

# General Application Terms of Use in MarcomCentral

IMPORTANT- READ CAREFULLY:

IF ANY ENTITY HAS PREVIOUSLY ENTERED INTO A SEPARATE WRITTEN AGREEMENT WITH PTI MARKETING TECHNOLOGIES INC, ("PTI") OR WITH AN AUTHORIZED THIRD PARTY RESELLER REGARDING THE MARCOMCENTRAL SYSTEM, AND IF ANY ELEMENTS THEREIN ARE ALSO COVERED IN THIS GENERAL APPLICATION TERMS OF USE, THEN THE TERMS OF THE ELEMENTS IN THE EXISTING AGREEMENT SHALL CONTINUE IN FULL FORCE AND EFFECT, AND THE TERMS OF THOSE ELEMENTS IN THIS GENERAL APPLICATION TERMS OF USE SHALL NOT APPLY. FOR ALL OTHER USERS, THE FOLLOWING APPLIES:

## Business Intelligence - Birst

MarcomCentral has integrated with [Birst](#) to offer support for Business Intelligence to interested customers. To support this functionality PTI shares customer data residing in MarcomCentral with Birst. Birst maintains high standards of [data security](#) to protect the privacy of its customers and the safety of their information ([see Birst Security and Reliability white paper for more details](#)). By agreeing to these contents you are permitting PTI to share your customer data with Birst.

## JavaScript Policy

If JavaScript is used in Custom Copy in MarcomCentral Stores, Admin User must ensure that it is implemented using best practices. PTI Marketing Technologies reserves the right to remove any custom copy containing JavaScript without advance notification.

## Storage Policy

- *Output-specific assets maintained for 3 months or up to 25 Gigabytes (whichever comes first)*

Order-specific assets (previews, output files and 1-UP press files, feeds) are maintained for 3 months or to a maximum of 25 Gigabytes. If the maximum is exceeded, either it can be arranged to purge file more frequently or additional storage can be purchased. Please realize that additional storage on the MarcomCentral site can be costly due to the RAID Storage Array that is required to support usage and redundancy requirements of the MarcomCentral Site.

- *Order-related content (other than assets) is maintained for two (2) years*

Store Users and Dashboard Users can access order information for the last two (2) years. This means reports, orders, etc. can include data on any orders or order-related content that is within two years of the current date, and i.e. in July 2009 orders in June 2007 will not be available.

**Note:** for some reports the order data is more restricted, for example the Total Order Summary report available for Store Users is restricted to 1 month.

- *Resource-specific assets maintained for two (2) years or up to 25 Gigabytes (whichever comes first)*

Resource-specific assets (library images, thumbnails) are maintained for two (2) years or up to 25 Gigabytes (whichever comes first). If the maximum is exceeded, either it can be arranged to purge files more frequently or additional storage can be purchased. Please realize that additional storage

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on the MarcomCentral site can be costly due to the RAID Storage Array that is required to support usage and redundancy requirements of the MarcomCentral Site.

**Note:** The mechanism to purge asset/resource data does not yet exist in the MarcomCentral system. We expect to put this in place within the next two years. No purging will occur without prior notification to customers.

➤ *Shopping Cart Content generated using Punchouts are retained for 100 days*

➤ *Files uploaded for use with Variable Products are retained for one year*

Restrictions to be implemented in near future

➤ *Saved Shopping Cart Content will be Retained for 6 Months*

In an upcoming release, MarcomCentral® Store will only allow access to saved shopping cart items that were added within 6 months from current date.

## Terms of Use for Web Service

PTI may change or remove features or functionality of the Web Service from time to time. PTI will notify you in advance of any material change to a Web Service (except if doing so would pose a security issue or is economically or technically burdensome).

PTI may discontinue or deprecate any Web Service, but will use commercially reasonable efforts to continue supporting any API discontinued or deprecated for 6 months after the notification that this will occur (except if doing so would pose a security issue or is economically or technically burdensome).

PTI requires that commercially reasonable use for Web Services be implemented by client. Commercially reasonable is considered by PTI to be either 1) calling the Web Service no more than every 5 minutes when checking for content on system (i.e. checking for Job Tickets that have been produced within the last 15 minutes) or 2) calling the system the average of no more than every 5 minutes over a 24 hours period when calling the Web Service for particular content (i.e. information on a particular order or job ticket). The only exception to this is the Single Sign-On Web Service which is expected to be called as many times as needed for login.

If violators are found, they will be contacted and given 5 business days to comply with terms. If the change is not made or an extension granted by PTI (for economical or technical reasons), PTI will disable access to Web Service(s).

PTI support of Web Services starts with the receipt of XML at the SOAP endpoint for consumption by the Web Service. This support includes help to resolve why a particular XML structure is not being accepted by the system or why a particular value is being set (or not set) in the system. The cost of this support is included in the Web Services fee.