

Last Updated: May 11, 2023

This Dell APEX Agreement (the “**Agreement**”) applies to the Dell Technologies “**APEX**” branded service (“**APEX Service**”) and any other related Dell Technologies services identified on a Quote (“**Related Service(s)**”) ordered by you, on behalf of your company, (“**Customer**”, “**You**”) from the Dell Technologies entity which invoices Customer for the APEX Service (“**Dell**”). By agreeing to Dell’s Quote (through physical signature, electronic signature or clicking to accept): **(a) Customer agrees to be legally bound by the Agreement; and (b) you represent to Dell that you are authorized to agree to the Agreement on behalf of Customer.** The “**Effective Date**” of the Agreement is the earlier of the date Customer agreed to the Quote referencing this Agreement or the date Customer first used the APEX Service and/or the Related Service.

Part A: Universal Terms

1. Definitions.

“**Affiliate**” means (a) with respect to You, any other entity that directly or indirectly controls, is owned by, controlled by or under common ownership or control with You; and (b) with respect to Dell means Dell Inc. and its wholly-owned or wholly-controlled subsidiaries. “**Control**” means more than 50% of the voting power or ownership interests.

“**APEX System**” means the Dell-branded IT hardware (“**Equipment**”) and/or software (including microcode, firmware, operating systems or applications) (“**Software**”) which are used to operate the APEX Service. References to the APEX Service include the APEX System.

“**Colocation Site**” means, where applicable, a third-party Site.

“**Customer Content**” means data (including but not limited to all text, sound, video, and image files), software (including machine images), and other information You or Your End Users store, use or make available to Dell on the APEX Service. Customer Content does not include System Data relating to Your use of the APEX Service and which is described in the Service Offering Description.

“**End Users**” means Your customers or other third parties to whom You may provide a service using the APEX Service.

“**Order**” means Your order for the APEX Service and any Related Services that is confirmed by Dell. Confirmation of Orders is described in Clause 4.1.B – Part A (Order Confirmation).

“**Quote**” means Dell’s written quotation or online quotation for an APEX Service and any Related Services. A “Quote” also includes an “APEX Subscription Quote” or an amendment to an APEX Subscription Quote.

“**Service Level Agreement**” or “**Service Level Objective**” means the then-current version of Dell’s performance commitments for the APEX Service. If applicable, these will be provided in the Service Offering Description.

“**Service Offering Description**” means the then-current version of the Dell document that describes the APEX Service You ordered.

“**Site**” means the location where the APEX System is installed. The Site will be either Your premises or a Colocation Site. You will provide Dell with the required Site information.

“**Subscription Term**” means the period of each APEX Service in Your Order, and any extensions. The initial Subscription Term begins as specified in the Order and/or the Service Offering Description.

“**Third-Party Claim**” means any third-party allegation, claim, action, demand, or lawsuit arising from or relating to: (a) Customer Content or Third-Party Products; (b) Your, or Your End Users’, use of any APEX Service and any Related Services in violation of the Agreement; (c) combination of the APEX Service with non-Dell products, non-Dell content including any Customer Content and/or any Third-Party Products; or (d) Your, or Your End Users’, infringement or misappropriation of Dell’s, Dell Affiliates’ or third parties’ intellectual property rights.

“**Third-Party Products**” means hardware, software, products, or services that are not Dell-branded. Third-Party Products are not embedded components of the APEX Service.

2. **The APEX Service.**

2.1 **Scope.** The Agreement applies to the APEX Service and any Related Services You ordered when You agree to the Quote. Orders for other APEX Services and other Related Services, including amendments to APEX Subscription Quotes will be governed by the Agreement agreed by You with the new Quote or amendment to the APEX Subscription Quote from Dell.

2.2 **Site Options and Requirements.**

A. **Dell Colocation Site.** If You Ordered a Dell offered Colocation Site option (where available), then (a) Dell will be responsible for arranging hosting of the APEX System in an appropriate data center environment; and (b) the following clauses of the Agreement will not apply: Clause 4.5 – Part A (Shipment), Clause 4.6 – Part A (Title to APEX System), Clause 4.7 – Part A (Bankruptcy Rights), Clause 4.8 – Part A (Risk of Loss; Insurance), Clauses 6.3.A(b) – Part A (Generally) and 6.3.B – Part A (Additional Recovery Rights), Clause 7.2 – Part A (Site Access), and Clause 7.5 – Part A (Replaced Parts).

B. **Non-Dell Colocation Site.** If You locate the APEX System at a non-Dell provided Colocation Site, then You will be responsible for ensuring that Dell has the required level of access required in Clause 7.2 – Part A (Site Access) to the non-Dell provided Colocation Site. You agree to hold Dell harmless from and against any and all disputes, claims or controversies (whether in contract, tort (including negligence) or otherwise) resulting from Your locating the APEX System at a non-Dell provided Colocation Site.

