

Terms of Service for Branded Tracking

1. Scope

These terms of use (“Terms”) apply to the Branded Tracking service. Branded Tracking (“Service”) is offered by Posten Bring AS (“Posten Bring”) and is a module in Posten Bring’s logistics portal Mybring. Companies that have entered into an agreement to use the Service accept the following terms and conditions for using the Service in the portal and in Posten Bring’s apps. Companies that have entered into an agreement to use the Service are referred to here as “the Advertiser”.

2. Product Description

The Service allows the Advertiser to purchase space on the tracking pages in Posten Bring’s mobile applications to display content that promotes the Advertiser’s brand, products, and services. The Service is designed to give the Advertiser the opportunity to reach customers effectively by integrating brand-building content directly into the tracking pages used by Posten Bring’s customers. To use the Service, it is a prerequisite that the Advertiser has an active shipping agreement with Posten Bring. It is only possible to purchase advertising on tracking pages for the Advertiser’s packages delivered by Posten Bring.

3. Duration

The agreement is valid from the date of entry and the first publication of content and runs until it is terminated by one of the parties.

4. Price and Payment

The Advertiser pays for Branded Tracking according to the current price list. Payment must be made within 14 days of the invoice date. The invoice will be issued by Posten Bring AS.

We reserve the right to change the prices of our services with 60 days’ notice. Any price changes will be communicated to customers via Mybring and will take effect from the specified date.

5. Advertising Material

The Advertiser is responsible for delivering advertising material in accordance with the terms below. The advertising material is published by the Advertiser through Posten Bring’s self-service solution in Mybring. Material is uploaded by the Advertiser, within defined formats, through Posten Bring’s publishing solution.

The content must not be perceived as offensive or provocative. The content must not be directed at minors. Furthermore, all published content must comply with “good marketing practices” and the laws, regulations, guidelines, and industry standards that are relevant. Posten Bring approves content through a moderation process before publication. If content is not approved, the Advertiser will be notified with the reason and description digitally through the publishing solution. The Advertiser will then have the opportunity to adjust the content. Posten Bring reserves the right to unilaterally refuse the publication of content that is deemed to be in violation of the Terms. The Advertiser is responsible for ensuring that all advertising materials are uploaded to the Mybring self-service platform in accordance with the deadlines specified by Posten Bring. The standard deadline for submitting materials is 3 business days prior to the



agreed publication date, unless otherwise agreed in writing. Failure to meet the deadline may result in delayed publication.

6. Responsibility and Rights

The Advertiser is fully and solely responsible for its advertising content in Branded Tracking and for complying with the Terms. Posten Bring reserves the right to reject or remove advertisements that are deemed inappropriate or do not meet the terms, without this entitling the Advertiser to compensation. Posten Bring shall also be indemnified for any claims from third parties related to the Advertiser's content or message. Posten Bring will do its utmost to ensure good functionality in the service. The Advertiser is not entitled to a price reduction or other compensation in the event of downtime or lack of functionality.

7. Termination

The agreement is ongoing until one of the parties terminates the Service. The Advertiser can do this in the self-service platform Mybring.

Upon the Advertiser's termination, the Advertiser will be invoiced for the remaining days of the monthly subscription for the month in which the termination is received. The agreement can be renewed after new approval of the agreement digitally in Mybring.

Posten Bring reserves the right to terminate or suspend the Advertiser's access to the Service with immediate effect and without notice if the Advertiser materially breaches the Terms.

8. Trademark Rights and IPR

Upon entering into the agreement for the Service, the Advertiser consents to Posten Bring using and displaying the Advertiser's trademarks and other material through Branded Tracking as published in the app(s). The consent is valid as long as the agreement is in force and only includes use that falls naturally within the Service.

9. Dispute Resolution

Any disputes shall be sought resolved amicably. If the parties do not reach an agreement, the dispute shall be decided under Norwegian law and by the Oslo District Court as the agreed venue.

10. General

The Terms are in addition to Posten Bring's general terms for Mybring (General Terms and Conditions for Self Service Solutions), which also apply to the Service, and can be [downloaded here](#). In case of conflict, the Terms take precedence. The agreement for the purchase of the Service is subject to Norwegian law. We process personal data in accordance with our privacy policy.

11. Changes

We reserve the right to change the terms at any time. Changes will be notified through Mybring. Continued use of the Service after such changes constitutes the Advertiser's acceptance of the revised terms.