

## Thryv® Social Ads Terms and Conditions

Last Updated: October 1, 2025

If you have ordered Thryv Social Ads Subscription Services, you agree to the following additional Terms and Conditions as a supplement to your Thryv Platform Services Terms and Conditions, the terms of which are incorporated herein by reference. Unless otherwise agreed in writing, the initial minimum Subscription Period of Thryv Social Ads is six (6) months and thereafter it will automatically renew on a month-to-month basis until terminated in accordance with the Thryv Platform Services Terms and Conditions. Capitalized terms used but not defined in these Terms and Conditions will have the same meaning given in the Thryv Platform Services Terms and Conditions.

1. Package Options. The Thryv Social Ads Subscription Services include the provision of certain social media postings and advertising. Depending on the Thryv Social Ads Subscription Services package you order, the Thryv Social Ads Subscription Services may include assistance in creating a Facebook Business Page, an Instagram profile, and/or a LinkedIn business page (each, a **"Business Page"**) and any additional account, presence or business listing profile that includes pertinent business information on various third-party "social media" websites, applications, or other properties or platforms (each a **"Social Media Property"**) that we may offer in the future, depending on availability or relevance to your purchased package. You authorize us to establish, advertise, post content to, modify, and access accounts on the specified Social Media Properties on your behalf. Packages may include:
  - a. Business Page(s). Assistance creating a Facebook Business page or becoming an administrator on an existing Facebook Business page, assistance creating or exercising admin rights to your Instagram profile, and/or assistance creating or exercising admin rights to your LinkedIn page. All profiles will incorporate business information provided or made available by you.
  - b. Social Media Property Advertising Campaigns. Paid advertisements on various Social Media Properties. You must provide us with the necessary information to successfully set up and run the campaign.
  
2. Meta Lead Ads. You agree that as part of the Thryv Social Ads Subscription Services, we or our third-party service providers may, depending on the package you subscribe to, provision Meta Lead Ads on behalf of your business. Meta provides features that enable you to run lead generation, including a lead generation advertising unit (**"Lead Ad"**), organic lead generation unit, or lead generation messaging experiences, allowing a Meta user to provide their email address or other user information to you (together, **"Lead Generation Features"**). Your use of Lead Generation Features is subject to Meta's Lead Ad Terms (**"Lead Ads TOS"**) found at <https://www.facebook.com/legal/leadgen/tos>, or such other successor URL as Meta may specify from time to time. Without limiting anything in the Lead Ads TOS, by using Meta Lead Ads and Lead Generation Features, you agree:
  - a. to maintain a privacy policy which details how you will use any data you receive via the Lead Generation Features;
  - b. to provide us a link to such privacy policy to include in the Lead Ads;
  - c. you may only use Lead Generation Data in accordance with applicable laws, rules and regulations, including all applicable data privacy, advertising, telemarketing or other laws. **"Lead Generation Data"** means the information a Meta user elects to send to you through a Lead Generation Feature, which may consist of such Meta user's name and email address, and any additional user information;
  - d. regardless of how you obtain content and information from users, you are responsible for securing all necessary permissions and providing all disclosures and choice mechanisms necessary and sufficient to use the Lead Generation Data;
  - e. on your Facebook page or profile, or your Instagram account, you must provide a mechanism for users to contact you, and you agree to respond to any requests by users for more information about your use of the Lead Generation Data;
  - f. you may not sell Lead Generation Data under any circumstances; and
  - g. you will have in place appropriate technical and organizational measures to protect Lead Generation Data against unauthorized or unlawful processing and against accidental loss, destruction or damage, and which provides a level of security appropriate to the risk represented by the processing and the nature of the data to be protected.

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### 3. Client Responsibilities/Acknowledgements.

- a. You must assist us with helping you claim or verify your Business Page and/or profile on Social Media Properties and assign us as an authorized administrator for your business on the Social Media Property, which may include providing us your email address.
- b. You understand that if you do not fulfill your responsibility to assist us in claiming or administering your Business Pages by the deadlines we set, we cannot fully provision the Thryv Social Ads Subscription Services, but billing may begin. You acknowledge that if your Thryv Social Ads Subscription Services are not renewed, the Thryv Social Ads Subscription Services will terminate at the end of the then-current term, and any business tab(s) (and content) created by us may be removed from the Business Page. You acknowledge and agree that the Social Media Properties control what types of businesses or content they restrict or prohibit from publishing and that the publication policies of the Social Media Properties may limit our ability to provide you Thryv Social Ads Subscription Services, or certain features thereof.
- c. You agree to comply with any requirements or terms of use of the Social Media Properties, including any terms related to our access to the Social Media Properties on your behalf, as applicable to the Thryv Social Ads Subscription Services used.
- d. You understand and acknowledge that Social Media Properties are third parties for which we have no responsibility and over which we have no control. They may change any aspect of their social networking sites, including Business Pages, or their terms and conditions at any time without notice, including any categories or types of businesses or content that their policies restrict or prohibit from publication. We are not responsible for monitoring content on Social Media Properties. Your use of Social Media Properties is governed by their terms and conditions, with which you agree to comply. No affiliation with, or endorsement by, the Social Media Properties is implied by our provision of the Thryv Social Ads Subscription Services. We may at our sole discretion modify the content of your Thryv Social Ads Subscription Service to conform to the requirements of, or to utilize the features of a Social Media Property. We may delete, modify, expand, or utilize data or content or add links to, your content, website, business profile, or other materials you provide for our use in providing you the Thryv Social Ads Subscription Services.