

INTEGRATION LICENSE TERMS

Apply to all products licensed by Customer

1. The Sprinklr Integration license ("Integration License") is subject to the terms of the Connected Services. Sprinklr has no control over the rights granted and limitation imposed by the Connected Services, however Customer must abide by all applicable terms of the Connected Services. Such limitations may limit that transfer of data received from the Integration License, and as a result, this may impact any Use Case(s), resulting in the requirement that Sprinklr approve all Use Case(s).

2. Approved Use Case(s): Customer understands and agrees that the Integration License may be used for the following Use Cases only:

- CRM: Log public and private interactions between the brand and its customers in a CRM and use case management or ticketing systems to associate those interactions with the applicable individual's record.
- Consumer Insights: Perform aggregate-level analysis on consumer groups to understand their views and opinions about brands and product offerings in order to gain better insight into meeting consumer needs.
- Trend Analysis: Conduct trend analysis in order to identify which types of content are performing best and to optimize marketing efforts.
- Product Development: Identify product features that are of particular interest to consumers to help craft marketing and inform product development.
- Internal Dashboard: Display content and analysis such as sentiment, share of voice, brand mentions, and keywords on an internal-facing dashboard.

3. Customer understands and agrees that any use cases for the Integration License, other than those listed herein, must be pre-approved by Sprinklr, in Sprinklr's sole discretion.

4. Customer understands and agrees that use of the Integration License herein is subject to the Twitter Limited Data License (EULA), located at www.sprinklr.com/ofterms which is hereby agreed to as part of the applicable Order Form.