

# Service-Specific Terms

## Service-Specific Terms for Optimizely X Web Experimentation

*Last Updated:* March 8, 2017

Customer's use of Optimizely X Web Experimentation is subject the Agreement and the following supplemental terms and conditions. Terms not expressly defined here have the same meanings as in the Agreement.

- 1. What is Optimizely X Web Experimentation?** "Web Experimentation" is an Optimizely Service designed to help Customers test website experiences they deliver through Customer Properties. To use the product, Customer first installs the applicable Optimizely Snippet on licensed Customer Properties, then uses the product's editing and configuration tools to select Content to test and to configure test parameters. These tests are designed to help Customers gain actionable insights about their Content. Web Experimentation may be stopped at any time, in which case the Content variations will no longer be displayed to Visitors.
- 2. How Do I Obtain the Optimizely Snippet?** To use Web Experimentation, Customer will need to install Optimizely Snippet on its licensed Customer Properties. Optimizely Snippet may be downloaded through the Optimizely Service itself.
- 3. What Does Visitor Data Include?** When Customer uses Web Experimentation, the product collects Visitor Data for Customer. Visitor Data is defined in the Agreement and for Web Experimentation includes: a unique numerical/alphanumeric ID assigned to the Visitor and/or the Customer App (e.g. a cookie ID or a vendor ID); Customer App identifiers; device type; installed mobile SDK version; IDs of the variations the Visitor has seen; Customer's account number; the Visitor's browser and OS

versions; the Visitor's IP address; a string identifying the conversion goal, the elements of the Customer Properties tested (e.g. the page URL for Customer Sites) and other event data; and the date and time of the visit. The Documentation provides further information about the content and collection of Visitor Data. Web Experimentation as originally configured by Optimizely does not automatically collect information Visitors may enter into online forms on Customer Properties (such as usernames and passwords). If Customer configures the product to collect form information, Customer is solely responsible for such use and must comply with all the terms and conditions of the Agreement.

## Service-Specific Terms for Optimizely X Personalization

*Last Updated:* March 8, 2017

Customer's use of Optimizely Personalization is subject to the Agreement and the following supplemental terms and descriptions. Terms not expressly defined here have the same meanings as in the Agreement.

- 1. What is Optimizely Personalization?** "Optimizely Personalization" is an Optimizely Service designed to help Customers personalize the experiences they deliver through their Customer Properties. To use the product, Customer first installs the applicable Optimizely Code on licensed Customer Properties, then uses the product's editing and configuration tools to select Content to personalize and configure personalization parameters. Optimizely Personalization uses Visitor Data and other Customer Data to determine what Content variations to display to Visitors. It also provides reporting to help Customer gain actionable insights about Content. Customer may stop personalizing any portion of the Customer Properties at any time, in which case the Content variations will no longer be displayed to Visitors.
- 2. How Do I Obtain the Optimizely Snippet?** To use Optimizely Personalization, Customer will need to install Optimizely Snippet on its licensed Customer Properties. Optimizely Snippet may be downloaded through the Optimizely Service itself.

**3. What Visitor Data is Collected?** When Customer uses Optimizely Personalization, the product collects Visitor Data for Customer. Visitor Data is defined in the Agreement and for Optimizely Personalization includes: a unique numerical/alphanumeric ID assigned to the Visitor and/or the Customer App (e.g. a cookie ID, or a vendor ID or other device ID for Customer Apps); Customer App identifiers; device type; installed mobile SDK version; IDs of variations the Visitor has seen; Customer's account number; the Visitor's browser and OS versions (if Customer is testing Content on Customer Sites); the Visitor's IP address; a string identifying the conversion goal, the elements of the Customer Properties tested (e.g. the page URL for Customer Sites) and other event data; and the date and time of the visit. The Documentation provides further information about the content and collection of Visitor Data. Optimizely Personalization as originally configured by Optimizely does not automatically collect information Visitors may enter into online forms on Customer Properties (such as usernames and passwords). If Customer configures the product to collect form information, Customer is solely responsible for such use and must comply with all the terms and conditions of the Agreement.

## Service-Specific Terms for Optimizely's Add-On Platform

*Last Updated:* March 14, 2016

- 1. What is Optimizely's Add-On Platform?** Optimizely's Add-On Platform is a platform that permits you to enable Add-Ons for use with your instance of the Optimizely Services. Add-Ons may permit you to integrate the Optimizely Services with other online services or otherwise enhance your experience on the Optimizely Services.
- 2. How Can I Use It?** Use of Optimizely's Add-On Platform is subject the terms and conditions currently available at [www.optimizely.com/terms/add-on](https://www.optimizely.com/terms/add-on) <sup>↗</sup>. Terms not expressly defined here have the same meaning as in those terms. Customer understands that the Add-On Platform and Add-Ons may provide Customer with

access to Third Party Content and to Third Party Products that may access Customer's instance of the Optimizely Service and export, delete or otherwise alter Customer Data. *Optimizely does not warrant or support Third Party Products or Third Party Content (whether or not these items are designated by Optimizely as "powered", "verified" or otherwise) and disclaims all responsibility and liability for these items and their access to the Optimizely Services, including their modification, deletion, disclosure or collection of Customer Data.*