C. **Landlord Waiver.** If requested by Dell, You will arrange for Your Colocation Site landlord to sign a landlord waiver agreement confirming Dell's ownership of the APEX System and Dell's right to access the APEX System in connection with the APEX Service and this Agreement.

2.3 **Service Offering Description.** The scope and details of the APEX Service, including the Colocation Site option if ordered from Dell, are provided in the Service Offering Description.

2.4 **Use and Ownership of the APEX Service and Related Services.** You may access and use the APEX Service only: (a) during the Subscription Term; (b) for Your internal business purposes (which may include providing services to Your End Users if permitted in the Service Offering Description); and (c) in accordance with the Agreement. If the APEX Service includes Software that is licensed by Dell to You, then You will only use the Software: (i) in connection with Your use of the APEX Service and as provided in the Agreement; (ii) for the Subscription Term; and (iii) in accordance with Dell's [End User License Agreement](#) ("EULA"). You must not: (1) resell or rent the use of the APEX Service; or (2) use the APEX Service in support of an offering, or for a purpose, which is intended to compete with Dell's APEX Service business. If Dell believes a problem with the APEX Service is caused by, or results from, Customer Content, or Your use of the APEX Service, then You agree to cooperate with Dell in order to identify and resolve the problem. You agree that Dell owns all rights, titles, and interests in and to the APEX Service and any Related Services and all improvements, enhancements, modifications, and derivative works, and all intellectual property rights in all of these. Your rights to use the APEX Service are limited to those specifically stated in writing in the Agreement. You agree that You do not have any other implied rights in, or to, the APEX Service or any Related Services. Dell reserves all rights not granted to You in the Agreement.

3. **Modifications.**

3.1 **Generally.** Dell may modify the APEX Service from time to time. Modifications may include optional new features for the APEX Service, which You may use subject to the then-current Service Offering Description or changes to components of the APEX System. Dell will inform You of material modifications either by email, through the APEX Console, through Your Dell sales representative, or directly through the APEX Service. Your continued use of the APEX Service after the date of any modification will be considered as Your acceptance of the modified APEX Service and any associated changes to the Service Offering Description.

3.2 **Material Modifications.**

A. **Option to Terminate.** If Dell removes a material feature or materially reduces the functionality of the APEX Service, then You will have the right to terminate the Order for the APEX Service by notifying Dell within 30 days from the date of Dell's modification notice. If You elect to terminate that Order, then termination occurs on: (a) the date Dell receives Your notice of termination; or (b) any later date You specify in Your notice (though this date must not occur more than 90 days after the date Dell receives Your termination notice).

B. **Right to Refund.** You remain responsible for the payment of all fees incurred through the termination date. Dell will promptly refund any prepaid fees for the APEX Service or Related Services that will not be provided as a result of termination by You under Clause 3.2.A – Part A (Option to Terminate). You are not entitled to any other remedies once You are in receipt of the refund from Dell.

4. **Orders, Payment, Shipment, Title to APEX System, and Insurance.**

4.1 **Orders.**

A. **Ordering Process.** You may request a Quote for the APEX Service and any Related Services from Dell. Quoted prices are effective until the expiration date of the Quote but may change due to shortages in materials or resources, increase in the cost of manufacturing, or other factors. You order the APEX Service and Related Services which are subject of a Quote by agreeing to Dell's Quote (through physical signature, electronic signature or clicking to accept) and issuing a purchase order that references Dell's Quote. Your orders are subject to Dell's confirmation, as provided in Clause 4.1.B – Part A (Order Confirmation), to Dell credit approval, and to availability, and are cancellable only by Dell. Dell is not responsible for pricing, typographical or other errors in any Quote and may cancel Orders affected by such errors.

B. **Order Confirmation.** Your orders are subject to Dell's confirmation. An Order is confirmed upon the earlier of: (a) Dell's written confirmation; or (b) as otherwise provided in the Service Offering Description. Dell is not required to provide the APEX Service and any Related Services until You have provided all information Dell needs to process the Order and provision the APEX Service. Unless otherwise stated in the Agreement, all Orders are non-refundable and non-cancellable.

C. **Payment of Fees.** You must pay all APEX Service and Related Services fees You incur. Fees may consist of a committed amount as well as additional amounts, including fees for add-on features that You order or enable, and fees based on actual usage of the APEX Service. You must establish a method of payment to cover all fees when ordering an APEX Service and any Related Services.

D. **Additional Fees.** Dell may invoice You directly for any additional fees arising from an Order. You agree that Dell may invoice You for fees even if a corresponding purchase order was not received from You.

4.2 **Payment Terms.** You must pay all fees within 30 days from the date of invoice and in the currency agreed to in the Order. Interest on late payments will accrue after the due date at the lesser of 1.5% per month or the highest lawful rate. If You default on payments due under this Agreement, then Dell may suspend the APEX Service and Related Service.

