

## ADOBE LICENSE TERMS

### 1. License.

- 1.1 Applicant is hereby permitted to install the Distributed Code on Applicant Site(s) for the sole and limited purpose of complying with the CMF Digital Media Reporting obligations.
- 1.2 Applicant hereby grants to CMF and Adobe the rights necessary for CMF and Adobe to access and use Applicant Data as required in connection with the CMF Digital Media tracking.

2. **Site Compliance.** Applicant warrants that Applicant Site complies with the privacy requirements set out in applicable laws, guidelines, regulations, codes, and rules in the collection of Applicant Data.

3. **Access.** Nothing in this Agreement will be construed as granting to Applicant any right to access Adobe's online reporting interface or tools or to receive reports generated by CMF independently of any such rights Applicant may have pursuant to a separate written agreement with Adobe.

4. **Distributed Code.** Applicant agrees that any modification to the Distributed Code, is at Applicant's own risk. Neither CMF nor Adobe are responsible for any errors that may result from such modification and are held harmless from any liability.

5. **Personal Information.** Applicant must not transmit, provide, or otherwise make available to Adobe any Personal Information.

### 6. Definitions.

- 6.1 **"Applicant"** means the entity that has entered into a financing agreement with CMF and is obligated to install the Distributed Code to comply with the CMF Digital Media Reporting obligations.
- 6.2 **"Applicant Data"** means data collected from Applicant Site(s) via the Distributed Code.
- 6.3 **"Applicant Site(s)"** means website(s) and/or applications that are owned by Applicant, the development of which has been funded by CMF, and for which Applicant is obligated to comply with the CMF Digital Media Reporting obligations.
- 6.4 **"CMF Digital Media Reporting obligations"** are the obligations set out at <https://cmf-fmc.ca/programs-deadlines/digital-media-reporting>.
- 6.5 **"Distributed Code"** means the Adobe tracking codes that are required to be installed on the Applicant Site(s) to comply with CMF Digital Media Reporting obligations.
- 6.6 **"Personal Information"** means information about an identifiable individual.