

Product-Specific Terms

Pureprofile Tools

Introduction

These Product-Specific Terms are an addendum to the Pureprofile [Terms of Service](#). They govern your access to and use of the Pureprofile Tools listed below and supplement (and where inconsistent, override) the general Terms of Service solely with respect to those Tools. Capitalised terms not defined in these Product-Specific Terms have the meanings given to them in the Pureprofile Terms of Service. The Pureprofile Tools include Datarubico Insights Creator, Datarubico Audience Access, Demand API, and AI Tools (including coding and translation tools). By accessing or using any Pureprofile Tool, you agree to be bound by these Product-Specific Terms in addition to the Pureprofile Terms of Service. Together with the Terms of Service, the DPA and any applicable Work Order, these Product-Specific Terms form part of the Agreement. In the event of any conflict or inconsistency between these Product-Specific Terms and the Terms of Service, these Product-Specific Terms shall prevail.

1. Project Proposals for Managed Services

- (a) If you require a full-service offering including field work, sample and / or survey design and scripting ("**Managed Services**"), you can request a project proposal ("**Proposal**") from Pureprofile for a project.
- (b) Each Proposal summarises the project costs based on the level of input, involvement and additional services required from Pureprofile, including but not limited to: (i) the quoted incidence rate; (ii) survey scripting length and cost per interview; (iii) sample size, respondent criteria and quota requirements; and (iv) the agreed scope of work and deliverables, including questionnaire design, programming, fieldwork management, data processing, coding, translation, analysis, reporting or other project outputs. Any changes to any of the above criteria will affect the total cost of the Managed Services to be delivered pursuant to the Proposal.
- (c) Proposals are based on information provided by you to Pureprofile at the time of quoting. Pureprofile provides no guarantee that project specifications will be met if the specifications change from those quoted. If you accept a Proposal, the agreed scope of services will be outlined in a Work Order which becomes binding upon

signature. If any projects under a Work Order are subsequently cancelled by you, you will be charged a cancellation fee equal to ten percent (10%) of the total price stated in the Proposal plus any direct costs incurred by Pureprofile (such as fees paid to members of our panel or third party panels), which you hereby agree is a fair and reasonable cost of cancellation and does not constitute a penalty.

- (d) We reserve the right to refuse any survey that is (i) too long or complex; (ii) contains obscene, discriminatory or objectionable material; or (iii) fails to meet other guidelines outlined by us at the Proposal stage.
- (e) If there is any conflict between a Work Order and these Product-Specific Terms, the Work Order will prevail solely in respect of the Managed Services to which it relates.

2. Execution of Surveys

- (a) For Managed Services, Pureprofile or our partners and affiliates (if applicable) will select eligible respondents from our high-quality, verified global panel. You are responsible for all costs relating to projects commissioned by you. If you request us to change the project requirements after the project has been launched, you remain responsible for all costs associated with the project prior to the changes.
- (b) In accordance with the “Consequences of Non-Payment” clause of the Terms of Service, we may suspend a project where you have amounts owing for previously performed services that remain overdue.
- (c) Whilst we strive to avoid varying the cost of a project, we value our panel members’ time and may charge you additional fees if the project specifications change after the project has launched.
- (d) We reserve the right to recalculate the fee if:
 - (i) the quoted incidence rate varies by 5% or more;
 - (ii) the quoted length of interview varies by 10% or more; or
 - (iii) a panel member is screened-out late (i.e. after answering 10 or more screening questions or the screening process is longer than 2 minutes).
- (e) Before exercising our right to recalculate, we will notify you of the revised fee. If you do not accept the revised fee within two (2) Business Days of notification, either party may cancel the project, and we will only charge you for work completed to that point.

3. Integration

- (a) You can access our global panel of survey respondents through our application programming interface (the “**Demand API**”) by integrating the Demand API with

your own application, system or tool (the “**Client Tools**”), or via your registered Business Account, which enables you to access the other Pureprofile Tools.

