



## Pay Per Click Search Activity Restrictions

This directive addresses suppliers or resellers of Onestream services, and price comparison and/or service switching companies, hereafter referred to as Affiliates.

Pay Per Click (PPC) search activity and brand name bidding is strictly forbidden by Onestream Limited, hereafter referred to as Onestream.

The following keywords are brands exclusive to Onestream and must not be referenced in any paid search advertising which may compete against historic, current or future Onestream paid search strategies:

- Onestream
- Flow
- Jetstream
- Jetstream Lite
- Xstream

Affiliates are forbidden to bid on any of the aforementioned brand names, or any derivation or misspelling (broad, match, broad match modifier, phrase or exact) of those brand names.

Affiliates are required to add these exclusive brands as broad match negatives across their paid search accounts. This extends to brand plus derivatives such as, but not exclusively confined to, 'Onestream Broadband'.

Affiliates are not permitted to bid on misspelled, or variations of Onestream's brand names as a keyword within paid search activity.

Affiliates must not use domain names that contain Onestream brand names, any derivative of these brand names, or any domain name that would directly or indirectly associate Onestream with a third-party's website or online sales collateral.