



DATED: 02/2026

PRODUCT TERMS

ChromeData Services

1. **Chrome Codes:** Company retains all Intellectual Property rights in and to Company's unique vehicle identifiers such as Chrome Style ID, Chrome ACode and/or generic feature codes provided by Company to Client in conjunction with the Licensed Works, including all updates, derivative works and modifications thereto (collectively, "Chrome Codes"). Company grants to Client a non-exclusive, non-transferable, non-sublicenseable, revocable license to use the Chrome Codes internally, as needed, to support its authorized use of such Licensed Works licensed to Client under an Order during the term of such Order, and for no other purpose. Client shall gain no right, title or interest in the Chrome Codes by virtue of this Agreement or such Order, other than this non-exclusive license. Client shall not provide any Chrome Codes delivered with any of Licensed Works licensed to Client under an Order to any third party except Client's employees who have a need to know for the Permitted Use. Unless otherwise stated herein, for the purposes of this Agreement, Chrome Codes shall be included in the definition of Licensed Works and are subject to any restrictions related to such Licensed Works, unless explicitly stated otherwise therein.

2. **Additional Limitations to the Licensed Works:** In addition to any limitations set out in the Order(s) or terms that govern such Order, the parties agree that Client shall not (i) authorize any third party to frame or co-brand those portions of the Designated Website(s)/Dealer Websites/Third Party Websites that contain any Licensed Works without the prior written permission of Company; (ii) allow end users to download or copy any Licensed Works from the Designated Website(s)/Dealer Websites/Third Party Websites onto any other PC or server, other than by normal web browser use of viewing and printing any web page; or (iii) publicly display any Canadian invoice pricing information contained within the Licensed Works in any consumer-facing applications.

3. **Technical Support:** Technical support services will be provided to Client via telephone and email from 6:00 a.m. to 5:00 p.m. Pacific Time, Monday through Friday (excluding Company Holidays) regarding the operation and use of the Licensed Works governed by these terms such as assisting Client with licensing, distribution or retrieval of its data products, and basic introduction to field names and content but such technical support services do not include the creation or modification of custom coded solutions which, if requested by Client, will be provided by Company (subject to availability) at a "to be determined rate" based on complexity and required resources. The current contact information for technical support services is (800) 937 3661 and support@chromedata.com. Emergency escalations can be fielded outside normal business hours as listed in the Order. Emergency escalation does not include reinstallation or licensing issues, instead support will document details for call back the next business day. Hours and contact information for support may be changed by Company.

4. **Reactivation:** If the Services are suspended for nonpayment, Client shall pay a reactivation fee equal to 20% of the value of the annual fees payable under the applicable Order in addition to all outstanding invoices and/or amounts owing under the Order prior to reactivation of the Services. Client shall be liable for all collection agency fees and reasonable attorneys' fees payable by Company in connection with enforcing Client's performance of its payment obligations set forth in the Order or the terms governing such Order.

5. **Chrome Notice Provision:** Notwithstanding anything to the contrary in the Agreement, any notice, approvals, demands, or other communications required to be given by either party regarding the Licensed Works that are governed by this Addendum will be in writing. Notice will be sufficiently given when (i) mailed through a recognized courier company (i.e. FedEx, UPS, DHL), return receipt requested, to the addresses set forth in the applicable Order, or (ii) sent via email, such emails to be designated by each party to the other in writing within the applicable Order or to such new email as may from time to time be designated in writing by a party hereto, and not rejected by the recipient's email account, and, with respect to Company, with a copy to legal@jdpa.com. Notices will be deemed effective upon receipt if delivery is confirmed by return receipt or other proof of delivery. Notices to the Company will be directed to the attention of the Legal Department.

6. **Chrome Definitions and Product Specific Restrictions:** The definitions for the Licensed Works that are governed by these Product Terms and the related product specific restrictions, located at www.jdpower.com/business/legal-product-terms ("ChromeData Product Information"), are incorporated into these Product Terms. Notwithstanding anything to the contrary in the Agreement, Company may change the ChromeData Product Information from time to time, at Company's sole discretion, and any such changes will be posted at the link above. Such changes to the ChromeData Product Information will be incorporated into and form part of the ChromeData Product Information as of the date posted.

7. **Acquired Current Business.** Notwithstanding anything to the contrary in the Agreement, if Client acquires the shares or the assets containing the license agreement of a business or entity that is also a then-current client of Company (an "Acquired Current Business"), then Company may, in its sole discretion, adjust the Fees of any applicable Order to reflect the then-current fees payable (if fixed) or paid (if transaction-based) to Company by such Acquired Current Business during the prior twelve (12)-month period under its then-current Client agreement with Company (the "Acquired Current Business License Fee"). In addition, the parties agree to meet quarterly during the Term, at a time that is mutually agreeable to both parties, to review any new acquisitions of or by the Client.

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