4.3 **Taxes.** The fees invoiced for the APEX Service and any Related Services are exclusive of all taxes (including VAT, sales, use, or other equivalent taxes), governmental fees, levies, customs, and duties resulting from Your Order (other than taxes on Dell's income or employees). If Dell is required to collect and remit any taxes, then Dell will add the appropriate amount to Your invoices as a separate line item. You agree to pay the taxes to Dell in addition to the APEX Service and any Related Services fees. If You are tax exempt, You must promptly provide a valid tax exemption certificate or other appropriate proof of exemption. If You are required to withhold taxes You will: (a) provide Dell with 10 days' notice of intent to withhold taxes and the applicable withholding tax rate based on local tax laws and relevant tax treaties; and (b) provide Dell with satisfactory evidence (e.g., official withholding tax receipts) of withheld taxes within 60 days from the date You remitted them to the applicable tax authority.

4.4 **Invoice Errors.** If You find a material error in an invoice, then You must notify Dell in writing within 10 days from its receipt. Any amounts Dell and You both agree in writing to correct must be paid before the later of: (a) 14 days following the date of Dell's corrected invoice; or (b) the original due date. If You withhold payment on the basis that an invoice is incorrect and Dell finds that the amount is accurate, then You must pay interest on the unpaid disputed amount from the invoice due date until Dell receives payment. You may not offset, defer, or deduct any invoiced amounts that Dell determines are correct following completion of this process.

4.5 **Shipment.** Dell will ship the APEX System to the Site when included as part of the APEX Service. The terms and process for shipment and delivery of the APEX System will be stated in the applicable Service Offering Description.

4.6 **Title to APEX System.** Dell owns all rights, title, and interest in the APEX System (including any replaced parts), and the APEX System must be returned to Dell at the end of the Subscription Term (or promptly upon replacement with respect to replaced Equipment or parts). The APEX System will be identified as Dell's and You will not remove, cover, or alter plates, labels or any other markings placed upon the APEX System by Dell. The APEX System is NOT subject to any

of the liens and security interests of Your lender(s). Further, You cannot use the APEX System as collateral for a loan or as security against any debt. You will immediately notify Dell in writing if Your lenders or creditors or other third parties claim any rights to, or seek to take possession of, the APEX System.

4.7 Bankruptcy Rights. If this Agreement is determined to be anything other than a services agreement from Dell to You, then You grant Dell a first priority security interest in the APEX System (and all proceeds thereof) and Dell retains the first lien and security interest in the APEX System and all proceeds. You agree that Dell may file protective documents with government or other authorities in Your jurisdiction of incorporation or other applicable locations in order to inform third parties and lenders that Dell owns the APEX System at Your Site.

4.8 Risk of Loss; Insurance. You are responsible for all damage to the APEX System while at Your Site. You will insure (or cause to be insured) the APEX System with a reputable insurance company against all: (a) liability whatsoever to any third party arising from Your use of the APEX System; and (b) loss or damage to the APEX System from all insurable risks for its full replacement cost; and (c) other risks that a prudent person would reasonably insure. When requested, You will provide Dell with evidence that the required insurance is in effect. You must immediately notify Dell of any loss claim and You agree not to settle any insurance claims without Dell's prior written agreement.

5. Suspension.

5.1 Generally. Dell may suspend all APEX Services and any Related Services subject of a current Order if: (a) You are in material breach of the Agreement (including failure to pay invoices when due) and have not cured that breach within 10 days from Dell's notice (or such other period as may be specified in the notice); or (b) with immediate effect if You breach Dell's [Acceptable Use Policy](#), including all Dell updates to the Acceptable Use Policy during the Subscription Term ("**AUP**"). Dell will give You notice before suspending the APEX Service(s) and any Related Services if permitted by law or unless Dell reasonably believes that providing notice presents a risk of harm to the APEX Service(s), to other users of the APEX Service(s), or to any person or property, in which case, Dell will notify You as soon as feasible or permitted. Dell will promptly reinstate the APEX Service(s) and any Related Services once Dell agrees that the issue(s) causing the suspension has been resolved.

5.2 Effect of Suspension. You must pay all applicable fees incurred before and during any suspension. You will not be entitled to any service credits under an applicable Service Level Agreement or Service Level Objective during any suspension.

5.3 Termination for Suspension. If Dell has the right to suspend the APEX Service(s) and any Related Services under Clause 5.1(b) – Part A (Suspension - Generally), then Dell also has the right to terminate the APEX Service(s) and any Related Services: (a) immediately upon written notice to You in the event of a breach of the AUP; or (b) as provided under Clause 6.2(c) – Part A (Termination) provided that the 30 day cure period is considered to start from the date of Dell's first notice under Clause 5.1(a) – Part A (Suspension, Generally).

6. Term and Termination.

6.1 Agreement Term. This Agreement commences on the Effective Date and continues until terminated in compliance with this Clause.

