certinia

Acceptable Use Policy

[Wednesday, September 17th, 2025]

Acceptable Use Policy

This Acceptable Use Policy ("Policy") outlines the rules and guidelines for using the AI Features (as defined below) and Services provided by Certinia ("we," "us," or "Certinia"). This Policy supplements and is incorporated into the Master Subscription Agreement between you and Certinia. Capitalized terms used but not defined in this Acceptable Use Policy shall have the meanings ascribed to them in the Master Subscription Agreement or other applicable agreement between you and Certinia. By accessing or using our Services, you agree to comply with this Policy.

1. Prohibited Uses of Services

You agree not to use our Services or AI Features for any of the following purposes to:

Illegal or Harmful Activities: generate, transmit, or process any content that is illegal, defamatory, fraudulent, or harmful, including hate speech, harassment, threats, or content promoting violence or discrimination.

Creating Harmful Content: create content that could facilitate or promote dangerous, deceptive, or unethical activities, such as generating deepfakes, misinformation, or content that impersonates others without their consent.

Misuse of Information: input or generate confidential, sensitive, or personal data in a way that would violate any privacy laws, regulations, or third-party rights. This includes using the Services and AI features to process or generate content related to child exploitation or abuse.

Infringement of Intellectual Property: Do not use the AI features to generate, transmit, or process content that infringes on or misappropriates any third-party intellectual property rights, including copyrights, trademarks, or trade secrets.

System Integrity: Do not use the AI features to disrupt, damage, or compromise the integrity, security, or performance of our services, or to attempt to gain unauthorized access to our systems or data.

2. AI Features

You agree not to use our AI Features for any of the following purposes:

Automated Decision-Making: for automated decision-making processes that have significant legal or similarly impactful effects on individuals without a "human-in-the-loop" review process. This includes, but is not limited to, decisions related to credit, employment, housing, or other legal rights.

Prohibited Circumvention of Access and Security Measures: You are expressly prohibited from using AI or automated tools to bypass, circumvent, or attempt to bypass or circumvent any measures implemented by Certinia to prevent or restrict access to our Services. This includes, but is not limited to, sharing a User's

password or profile with an AI tool or directly or indirectly accessing any of our Services. Unauthorized access or attempts to gain it through AI tools are strictly forbidden.

Restriction on Automated Data Harvesting and Scraping: The use of manual or automated software, robotic process automation, devices, or other processes to harvest or scrape any content from the Services is forbidden. Accessing and extracting data or content through automated means that bypass standard user interfaces or API usage limits, constitutes a circumvention of intended usage.

4. Customer Data and Training of AI Models

Certinia is committed to protecting the confidentiality and privacy of your data. The data you input or process through our services, including any customer data, will not, unless stated otherwise, be used to train Certinia's large language models (LLMs) or any other third-party LLMs. We maintain a strict policy of data segregation to ensure that your data remains isolated and is not inadvertently used for model training. Salesforce may use your Customer Data to train their LLM if you have opted in, separately to Certinia, to allow for such use.

5. Ownership of Input and Output

You retain all ownership rights to the data you provide as input to our AI features ("Input"). Certinia does not claim any ownership rights over your Input.

You also retain all ownership rights to the content, data, or results generated by the AI features based on your Input ("Output"). Certinia does not claim any ownership rights over the Output. You are solely responsible for ensuring that your use of the Output complies with all applicable laws and regulations, including intellectual property laws.

6. Use Notice and Disclosures

USE NOTICE AI technology, including Generative AI, will continue to be used in new and innovative ways. You are responsible for determining if your use of these technologies is safe. "Generative AI" means artificial intelligence technologies that can generate synthetic content, including text, images, audio, or other media, based on inputs or prompts provided by users.

You must disclose to end users when they are interacting directly with automated systems unless there is a human in the loop, and when required by law, provide a means for end users to interact with a human instead of an automated system.

You must disclose to individuals when exposing them, for the limited purpose permitted in this Policy, to an emotion recognition system or a biometric categorization system.

You may not deceive end users or consumers by misrepresenting content generated through automated means as human generated or original content

Certinia reserves the right to suspend access to any Services or AI features (including, without limitation, in-app messaging and integrations with Third Party Platforms and Third Party Apps) if Customer has exceeded applicable usage limits (if any) or if Certinia otherwise determines, in its sole discretion, that Customer is using the applicable Service or AI Feature in a manner that (a) violates the Agreement, including this AUP and applicable Documentation, including but not limited to all applicable Licensing Guides and Product Usage Terms, or (b) that has become excessive (e.g., substantially exceeds typical use projections or exceeds usage by similar-sized customers (where customer size is defined by number of seats), including, but not limited to, storage, volume of generated outputs, number of transactions or bandwidth consumption) and/or negatively impacts the operability, integrity, or security of the Service until usage is reduced to reasonable levels, as determined by Certinia and/or such impact is resolved to Certinia's satisfaction.