SITECORE

Sitecore Customer Reference Agreement

Thank you for your support as a Sitecore customer reference. By signing this Customer Reference Agreement ("**CRA**"), the entity identified below and its affiliates ("**Customer**" or "**you**"), grants Sitecore Corporate A/S and its affiliates and subsidiaries ("Sitecore") permission to use Customer's name and information detailed below regarding how Customer uses Sitecore products and services, and Customer's positive experiences and opinions of Sitecore.

Please see the following list of reference activities and materials. Checked boxes mean that you agree to participate in those activities at Sitecore's option. Please ensure only the boxes that you approve are checked. Unless otherwise stated in the relevant checked box below, Customer's written permission will be obtained prior to Sitecore publishing any materials associated with such checked box which will be made publicly available in locations including, but not limited to, Sitecore's websites, marketing and sales materials, event signage, press releases, and social media channels. Timeframes listed below are provided as estimates and are not meant to limit Sitecore's usage of associated materials or performance of associated activities.

☑ **Customer name**
Timeframe: Immediately upon signing this CRA. No additional written permission required.

☑ **Customer logo**
Timeframe: Immediately upon signing this CRA. No additional written permission required.

☑ **Reference phone call** or survey with Sitecore's prospects, customers, and analysts looking to learn about a customer's experience with Sitecore. Timeframe: Ongoing from the signing of this CRA.

☑ **Quote(s)** about Sitecore and our products and services. Timeframe: Within three to six months following deployment/ implementation.

☑ **Blog post** about your Sitecore product or related digital engagement experiences, recommendations, thought leadership. Timeframe: Published within three to six months of this CRA being signed.

☑ **Win statement** of approximately 1-2 paragraphs and including a quote from customer's spokesperson concerning your selection of Sitecore products and services and including a brief project description. Timeframe: Published within three months of this CRA being signed.

☑ **Case study** materials written by Sitecore (following an interview with a customer, as well as partner, if applicable) and incorporating Customer's name, logo, project screenshot(s), quote(s) and specific project metrics (before and after the implementation of Sitecore). Timeframe: Within three to six months following deployment/ implementation.

☑ **Press release** issued by Sitecore that includes customer's use of Sitecore's offerings, and/ or a quote from the customer about using Sitecore. Timeframe: To coincide with press release calendar activities.

☑ **Media reference** by a customer spokesperson speaking with the media regarding your experience with Sitecore and our products and services. Timeframe: Case-by-case basis.

☑ **Speak at industry / corporate events / webinars** about how Customer is benefiting from using Sitecore. Speaking opportunities will be discussed before any commitments are made and are typically subject to additional written agreement. This may take the form of, but is not limited to, a roundtable, panel discussion, interview, video or in person meeting. Types of events include Sitecore internal and external functions, such as conferences, seminars, webinars, online events; as well as third-party functions such as trade shows, conferences, etc. Timeframe: Case-by-case basis.

☑ **Video** testimonial or presentation filmed by Sitecore and incorporating Customer's name, logo, project screenshot(s), quote(s) and specific project metrics (before and after the implementation of Sitecore). Filming may take place at your location, a Sitecore location or event, remotely, or a combination. Timeframe: Case-by-case basis.

☑ **Photographs**, such as of customer spokespeople at presenting at events, participating in roundtables or panel discussions, as well as project screenshots, presentation slides, etc. Timeframe: Case-by case-basis.

Customer may withdraw its consent for Sitecore to use any material from any of the above asset categories at any time by emailing customer.advocacy@sitecore.com with a copy to your current Sitecore account representative. Once receipt of your email is acknowledged by return email confirmation, Sitecore will, within thirty (30) days, use commercially reasonable efforts to remove such material from Sitecore's publicly available channels and will cease use of the material going forward. Notwithstanding the forgoing, in the event you previously authorized Sitecore to make certain material available to the public via the internet and/or social media, you understand and agree that, once made available to the public via the internet and/or social media channels Sitecore has no control over, and is not responsible for, any use or misuse of such material by the public.

Thank you for your support.

_____
Company Name ("**Customer**")

_____
Signature

_____
Please Print Name and Title

_____
Date