6.2 Termination. You may only terminate the Agreement (including any Order) as authorized in this Agreement. Either party may terminate the Agreement (including any Order) for cause, if: (a) the other party becomes insolvent, admits in writing its inability to pay its debts as they mature, or makes an assignment for the benefit of creditors; (b) the other party becomes subject to control of a trustee, receiver, or similar authority, or to any bankruptcy or insolvency proceeding; or (c) the other party commits a material breach of the Agreement and has failed to cure the breach within 30 days from the other party's written notice.

6.3 Effects of Termination.

A. Generally. When the APEX Service and any Related Services expire, terminate, or are rejected for any reason, You must: (a) stop using the APEX Service and any Related Services; (b) return the APEX System in compliance with the Service Offering Description, or if the Service Offering Description requires Dell to recover the APEX System, then You will provide Dell with prompt access to Your Site to recover the APEX System; and (c) return or, if requested by Dell, destroy, any of Dell's Confidential Information in Your possession or under Your control (other than information that applicable law

requires You to retain). The Service Offering Description will state when Dell will delete any Customer Content. You are responsible for making sure that You have copies of all Customer Content You require prior to the date of any termination.

B. Additional Recovery Rights. You agree that upon expiration or termination for any reason: (a) Dell may seek a court order to enforce Dell's right to recover the APEX System from Your Site; and (b) Dell is entitled to recover from You the reasonable attorney fees resulting from this enforcement action.

C. Refunds. You may be entitled to a refund of fees You pre-paid to Dell for the APEX Service and any Related Services that will not be provided as a result of a termination in the following cases: (a) If Dell terminates the APEX Service under Clauses 8.1(b) – Part A (APEX Service Limited Warranty) or 15.2(2) – Part A (Indemnification by Dell); and/or (b) If You terminate the APEX Service and/or any Related Services under Clauses 3.2 – Part A (Material Modifications) or, if applicable, 6.2 – Part A (Termination); or 16.4 – Part A (Force Majeure). Any other termination/rejection of the APEX Service and/or any Related Services will not entitle You to any refunds, credits, or exchanges. If: (i) Dell terminates the APEX Service and/or any Related Services due to Your material breach or following Dell's suspension of the APEX Service; or (ii) You return or surrender the APEX System without Dell's prior permission before the end of the Subscription Term, then You will promptly pay Dell all fees due for the APEX Service and any Related Services through the remainder of the Subscription Term.

D. Survival. The provisions relating to payment of outstanding fees, confidentiality, liability, and the ADPA (as defined in Clause 11.2 – Part A (Data Processing)) so long as Dell continues to process Your **"Personal Data"** (as defined in the ADPA), all rights of action accruing prior to termination, along with any other provision of the Dell APEX Agreement that, expressly, or by its nature and context, is intended to survive, will survive termination.

7. Support Services.

7.1 Generally. The APEX Service includes the support and maintenance services described in the Service Offering Description ("**Support Services**").

7.2 Site Access. Dell requires the right to access the APEX System in a timely way and as provided in the Service Offering Description to provide the Support Services or as may be provided in the Quote with respect to any Related Services. Failure to provide Dell with timely access to a Site will relieve Dell of the Support Services or Related Services obligations and Dell may also, at Dell's discretion, suspend the APEX Service.

7.3 Changes. You may not relocate the APEX System without Dell's prior written approval. If the applicable Service Offering Description allows You to perform the following actions, then You must notify Dell before doing so: (a) make changes to the APEX System configuration; or (b) deactivate the remote support features of any components of the APEX System. Dell will review all requests and may approve or deny them in Dell's sole discretion. Additional fees may apply.

7.4 Access to Customer Content. When providing Support Services, Dell will not access or use any Customer Content stored on the APEX System unless You have authorized Dell to do so.

7.5 Replaced Parts. You are responsible for removing all Customer Content stored on replaced parts of the APEX System, before their return to Dell and You agree that Dell has no liability for any Customer Content that You did not remove. You may purchase a data deletion service from Dell, if available.

8. Warranty.

8.1 APEX Service Limited Warranty. Dell warrants that the APEX Service will be provided in material conformance with the Service Offering Description. If the APEX Service does not comply with this warranty, Dell's entire liability and Your exclusive remedies are as follows: (a) Dell will make reasonable efforts to correct the non-conformance as provided in any applicable Service Level Agreement or Service Level Objective, or if none is provided, within a reasonable period of time; and (b) if Dell is unable to correct the non-conformance for reasons for which Dell is responsible, then Dell may terminate the APEX Service and refund You any pre-paid fees for the APEX Service that will not be provided as a result of the termination. You must promptly notify Dell in writing of any non-conformance claims covered by this warranty.