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## Service-Specific Terms for Optimizely's Development Platform

*Last Updated:* March 14, 2016

- 1. What is Optimizely's Development Platform?** Optimizely's Development Platform permits others to: (i) use Optimizely's APIs to interface with the Optimizely Services (including to read, access, transmit and manipulate your data) and otherwise manage Optimizely Services accounts and (ii) build applications, integrations, and add-ons that interface with or run on the Optimizely Services. This enables others to extend the functionality of the Optimizely Services and to build exciting new applications.
  - 2. How Can I Use It?** Use of Optimizely's Development Platform is subject the terms and conditions currently available at [www.optimizely.com/terms/development](https://www.optimizely.com/terms/development) <sup>↗</sup>. Terms not expressly defined here have the same meaning as in those terms.
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## Service-Specific Terms for Optimizely X Full Stack

*Last Updated:* October 4, 2016

Customer's use of Optimizely X Full Stack is subject to the Agreement and the following supplemental terms and descriptions. Terms not expressly defined here have the same meanings as in the Agreement.

1. **What is Optimizely X Full Stack?** “Full Stack” is an Optimizely Service designed to give Customers the ability to run experiments anywhere within the Customer Property technology stack. To use Full Stack, Customer needs to install the applicable Optimizely X software development kit (the “Optimizely Full Stack SDK”) within its Customer Property technology stack and then Customer can begin to track events with and view results in the Optimizely Service. Full Stack is deemed to be the Optimizely Service.
2. **How Do I Obtain the Optimizely Full Stack SDK?** Each Optimizely Full Stack SDK may be downloaded from its language package manager [here](#).
3. **What Visitor Data is Collected?** When Customer uses Full Stack, the product collects Visitor Data for Customer. Visitor Data is defined in the Agreement and for Full Stack includes: a unique ID created and assigned by Customer to the Visitor (e.g. a cookie ID, or a vendor ID); device type; installed SDK version; IDs of the variations, projects and events the Visitor has seen; Customer’s account number; the Visitor’s browser versions (if Customer is testing Content on Customer Sites); the Visitor’s IP address; a string identifying the conversion metric, the elements of the Customer Properties tested (e.g. the page URL for Customer Sites) and other event data; and the date and time of the visit. The Documentation provides further information about the content and collection of Visitor Data. Full Stack does not automatically collect information Visitors may enter into online forms on Customer Properties (such as usernames and passwords). If Customer configures the product to collect form information, Customer is solely responsible for such use and must comply with all the terms and conditions of the Agreement.

Optimizely is not responsible for Customer’s usage of the Optimizely Full Stack SDK when used separate from the Optimizely products the Customer purchased.

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## Service-Specific Terms for Optimizely X Mobile

*Last Updated: March 8, 2017*

Customer's use of Optimizely X Mobile is subject to the Agreement and the following supplemental terms and descriptions. Terms not expressly defined here have the same meanings as in the Agreement.

1. **What is Optimizely X Mobile?** "Mobile" is an Optimizely Service designed to give Customers the ability to run experiments in native mobile applications. To use Mobile, Customer needs to install the applicable Optimizely X software development kit (the "Optimizely Mobile SDK") within its Customer Property technology stack and then Customer can begin to track events with and view results in the Optimizely Service. Mobile is deemed to be the Optimizely Service.
2. **How Do I Obtain the Optimizely Mobile SDK?** Each Optimizely Mobile SDK may be downloaded from its language package manager here.
3. **What User Data is Collected?** When Customer uses Mobile, the product collects User Data for Customer. User Data is defined in the Agreement and for Mobile includes: a unique ID created and assigned by Customer to the User (e.g. a device ID or universal user ID); device type; installed SDK version; IDs of the variations, projects and events the User has seen; Customer's account number; the user device's IP address (IP anonymization optional); a string identifying the conversion metric, the elements of the Customer Properties and other event data; and the date and time of events collected. The Documentation provides further information about the content and collection of User Data. Mobile does not automatically collect information Users may enter into online forms on Customer Properties (such as usernames and passwords). If Customer configures the product to collect form information, Customer is solely responsible for such use and must comply with all the terms and conditions of the Agreement.

Optimizely is not responsible for Customer's usage of the Optimizely Mobile SDK when used separate from the Optimizely products the Customer purchased.

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## Service-Specific Terms for Optimizely X OTT



*Last Updated: March 8, 2017*

Customer's use of Optimizely X OTT is subject to the Agreement and the following supplemental terms and descriptions. Terms not expressly defined here have the same meanings as in the Agreement.

