

## CAMEO DATA

In addition to the terms of your license, the following additional terms apply to your use of CAMEO demographic data:

1 You are prohibited from using the CAMEO data as set forth below:

1.1 (i) for product or model development for distribution to third parties; (ii) for political campaigning (including activity in support of, or against, a political party, a referendum campaign or a candidate standing for election); or (iii) in connection with any Prohibited Material as defined below; in each case except to the extent expressly and specifically permitted under your license agreement.

1.2 The following are Prohibited Materials for the purposes of this license: (a) anything pornographic, obscene, offensive, racist, abusive, harassing, bigoted, violent, criminal, discriminatory, libelous, defamatory, unlawful or illegal; anything which promotes any services relating to (i) road traffic accident or personal injury claims; (ii) medical or clinical negligence claims; or (iii) the misale of financial products (including the reclaim of PPI premiums or compensation for misale of PPI products); (b) anything which fails to comply with any applicable guidance or code of practice, including the Information Commissioner's Office's Guidance on Direct Marketing, the Direct Marketing Association's Code of Practice and the Advertising Standards Agency's UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing; and (c) anything related to gambling, tobacco, alcohol or pharmaceuticals associated with sexual performance.