8.2 Related Services Warranty. Dell will perform Related Services in a workmanlike manner in accordance with generally accepted industry standards. You must notify Dell of any failure to so perform within 10 days after the date on which such failure first occurs. In such case, Dell will use reasonable efforts to correct such failure within a reasonable period of time. If, after reasonable efforts, Dell is not able to correct such deficiencies for reasons for which Dell is

responsible, then You may terminate the part of the Order related to the Related Services for cause by providing written notice to Dell. Dell will refund You any pre-paid fees for the Related Service that will not be provided as a result of the termination.

8.3. Limitations. The warranties set forth in this Clause 8 – Part A (Warranty) does not apply to any Trial Service or APEX Service provided free of charge and does not cover problems caused by: (a) accident or neglect by You or any third party; (b) any Third-Party Products, or other third party items or services with which the APEX Service is used; (c) operation or use not in accordance with Dell's instructions and the applicable documentation; (d) use in a manner or for a purpose for which the APEX Service was not designed; (e) modification, alteration or repair by anyone other than Dell; or (f) other causes beyond Dell's control. Except where the APEX System is installed at a Dell provided Colocation Site, Dell has no obligation for any non-compliance caused by elements of the APEX System whose original identification marks have been altered or removed or if the APEX System is installed in an environment for which it was not designed. The APEX Service is not fault-tolerant and is not designed for, and must not be used in, hazardous environments requiring fail-safe performance, including any application where the failure of the APEX Service could lead to death, bodily injury, or physical or property damage (collectively, "**High-Risk Activities**"). Dell expressly disclaims any express or implied warranty of fitness for High-Risk Activities.

8.4 Warranty Disclaimer. Other than the warranties set forth in this Clause 8 – Part A (Warranty), and to the maximum extent permitted by applicable law, Dell: (a) makes no other express warranties; (b) disclaims all implied warranties, including merchantability, fitness for a particular purpose, title and non-infringement; and (c) disclaims any warranty arising by statute, operation of law, course of dealing or performance or usage of trade. Dell does not warrant that the use of APEX Service or performance of the Related Services will be uninterrupted or error-free. Dell is not liable for delays, interruptions, service failures, or other problems inherent in use of the internet and electronic communications or for issues related to non-Dell provided Colocation Sites. You agree that You are not relying on delivery of future functionality, public comments or advertising by Dell, or product roadmaps when ordering the APEX Service.

9. APEX Trial Services. Dell may provide You with the ability to evaluate free of charge certain APEX Services or a feature of the APEX Service ("**Trial Service**"). Each Trial Service commences on the date Dell first provides You with access to the Trial Service and the duration of the Trial Service is stated at the time of the order ("**Trial Term**"). For the purpose of Your use of Trial Services, You agree that:

- (a) Use of a Trial Service is subject to the applicable Service Offering Description;
- (b) You must not disclose to any third party the results of any comparisons that You make between the Trial Service and any competitive offerings; and
- (c) Except as provided in this Clause 9 – Part A (APEX Trial Services) or otherwise stated in the Agreement, Trial Services are "APEX Services" for the purpose of other Clauses of the Agreement.

10. Third-Party Offerings. Dell may offer Third-Party Products for use with the APEX Service through an online marketplace, or using Dell's then-current Third-Party Product resale programs (e.g. "Extended Technologies Complete", "Software & Peripherals (S&P)"). Third-Party Products You order from Dell through these resale programs are referred to as "**Third-Party Offerings**". You may use Third-Party Offerings, at Your option, if available. If You choose to use Third-Party Offerings, You are responsible for complying with any terms applicable to the Third-Party Offerings, including any separate fees imposed by the provider of that Third-Party Offering (whether payable to Dell or directly to the third-party provider). You agree to comply with the standard license, services, warranty, indemnity, and support terms of the third-party manufacturer/supplier (or an applicable direct agreement between You and the third-party manufacturer/supplier) for the Third-Party Offering. Even if Dell invoices for them, Dell does not provide support services for Third-Party Offerings. You must contact the applicable third-party directly for support. **Third-Party Offerings are provided "AS IS". Any warranty, damages or indemnity claims against Dell for Third-Party Offerings are expressly excluded.** Dell may suspend or terminate provision and hosting of any Third-Party Offerings at any time, and that suspension or termination will not be deemed a material change to the APEX Service for the purpose of Clause 3.2 – Part A (Material Modifications).

11. Data Protection.

11.1 Security Measures. Without limiting Dell's obligations under this Data Protection Clause, Dell will provide the APEX Service or any Related Service as applicable in compliance with reasonable and appropriate security measures stated in the [APEX Information Security Measures Addendum](#), including all updates during the Subscription Term ("**AISMA**"). The AISMA and the applicable Service Offering Description define the administrative, physical, technical and other safeguards applied to Customer Content residing in the APEX Service. You are responsible for applying appropriate security measures

to Customer Content including: (a) controlling access You provide to Your personnel and/or End Users; (b) configuring the APEX Service appropriately; (c) ensuring the security of Customer Content (e.g., through encryption) while it is in transit and at rest; and (d) backing up Customer Content consistent with the requirements of Clause 14.2 – Part A (Prevention and Mitigation). You acknowledge that You are solely responsible for ensuring that You have implemented appropriate security measures for Customer Content and Your intended use of the APEX Service. You acknowledge that uploading Customer Content to the APEX Service does not constitute a disclosure by You of Your Confidential Information to Dell.

