

Roadify DATA RESTRICTIONS OF USE

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TERMS

The following notice of the rights to the Roadify Transit Data and Licensed Marks (which notice may be updated from time to time):

This service includes proprietary data which may only be used by individual consumers as part of this service for authorized purposes. Further reproduction, use, and distribution of such data is not permitted. All rights reserved.

Requirements:

1.1 Subscriber will not modify the Roadify Transit Content in ways that materially change its meaning. For example and not by way of limitation, Subscriber may not alter the Roadify Content to change the expected arrival time or description of a vehicle. For example, if the Roadify Content indicates that a bus designated as number "B26" will arrive at 6:30 pm, Subscriber may not modify the Roadify Content to indicate that the bus is a B14 bus or that it will arrive at 6:45 pm. Notwithstanding the foregoing, Subscriber may modify the Roadify Content by (i) excluding portions of it or (ii) adding to the Roadify Content any content created or supplied by Subscriber or by any third party, provided that Subscriber complies with any instruction that Digichief in its sole discretion may from time to time provide Subscriber to remove, modify or discontinue the use of such content.

1.2. Subscriber will not, and will not attempt to, (i) interfere with, modify or disable any features, functionality or security controls of the Roadify Service, (ii) defeat or circumvent any protection mechanisms for the Roadify Service, or (iii) reverse engineer, decompile, disassemble or derive source code, underlying ideas, algorithms, structure or organizational form from the Roadify Service.

1.3. Marks and Attribution. Subscriber will not remove or modify, and will cause to appear in all Integrated Products, any attributions, proprietary marks or notices that Roadify may include in the Roadify Content where required by Roadify's licensors and/or owners of Third-Party Materials or which Roadify may otherwise require (by any agreement or written communication) that Subscriber include or display in the Integrated Products. In a prominent location in all Integrated Products, Subscriber shall display (i) the legend "Powered by Roadify" and (ii) if reasonably practicable in light of screen space constraints, the Google and Apple logos and any related Google or Apple imagery that communicates to viewers the fact that the Roadify mobile applications may be downloaded from Google Play and the Apple Store.

1.4. Conformity with Restrictions on Third-Party Materials. Subscriber shall not violate any restrictions or obligations imposed on Third-Party Materials, on the Roadify Service, on the Roadify Content or on Reseller by the creators, licensors or suppliers of any Third-Party Materials, including, without limitation, any restrictions or obligations concerning the display of third parties' logos, legends, disclaimers or other Intellectual Property.

Prohibited Advertising Categories

(Note that examples listed within specific categories are provided for illustrative purposes only.)

1. "900" or "976" numbers that bill the caller (e.g. sexually explicit or intimate phone services, phone services directed primarily at children)
2. Contraceptives (e.g., condoms), except to the extent otherwise expressly permitted under the pharmaceutical category.
3. Dietary and/or nutritional supplements, products commonly referred to as "energy drinks", and other products that contain ingredients other than vitamins and minerals for which the FDA has established recommended daily intakes, or any substance prohibited pursuant to League policies. Health and nutrition stores are permitted, provided that they do not reference any dietary or nutritional supplements or products, energy drinks, or any prohibited substances.
4. Distilled spirits and flavored malt beverages (e.g., Smirnoff Ice, Bacardi Silver); however, traditional malt beverages (e.g., beer) and non-alcoholic malt beverages and wine are permitted, subject to specific League guidelines.
5. Establishments that feature nude or semi-nude performers.
6. Firearms, ammunition or other weapons; however, stores that sell firearms and ammunitions (e.g., outdoor stores and camping stores) will be permitted, provided they sell other products and the ads do not mention firearms, ammunition or other weapons.
7. Fireworks.
8. Gambling-related advertising, including, without limitation, advertising for any hotel, casino or other establishment that houses gambling regardless of whether the advertising references gambling, as well as any advertising that would violate the terms of the agreements or policy on gambling advertising.
9. Illegal products or services.
10. Movies, video games and other media that contain or promote objectionable material or subject matter (e.g., overtly sexual or excessively violent material).
11. Restorative or enhancement products (e.g., "male enhancement" products), except to the extent otherwise expressly permitted under the pharmaceutical category.

12. Sexual materials or services (e.g., pornography or escort services).
13. Social cause/issue advocacy advertising, unless otherwise approved in advance. If approved, only general advertising will be permitted (e.g., advertising units). Sponsorships, including, but not limited to, program segment sponsorships and other types of branded programming enhancements are prohibited.
14. Tobacco products (e.g., cigarettes, cigars, pipe tobacco, chewing tobacco and snuff).