# MEVO Data Platform – Free Trial Terms

**Effective Date:** [Customer's Free Trial Registration date]

These Free Trial Terms ("Trial Terms") govern Customer's temporary, no-cost access to the MEVO Data Platform ("MEVO"), provided by Marketing Evolution Inc. ("Company"). For purposes of these Trial Terms, "Customer" refers to the company or individual entering into this agreement, including its employees, contractors, and agents. By participating in the free trial, Customer agrees to these Trial Terms.

## 1. Trial Scope

- The MEVO free trial includes:
  • Access to the MEVO Data Platform dashboard for viewing curated media exposure data
  • Visualization of Customer-provided media exposure across available channels
  • Access to MEVO's Conversational UI ("Ask MEVO") to explore exposure insights

- The trial does not include:
  • Modeled outcome data (e.g., conversions or KPIs)
  • Custom analysis, scenario modeling, or use of the MEVO Decision Engine

- During the trial, Company may incorporate unmodeled outcome signals where easily available (e.g., high-value web actions such as form fills or demo requests, or basic sales data from integrated sources such as Amazon or Shopify). These signals may be displayed but will not be modeled into KPIs.

## 2. Trial Period and Limitations

- The trial period will provide up to 60 days of data storage and processing within the MEVO platform. The period commences once the platform begins processing Customer data, recognizing that setup may occur in stages (e.g., connectors authorized at different times). During this period, Company will absorb all associated storage and compute costs.

- Trial access is non-transferable and intended solely for Customer's internal evaluation purposes. Company may suspend or terminate trial access at any time with or without notice.

## 3. Data Provision and Compatibility

- Customer is responsible for providing the media exposure data required for trial use. This may be delivered by:
  • Authorizing secure access to applicable third-party data sources (e.g., via token, credentials, or connector tools), or
  • Supplying media data directly in a format compatible with MEVO's ingestion requirements

- Customer acknowledges that:
  • Company will use commercially reasonable efforts to ingest and format the data for trial visualization
  • Company does not clean, validate, or transform Customer data beyond what is necessary for dashboard display
  • Any outcome data incorporated during the trial will only be displayed as unmodeled signals and will not be transformed into KPIs, attribution, or modeled conversions

# 4. Platform Use and Data Ownership

- Customer retains ownership of its original media exposure data.

- Company retains full ownership of MEVO, including all software, interfaces (including Ask MEVO), configuration logic, and any visualizations or features used during the trial.

- Trial access is strictly limited to in-platform viewing. No raw data, processed outputs, or derivative insights may be exported or used outside the MEVO platform unless explicitly authorized in writing.

# 5. Data Deletion

Unless the parties enter into a paid subscription agreement, Company will:

- Deactivate Customer's access at the end of the trial period

- Delete all Customer-provided data within 6 months following trial expiration

- Not retain Customer data beyond the trial period, except as required by law or regulatory compliance

# 6. Confidentiality

Both parties agree to maintain the confidentiality of all non-public, proprietary, or sensitive information exchanged during the trial, including but not limited to:

- Customer's media exposure data and related campaign information
- Company's platform design, functionality, and operational methods
- Any insights, configurations, or evaluation discussions

This obligation will remain in effect for six (6) months following the end of the trial period and applies regardless of whether a commercial relationship follows.

## 7. No Warranty

The MEVO Data Platform is provided during the trial as-is and as-available, without warranties of any kind. Company disclaims all express or implied warranties, including but not limited to accuracy, availability, fitness for a particular purpose, and non-infringement.

## 8. Limitation of Liability

In no event shall either party be liable for indirect, incidental, consequential, or special damages arising out of or related to the trial. Company's total cumulative liability under these Trial Terms shall not exceed one hundred U.S. dollars ($100).

## 9. Governing Law

These Trial Terms are governed by the laws of the State of New York, without regard to conflict-of-law principles. Any disputes shall be brought exclusively in the courts located in New York County, New York.

## 10. Entire Agreement

These Trial Terms constitute the entire agreement between the parties relating to the MEVO Data Platform free trial and supersede any prior or contemporaneous communications, proposals, or understandings, whether written or oral, regarding the trial.