11.2 Data Processing. The Dell [APEX Data Processing Addendum](#), including all updates during the Subscription Term, (“ADPA”) describes the parties’ respective roles for the processing and control of Personal Data that You may provide to Dell as part of the APEX Service or any Related Service as applicable. Dell will act as Your authorized data processor in respect of the data processing activities related to the APEX Service or any Related Service as applicable, as specified in the Agreement, the ADPA and the Service Offering Description. You are responsible for providing any necessary legal notices to Your personnel and/or End Users and obtaining any legally required consents related to Your use, collection, disclosure, sharing, cross border data transfer, and processing of Personal Data.

11.3 Required Disclosures. If Dell is required by a government body or court of law to disclose any Customer Content, Dell will provide You with notice and a copy of the demand as soon as practicable, unless prohibited by applicable law. Dell will take reasonable steps at Your expense to contest any required disclosure if requested by You.

12. Confidentiality.

12.1 Scope. Information disclosed by one party to another in connection with the Agreement will be treated as “**Confidential Information**” if it is marked or identified as “confidential” or similar designation, or should reasonably be known by the receiver to be confidential. Confidential Information does not include information that is: (a) rightfully in the receiver’s possession without prior obligation of confidentiality from the discloser; (b) a matter of public knowledge; (c) rightfully furnished to the receiver by a third party without confidentiality restriction; or (d) independently developed by the receiver (including its Affiliates) without reference to the discloser’s Confidential Information.

12.2 Protection. The receiver will: (a) use Confidential Information of the discloser only for the purposes contemplated in the Agreement; and (b) protect Confidential Information from unauthorized disclosure to third parties for the following time periods: (i) indefinitely with respect to technical information about a discloser’s products and services (including the APEX Service) or any information about unreleased products or services; and (ii) 3 years from the date of receipt for all other Confidential Information. The obligations under this Clause will survive any termination of the Agreement.

12.3 Exceptions. Either party may disclose Confidential Information: (a) to an Affiliate or to a subcontractor or supplier used by Dell to provide the APEX Service or the Related Service provided that they comply with the foregoing; and (b) if required by a government body or court of law, provided that the receiver gives the discloser reasonable notice, if permitted by law, so that the discloser may contest the disclosure or seek a protective order.

12.4 Feedback. Any feedback, enhancement requests, corrections, or suggestions that You provide to Dell in connection with a Trial Service, the APEX Service, or a Related Service (“**Feedback**”) is Dell’s Confidential Information. You agree that Dell may use the Feedback without any restriction from You or compensation to You, and You assign to Dell all rights in, and to, Feedback.

13. Monitoring. Dell monitors the APEX Service and collects telemetry data relating to Your use of the APEX Service as further provided in the Service Offering Description.

14. Limitation of Liability.

14.1 Limitation on Damages. The maximum liability of each party (including Dell’s suppliers and Dell’s Affiliates) for all disputes arising under the Agreement is limited to the greater of: (a) \$50,000 (or the equivalent in local currency); or (b) the amount You paid to Dell for the APEX Service and any Related Services during the 12 months immediately before the events giving rise to any dispute. This limitation applies even if any limited remedy in the Agreement is found to have failed in its essential purpose. In addition, neither party shall be liable to the other for any special, consequential, exemplary, punitive, incidental, or indirect damages, or for lost profits, loss of revenue, loss or corruption of data, loss of use, or procurement of substitute products or services, even if the party alleged to be liable has knowledge of the possibility of such damages. The foregoing limitations and exclusions do not apply to: (i) Your obligation to pay for the APEX Service and any Related Services, (ii) Your obligation to pay for damage to or loss of the APEX System, (iii) Your violation of the restrictions on use of the APEX Service, (iv) a

party's indemnity obligations in the Agreement, (v) a party's violation or misappropriation of the other party's intellectual property rights, or (vi) where prohibited by applicable law. Dell (and Dell's suppliers and Dell's Affiliates) has no liability for any damages resulting from Your use or attempted use of Third-Party Products, or Free Software or Development Tools (both as defined in the EULA).

14.2 Prevention and Mitigation. You are solely responsible for Customer Content. You will implement IT architecture and processes enabling You to prevent and mitigate damages in line with the criticality of the Customer Content for Your business and its data protection requirements, including a business recovery plan. You will: (a) provide for a backup process on a regular (at least daily) basis and backup relevant data before Dell performs any remedial, upgrade or other works on the APEX Service or Your IT systems; (b) monitor the availability and performance of Your IT environment, including the APEX Service; and (c) promptly react to messages and alerts received from Dell or through notification features of the APEX Service and immediately report any issue You identify to Dell. To the extent that Dell has any liability for loss of Customer Content, Dell will only be liable for the cost of commercially reasonable and customary efforts to recover the lost Customer Content from Your last available backup.