1. **What is Optimizely X OTT?** "OTT" is an Optimizely Service designed to give Customers the ability to run experiments in OTT ("over the top") TV applications. To use OTT, Customer needs to install the applicable Optimizely X software development kit (the "Optimizely OTT SDK") within its Customer Property technology stack and then Customer can begin to track events with and view results in the Optimizely Service. OTT is deemed to be the Optimizely Service.
2. **How Do I Obtain the Optimizely OTT SDK?** Each Optimizely OTT SDK may be downloaded from its language package manager here.
3. **What User Data is Collected?** When Customer uses OTT, the product collects User Data for Customer. User Data is defined in the Agreement and for OTT includes: a unique ID created and assigned by Customer to the User (e.g. a device ID or universal user ID); device type; installed SDK version; IDs of the variations, projects and events the User has seen; Customer's account number; the user device's IP address (IP anonymization optional); a string identifying the conversion metric, the elements of the Customer Properties and other event data; and the date and time of events collected. The Documentation provides further information about the content and collection of User Data. OTT does not automatically collect information Users may enter into online forms on Customer Properties (such as usernames and passwords). If Customer configures the product to collect form information, Customer is solely responsible for such use and must comply with all the terms and conditions of the Agreement.

Optimizely is not responsible for Customer's usage of the Optimizely OTT SDK when used separate from the Optimizely products the Customer purchased.

# Service-Specific Terms for Optimizely X Web Recommendations

*Last Updated: March 8, 2017*

Customer's use of Optimizely X Web Recommendations is subject to the Agreement and the following supplemental terms and descriptions. Terms not expressly defined here have the same meanings as in the Agreement.

- 1. What is Optimizely X Web Recommendations?** "Web Recommendations" is an Optimizely Service designed to help Customers suggest content and products on their Customer Properties. To use Web Recommendations, Customer first installs the applicable Optimizely Snippet on licensed Customer Properties, then uses the product's editing and configuration tools to configure Recommendations parameters. Optimizely Recommendations uses Visitor Data and other Customer Data to determine what Content variations to display to Visitors. It also provides reporting to help Customer gain actionable insights about Content. Customer may stop showing recommendations to Visitors at any time. Web Recommendations is deemed to be the Optimizely Service.
- 2. How Do I Obtain the Optimizely Snippet?** To use Web Recommendations, Customer will need to install Optimizely Snippet on its licensed Customer Properties. Optimizely Snippet may be downloaded through the Optimizely Service itself.
- 3. What Visitor Data is Collected?** When Customer uses Web Recommendations, the product collects Visitor Data for Customer. Visitor Data is defined in the Agreement and for Optimizely Recommendations includes: a unique numerical/alphanumeric ID assigned to the Visitor (e.g. a cookie ID or a vendor ID); IDs of variations the Visitor has seen; Customer's account number; the Visitor's browser (if Customer is testing Content on Customer Sites); the Visitor's IP address; a string identifying the conversion goal, the elements of the Customer Properties tested (e.g. the page URL for Customer Sites) and other event data; and the date and time of the visit. The Documentation provides further information about the content and collection of Visitor Data. Web Recommendations as originally configured by Optimizely does not



automatically collect information Visitors may enter into online forms on Customer Properties (such as usernames and passwords). If Customer configures the product to collect form information, Customer is solely responsible for such use and must comply with all the terms and conditions of the Agreement.

## Service-Specific Terms for Optimizely Desktop App

*Last Updated:* November 14, 2016

Customer's use of the Optimizely Desktop App is subject the Agreement and the following supplemental terms and conditions. Terms not expressly defined here have the same meanings as in the Agreement.

- 1. What is the Optimizely Desktop App?** The "Optimizely Desktop App" is Optimizely Code, which is a desktop application which runs on your computer. It is a thin wrapper around the Optimizely website that leverages new technologies to help make the Optimizely editor load Customer's sites faster and more reliably. To use the product, Customer first installs the applicable Optimizely Code on the user's local computer, then logs in to the applicable Optimizely Service through the app. An active Optimizely account is required to use the Optimizely Desktop App.
- 2. How Do I Obtain the Optimizely Desktop App?** To use the Optimizely Desktop App, Customer will need to install the Optimizely Desktop App on the user's local computer. The Optimizely Desktop App may be downloaded through the Optimizely Service itself, through the Optimizely website, or if available, through the relevant app store.
- 3. Do I need to be a current Optimizely customer to use the Optimizely Desktop App?** Yes. The Optimizely Desktop App is built to help our customers improve their experience with the Optimizely Service. Having a subscription to an Optimizely Service is required to use the Optimizely Desktop App, which is covered as "Optimizely Code" under the Agreement.

Optimizely is not responsible for Customer's usage of the Optimizely Desktop App when used separate from the Optimizely products the Customer purchased.

## Service-Specific Terms for Optimizely Rollouts

*Last Updated: April 10, 2019*

Customer's use of the Optimizely Rollouts is subject the Agreement and the following supplemental terms and conditions. Terms not expressly defined here have the same meanings as in the Agreement.

- 1. What is the Optimizely Rollouts?** Optimizely Rollouts is a product that helps customers release new features on websites and other supported digital products. It permits Customers to add flags to new features, allowing the release of these features to be staged. Use of Optimizely Rollouts may require installation of Optimizely SDKs.
- 2. How Do I Obtain Optimizely Rollouts?** Optimizely Rollouts is currently available as a "Free Access Subscription" under our online [Terms of Service](#) <sup>↗</sup>. You can sign-up for an account through our website.

## Just for you

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