Referred Customer as the source of the referral.
- 7. Referrer represents that its participation in the Program complies with all applicable laws, including without limitation, those related to data privacy.
- 8. Changes to these Terms. From time to time, we may change these Program Terms and Conditions. If we change these Program Terms and Conditions, we will notify you by posting the revised Program Terms and Conditions, or by any other reasonable

means in our sole discretion. Any changes to these Program Terms and Conditions are effective upon the date of posting.

9. Entire Agreement. These Program Terms and Conditions constitute 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 Program. The failure of Company to exercise or enforce any right or provision of these Program Terms and Conditions shall not constitute a waiver of such right or provision.

QUESTIONS? Please send them to ThryvRewards@thryv.com