14.3 Limitation Period. Except as stated in this Clause, all claims must be made within the period specified by applicable law. If the law allows the parties to specify a shorter period for bringing claims, or the law does not provide a time at all, then claims must be made within 18 months after the event(s) giving rise to a dispute occurs.

15. Indemnities.

15.1 Indemnification by You. Subject to the remainder of this Clause 15 – Part A (Indemnities), You will: (a) defend Dell against any Third-Party Claim; and (b) indemnify Dell by paying (i) the resulting costs and damages finally awarded against Dell by a court of competent jurisdiction to the extent such are the result of the Third-Party Claim; or (ii) the amounts stated in a written settlement negotiated and approved by You. You may not, without Dell's prior written consent, settle any Third-Party Claim if that settlement obligates Dell to admit any liability, to make any monetary payment, or to undertake any material obligation, or if that settlement would affect any APEX Service, Related Service or Dell's business practices or policies.

15.2 Indemnification by Dell. Subject to the remainder of this Clause 15 – Part A (Indemnities), Dell will: (a) defend You against any claim made by a third party to the extent it alleges that the APEX Service used by You in compliance with the Agreement infringes that party's patent, copyright, or trade secret enforceable in the country where You ordered the APEX Service from Dell (in this Clause "**Dell Indemnified Claim**"); and (b) indemnify You by paying: (i) the resulting costs and damages finally awarded against You by a court of competent jurisdiction to the extent they result from the Dell Indemnified Claim; or (ii) the amounts stated in a written settlement negotiated and approved by Dell. In addition, should any APEX Service become, or in Dell's opinion be likely to become, the subject of a Dell Indemnified Claim, Dell may, at its option: (1) modify or replace the affected APEX Service with a non-infringing substitute; or (2) terminate the APEX Service and refund any fees You prepaid to Dell for the portion of APEX Service that will not be provided as a result of the termination. Dell will not be liable for any claims or damages due to Your continued use of an APEX Service that Dell has modified, replaced, or terminated as provided herein. Except as otherwise provided by law, this Clause 15.2 – Part A (Indemnification by Dell) states Your exclusive remedies for any Dell Indemnified Claim relating to the APEX Service. Nothing in the Agreement or elsewhere will obligate Dell to provide You any greater indemnity.

15.3 Limitations. Dell will have no obligation under Clause 15.2 – Part A (Indemnification by Dell): (a) if You are in material breach of the Agreement; or (b) for any Dell Indemnified Claim resulting or arising from: (i) any combination, operation or use of the APEX Service with any other products, services, items, or technology that are not Dell-branded, including Third-Party Products and open source software; (ii) Customer Content, Third-Party Products, Trial Services, or APEX Services provided free of charge; (iii) use for a purpose or in a manner for which the APEX Service was not designed, or use after Dell notifies You to cease this use due to a possible or pending Dell Indemnified Claim; (iv) any modification to, or customized configuration of, the APEX Service performed by any person other than Dell or Dell's authorized representatives; (v) any modification to, customized configuration of, the APEX Service performed by Dell pursuant to Your instructions, designs, specifications or any other information You provided; (vi) use of any version of the APEX Service when an upgrade or newer iteration of the APEX Service made available by Dell would have avoided the infringement; (vii) services You provide (including Dell Indemnified Claims seeking damages based on any revenue or value You derive from Your services or Customer Content); or (viii) any data or information that You or a third party records on or utilizes in connection with the APEX Service.

15.4 Mutual Indemnity. Except to the extent that a claim arises from Your non-compliance with the restriction on High-Risk Activities, each party will defend and indemnify the other party against any third party claim or action for personal bodily

injury, including death, to the extent directly caused by the indemnifying party's gross negligence or willful misconduct in the course of performing its obligations under the Agreement.

15.5 Indemnification Process. A party's duty to defend and indemnify under the Agreement is contingent upon the other party: (a) sending prompt written notice of the Indemnified Claim to the indemnifying party and taking reasonable steps to mitigate damages; (b) granting to the indemnifying party the sole right to control the defense and resolution of the Indemnified Claim; and (c) cooperating with the indemnifying party in the defense and resolution of the Indemnified Claim and in mitigating any damages. "Indemnified Claim" in this Clause 15.5 – Part A (Indemnification Process) means any and all claims indemnified by a party under this Clause 15 – Part A (Indemnities). The parties' respective rights to Indemnified Claims under this Clause 15 – Part A (Indemnities) are in lieu of any common law or statutory indemnification rights or analogous rights, and each party waives such common law or statutory rights, if allowed by applicable law.

