



Facebook Ads Additional Terms

Our Terms of Business at ypp.co.nz/terms and these Additional Terms apply to **Facebook Ads**. Except with respect to clause 23 of our Terms of Business, in the event of any conflict between our Terms of Business and these Additional Terms, these Additional Terms shall take priority.

These Additional Terms were last updated on 19 July 2018.

1. Deliverables

- 1.1. Facebook Ads help your business promote its products and services through display advertising on the Facebook social media platform (**Advertisements**).
- 1.2. In these Additional Terms:

Service Period means the period from the date your first Advertisement is published until the same day of the following calendar month, and then each rolling monthly period thereafter (as the case may be).

User means a unique Facebook end-user.
- 1.3. In each Service Period, we will display your Advertisements to Users who meet your targeting criteria (such as age, gender and location), as specified by your Order Form.
- 1.4. At the end of each Service Period, we will provide you with a report setting out:
 - (a) the total number of Users to whom your Advertisements were displayed in that Service Period; and
 - (b) the average number of times Advertisements were displayed to those Users.
- 1.5. The Charges vary as specified by your Order Form, but cover:
 - (a) our management fee; and
 - (b) our estimated costs to purchase your Advertisements.
- 1.6. We will prepare Advertisement collateral for you, based on Your Material and any input you provide.
- 1.7. You may request changes to:
 - (a) the targeting of your Advertisements; and
 - (b) your names, addresses or phone numbers used in Advertisements.
- 1.8. Where a user will be submitting data to you through an Advertisement, Facebook requires you to have a privacy policy on your website which clearly and prominently discloses that it will govern such data. We will link such Advertisements to your privacy policy. If you do not have a privacy policy, we can make the necessary changes to your website subject to you providing us with administrator access rights to your website. You acknowledge and agree that we will use a privacy policy generator (such as <http://connectio.io/privacy-policy-generator/>) and that you are ultimately responsible for the content of that privacy policy. You should review the privacy policy we provide, and ensure that it meets your requirements.
- 1.9. Your indemnity under clause 21 of the Terms of Business applies to any act or omission by you that causes you or us to be in breach of Facebook's terms of service (including https://www.facebook.com/ad_guidelines.php and <https://www.facebook.com/terms.php>).
- 1.10. Facebook control their own services, access to which is therefore subject to change without warning.

- 1.11. You agree to contact us for support relating to Facebook Ads. You must immediately notify us if you receive a complaint relating to any Advertisement, and we reserve the right to respond on your behalf.

2. Remarketing

- 2.1. If you wish to provide information about end-users of your own websites in order to increase the relevancy and targeting of your Advertisements (“remarketing”), then you must include the following (or a substantially similar) statement on your website:

We may use third-party advertising companies to serve ads when you visit our websites. These companies may use certain information (but not including your name, address, email address or telephone number) about your visit to our websites in order to provide advertisements on ours and others' websites about goods and services that may be of interest to you. In the course of serving such advertisements, our third-party advertisers may place or recognise a unique cookie on your computer.

Our websites use the following cookies:

- Google Analytics: This cookie allows us to see information on user website activities including, but not limited to page views, source and time spend on website. The information is depersonalised and is displayed as numbers, meaning it cannot be tracked back to individuals. This will help to protect your privacy. Using Google Analytics we can see what content is popular on our websites, and strive to give you more of the things you enjoy reading and watching.
- Google AdWords: Using Google AdWords code we are able to see which pages helped lead to contact form submissions. This allows us to make better use of our paid search budget.
- DoubleClick: We use remarketing codes to log when users view specific pages, allowing us to provide targeted advertising in the future.
- Facebook: We use the Facebook pixel to log when users view specific pages or make certain interactions with our site.

Information on how to opt out of various kinds of tracking can be found at <http://www.google.com/settings/ads> (Google's ad settings page), <https://www.facebook.com/help/568137493302217> (Facebook) or http://www.networkadvertising.org/managing/opt_out.asp (the Network Advertising Initiative's opt-out page).

- 2.2. We can make the necessary changes to your websites at an additional cost, subject to additional Charges and you providing us with administrator access rights to your websites.
- 2.3. You agree that we may create and use remarketing lists on your behalf, based on visitors to your website, or viewers of your content (including on YouTube and Facebook).

3. Term and termination

- 3.1. Facebook Ads have an Initial Term, as specified in your Order Form, from publication of your first Advertisement. At the end of the Initial Term, your Facebook Ads will not automatically renew.