- (b) This clause 3 (Integration) only applies for direct integration between our panels and any Client Tools via the Pureprofile Demand API.
- (c) You are solely responsible for providing the technical resources and solutions required to integrate the Demand API with the Client Tools, including the connection between them, and for keeping secure any API keys, tokens or other credentials we issue to you in connection with that integration.
- (d) Pureprofile is under no obligation to make any modifications to, or provide any additional tools, software development kits or technical resources for the Demand API for the purpose of enabling or improving the integration of the Pureprofile Platform with any Client Tools.
- (e) We may impose reasonable fair use limits (including rate limits) on your use of the Demand API and may suspend or throttle your access if your use places an unreasonable burden on our systems or adversely affects other customers or panellists.
- (f) We do not warrant that the Demand API will be compatible with, or operate without interruption in combination with, any Client Tools, and we are not responsible for any errors, delays or failures arising from your Client Tools or your integration of them with the Demand API.

4. Execution of Surveys

- (a) Once you have launched your survey using the relevant Pureprofile Tool to which you have subscribed, eligible respondents will be directed to your survey. You are required to:
 - (i) provide an accurate link to your survey to the survey respondents;
 - (ii) ensure your survey is available at all times for the duration of fieldwork; and
 - (iii) redirect respondents to Pureprofile (or our partners or affiliates), with the appropriate termination status (e.g. “successfully completed”). You undertake to ensure that your survey complies with all applicable laws and with any recognised market research industry codes of conduct applicable to your survey (such as the ICC/ESOMAR International Code). For the avoidance of doubt, your obligations regarding personal data and privacy compliance are set out in the Privacy clause of the Terms of Service.

- (b) Pureprofile may, but is under no obligation to remove any survey content that violates applicable law or the terms of these Product-Specific Terms or the Agreement.
- (c) Unless otherwise agreed in writing or where you are using your own panel, upon reasonable request from us, you or your client (as the case may be) will make the survey available to us for testing before it is sent out to survey respondents. For clarity, we may choose to but are not obliged to carry out tests. Where deemed necessary by us in our sole discretion, we may deny the implementation of a survey. For example (and without limiting the generality of the preceding sentence), we may deny the implementation of a survey which includes defamatory or obscene content.
- (d) Notwithstanding the foregoing, you are solely responsible for ensuring that each survey contains the proper language translations, does not contain inappropriate or offensive language and is complete, accurate and tested before it is implemented.
- (e) You are responsible for ensuring that the redirect links referred to in clause (a)(iii) above are correctly embedded within your survey.
- (f) You are responsible for specifying survey quotas within the Service. Pureprofile is not responsible for any costs incurred as a result of over-sampling unless otherwise agreed in writing. If there is any over-sampling and you or your client have not set up the survey quotas correctly, then all completion costs will be your responsibility.
- (g) You, and where applicable your client(s), must not solicit or recruit eligible respondents provided by Pureprofile within the Service. This includes, without limitation, offering eligible respondents to become members of your panel or any other panels, joining a mailing list or sending any commercial electronic messages to eligible respondents, unless otherwise agreed in writing with Pureprofile.

5. AI Tools

- (a) The AI Tools use large language models and other machine-learning technologies. Outputs generated using the AI Tools ("**AI Output**") are provided for your convenience and may be inaccurate, incomplete or unsuitable for your intended purpose. You are solely responsible for reviewing and verifying any AI Output before relying on it.
- (b) You must not input, upload or otherwise submit any Confidential Information (other than your own), special category or sensitive personal data, or personal data of survey respondents into the AI Tools, unless expressly permitted under the Agreement or otherwise agreed with us in writing.
- (c) As between you and Pureprofile, you retain ownership of any AI Output generated from your Content, subject to Pureprofile's underlying intellectual property rights in the AI Tools themselves as set out in the Intellectual Property Rights clause of the Terms of Service.

- (d) We do not warrant that any AI Output will be accurate, complete, non-infringing or fit for any particular purpose, and the Warranties and Disclaimers and Limitation of Liability clauses of the Terms of Service apply to your use of the AI Tools and any reliance on AI Output.
- (e) We may use anonymised or aggregated data derived from your use of the AI Tools to monitor, maintain and improve the AI Tools, provided that this will not involve the use of your Confidential Information or personal data in a manner inconsistent with our DPA and Privacy Policy.

1 September 2026