16. General.

16.1 Governing Law; Jurisdiction. The Agreement and all disputes in connection with the Agreement and/or the APEX Service are governed by the laws of England and Wales (excluding the conflicts of law rules). To the extent permitted by law, the English courts will have exclusive jurisdiction over any disputes arising out of or in connection with the Agreement or any transactions governed by it.. The U.N. Convention on Contracts for the International Sale of Goods, will not apply to the Agreement or any dispute.

16.2 Trade Compliance. Customer is subject to and responsible for compliance with the export control and economic sanctions laws of the United States, the European Union and other applicable jurisdictions (collectively, "Applicable Trade Laws"). The APEX Service, Related Service, and any other services are for Customer's authorized use under this Agreement, and may not be used, sold, leased, exported, imported, re-exported, or transferred except in compliance with the Applicable Trade Laws. Customer represents and warrants that it is not the subject or target of, or located in a country or territory that is the subject or target of economic sanctions under the Applicable Trade Laws. For further information about geographical restrictions and compliance with Applicable Trade Laws, visit [Dell Trade Compliance](#).

16.3. Independent Contractors, Third-Party Rights. The parties are independent contractors for all purposes under the Agreement and cannot obligate any other party without prior written approval. The parties do not intend anything in the Agreement to allow any party to act as an agent or representative of a party, or the parties to act as joint venturers or partners for any purpose. No party is responsible for the acts or omissions of any other. There are no third party beneficiaries to the Agreement under any laws. There are no third-party beneficiaries to this Agreement under any laws, including the Contracts (Rights of Third Parties) Act 1999.

16.4. Force Majeure. Except for payment of fees, neither party will be liable for failure to perform its obligations during any period if performance is delayed or rendered impracticable or impossible due to circumstances beyond that party's reasonable control. If any delay or failure lasts longer than 30 days, then the other party may immediately terminate, in whole or in part, the relevant APEX Service and/or any Related Services by giving written notice to the delayed party.

16.5 Assignment and Subcontracting. Neither party will assign, transfer or novate the Agreement, or any right or obligation or delegate any performance without the other party's prior written consent, which consent will not be unreasonably withheld. Notwithstanding the foregoing: (a) Dell may use Affiliates or other qualified subcontractors to perform its obligations, provided that Dell will remain responsible for their performance; and (b) Dell may assign rights to payments arising from the APEX Service and any Related Services without Your consent.

16.6 Waiver and Severability. Failure to enforce a provision of the Agreement will not constitute a waiver of that or any other provision of the Agreement. If any part of the Agreement is held unenforceable, the validity of the remaining provisions will not be affected.

16.7 Notices. The parties will provide all notices under the Agreement in writing. You must provide notices to the local Dell entity which invoices for the APEX Service You consent to receiving notices from Dell through the APEX Console or as otherwise provided in the Agreement.

16.8 References. You agree that Dell may identify You as an APEX Service and any Related Services customer in promotional or marketing materials provided that such materials do not disclose Your Confidential Information.

16.9 **Entire Agreement, Conflict and Order of Precedence, Modifications.** The following are part of the Agreement: (a) the AUP; (b) the ADPA; (c) the AISMA; (d) the Service Offering Description; and (e) the Order. In the event of conflict, they will prevail in the following order: (i) the Service Offering Description (and all documents incorporated into it); (ii) the Agreement; (iii) the AUP; (iv) the ADPA; (v) the AISMA; and (vi) the Order. You acknowledge that You have read the Agreement, that You understand it, that You agree to be bound by its terms, and that the Agreement, is the complete and exclusive statement of the agreement between You and Dell regarding the APEX Service and any Related Services You are purchasing now. All previous representations, discussions, and writings are superseded by this Agreement and the parties disclaim any reliance on them. All content referenced in the Agreement by hyperlink is incorporated into the Agreement in its entirety and is available to You in hardcopy form upon Your request. The pre-printed terms of Your purchase order or any other document that is not issued or signed by Dell do not apply to the APEX Service and any Related Services. You represent that You did not rely on any representations or statements that do not appear in the Agreement when accepting the Agreement. The Agreement may only be modified in writing signed by both parties; provided, however, that Dell may, in its sole discretion update the AUP, the AISMA, and the ADPA at any time. Dell will provide written notice if any such updates result in a material modification under Clause 3.2 – Part A (Material Modifications).

Part B: Terms Applicable to certain Dell Technologies Partners

1. **Cloud Service Provider Partners.** Notwithstanding Clause 2.4 – Part A (Use and Ownership of the APEX Service and Related Services), or the EULA, if You are a Cloud Service Provider partner in good standing in the Dell Technologies Partner Program, then You shall be entitled to use the APEX Service and any Related Services, including any Software licensed by Dell, to provide services to Your End Users during the Subscription Term unless otherwise provided in the Service Offering Description. This license right is a nonexclusive and nontransferable right to use Software solely in order to utilize, process and manipulate the information, data and records of the End User stored on, controlled by or accessed through the APEX Service and/or any Related Services.