

KPM Direct Connect Reporting Policy

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Table of Contents

1. Introduction	2
▪ Purpose and Scope	2
▪ General Requirements	2
2. Reporting Timing and Delivery	2
3. Availability of Reports and Confidentiality	2
4. Changes to Reports & Accuracy	2

1. Introduction

- **Purpose and Scope**

All Clients using KPM products and/or services are required to adhere to all applicable policies found at <https://www.krogerprecisionmarketing.com/working-with-us.html>. This policy identifies reporting capabilities, availability, and delivery for campaigns run through Direct Connect only.

- **General Requirements**

KPM reserves the right to change our policies without notice. It is Client's responsibility to keep up to date with, and adhere to, the policies.

All Offsite Media campaigns are required to adhere to the applicable policies of those platforms. KPM does not maintain, control, or influence the policies of Offsite Media properties. In instances where KPM may choose the Offsite Media on behalf of Client, KPM will do so in accordance with the policies of those Offsite Media properties.

2. Reporting Timing and Delivery

KPM may make available certain ad campaign performance-related information through an online portal or through other mediums.

KPM does not guarantee any timeliness or specific cadence to the availability of such reports. Please direct any questions regarding the availability of these reports to the appropriate KPM Account Team.

3. Availability of Reports and Confidentiality

Reports made available via a designated electronic portal shall be accessible for up to 13 months from the date such report was first made available.

Reports are the Confidential Information of KPM and subject to the confidentiality obligations in the applicable agreement with KPM.

4. Changes to Reports & Accuracy

Information contained in reports provided by KPM may include immaterial inaccuracies including typographical errors. Immaterial changes to such reports may be made at any time.

Changes which relate to or affect the substance, accuracy, or validity of such reports will be discussed with Client and modified where appropriate.