

PARTNERSHIP GENERAL TERMS & CONDITIONS Version 9 - June 2024

Definitions:

Agreed Purposes: the purposes set out in the Schedule to this Agreement, as amended from time to time.

Agreement: this partnership agreement comprised the General Conditions, the Annex and the Schedule.

Annex: the contractual documents attached to the Agreement, which define the Services provided by the Partner, their pricing and the reimbursement terms. They also contain all the needed information and administrative documents relating to the Partner and its establishment.

Company: Experience More Limited.

Controller, data controller, processor, data processor, data subject, personal data, processing, and appropriate technical and organisational measures: shall have the respective meanings prescribed by Data Protection Legislation in force at the time.

Data Protection Legislation: all applicable data protection and privacy legislation in force from time to time in the UK including without limitation the UK GDPR (as defined in s3(10) (as supplemented by s205(4) of the Data Protection Act 2018); the Data Protection Act 2018 (and regulations made thereunder); and the Privacy and Electronic Communications Regulations 2003 (SI 2003/2426) as amended;

Experience: total of the Service(s) offered to a Voucher Holder.

Experience Gift: Gift box or e-Box distributed under the Trademarks, which offer one Service or a selection of various Services offered by the Partner, which shall be made up of an illustrated guide and a Voucher, whether physical or dematerialised.

Group: in relation to a company, that company, any subsidiary or any holding company from time to time of that company, and any subsidiary from time to time of a holding company of that company, and any reference to **Group Company** shall be construed accordingly. For the purposes of which, a reference to a holding company or a subsidiary means a holding company or a subsidiary (as the case may be) as defined in section 1159 of the CA 2006 and for the

purposes only of the membership requirement contained in sections 1159(1)(b) and (c), a company shall be treated as a member of another company even if its shares in that other company are registered in the name of (a) another person (or its nominee), by way of security or in connection with the taking of security; or (b) its nominee.

Intellectual Property Rights: Copyright, trademarks, service marks, database right, design right, trade or business name, domain name, rights in get-up and trade dress, goodwill and the right to sue for passing off or unfair competition, and all other intellectual property rights, in each case whether registered or unregistered and including all applications and rights to apply for and be granted, renewals or extensions of such rights and all similar or equivalent rights or forms of protection which subsist in any part of the world.

Moonpig Company: means Experience More Ltd or another member of its Group.

Partner: the company or person which is the signatory of this Agreement and provides the Service.

Permitted Recipients: the Relevant Parties to this Agreement, the employees of each Relevant Party, any Group Company of a Relevant Party, any third parties engaged to perform obligations in connection with this Agreement, and any other Permitted Recipients identified and agreed between the parties from time to time.

Relevant Parties: on one hand, the Partner (as one Relevant Party); and on the other hand, any Moonpig Company (as the other Relevant Party) which from time to time shares any Shared Personal Data with the Partner, or with whom the Partner from time to time shares any Shared Personal Data.

Service: the service offered to and provided by the Partner to customers, as described in the Annex.

Shared Personal Data: the personal data shared between the Relevant Parties under clause 12.1 of this Agreement. Shared Personal Data shall be confined to the categories of data, relevant to the categories of data subject, as collected by or on behalf of the relevant Data Discloser (or by or on behalf of any Group Company of that Data Discloser),

in each case, as identified in the Schedule to this Agreement, as amended from time to time.

Trademarks: BUYAGIFT®, RED LETTER DAYS®, and any other trademarks that the Company may acquire and/or market.

Voucher: the document created by Company and branded with one or more of its Trademarks with no face value, whatever the form and packaging thereof, that gives right to the Voucher Holder to the provision of the Experience from the Partner.

Voucher Holder: any person who holds a Voucher giving him the opportunity to enjoy an Experience from the Partner of his/her choice

Clause 1 – Purpose

- 1.1 This Agreement sets out the terms and conditions in accordance with which the Company is entrusted as a business developer by the Partner, with the task of bringing them new customers and promoting their Services as described in the Annex.
- 1.2 The promotion of the Partner's Services will include the issuing of Vouchers or Experience Gifts which can be redeemed for the Services.
- 1.3 In no circumstances does the Company purchase the Partner's Services.

Clause 2 – Exclusivity

- 2.1 If exclusivity is applicable, the Partner undertakes not to make available their activities for marketing either directly or indirectly by other gift experience companies including (but not limited to): Virgin/Acorne, Activity Superstore and Into the Blue.

Clause 3 - Commission

- 3.1 In consideration of the Company's business development services provided to the Partner, the Company will invoice a Promotion Fee as referred to in clause 9.

The VAT regime applicable to this commission is defined in the Annex.

Clause 4 – Promotion of the Partner's Services

- 4.1 The Company has acquired genuine experience and a recognised know-how in the creation of experience gifts.
- 4.2 The Partner agrees that the Company shall be

free to integrate the Partner's Service(s) into any one or other of the Company's Vouchers and the Partner's Services may be marketed in the company's gift-boxes, e-boxes, guides and website(s). The Company may also market the Partner's Service as a unique experience Voucher.

- 4.3 The Company shall be free in the organisation of the promotion of the Partner's Service(s) and its prospecting of new customers for the Partners. In particular, the Company may devise and distribute, subject to its sole discretion, the presentation of the Partner's Service(s), without restriction, in the framework of its Vouchers and Experience Gifts, including, inter alia, all visuals accompanying the description of such Service(s). The Vouchers and Experience Gifts shall be marketed through multiple distribution channels at the discretion of the Company: mass retail, specialised stores, the Company's websites, online stores, etc.

Clause 5 - Price of the Experience Gifts

The Partner agrees that the face value of the Experience Gifts may differ from the price payable for their Services.

In any event, the Partner shall always be reimbursed the amount set out in the Annex.

Clause 6 - Quality of the Services and treatment of the Voucher Holders

6.1. A high-quality service by the Partner is very important to the Company, and the Partner agrees to deliver a high-quality of Services to the Voucher Holders. The Partner shall ensure that:

- all equipment used in the provision of any experiences, activities or services provided are properly maintained and kept in good state of repair; and
- all its staff and any independent contractors used by him are adequately trained and/or qualified for their respective jobs.

The Partner agrees to accept all the Voucher Holders, throughout the year, during its opening periods specified in the Annex; except in cases of proven unavailability, and to treat them in the same manner as its other customers.

The quality of the Service provided by the Partner to the Voucher Holders shall be rated by the Company according (but not limited to) the result of the Company's beneficiary survey, any proactive and direct feedback made by the Voucher Holder to the Company's customer service and quality data

obtained from external service providers. The Partner agrees to discuss immediately any quality issue brought to the Company's attention by a Voucher Holder.

6.2 Breach of 6.1 shall entitle the Company to terminate the Agreement pursuant to Clause 14.

Clause 7 - Intellectual property rights

7.1 The Partner grants to the Company a non-exclusive, royalty free licence for the term of the Agreement plus an additional two years to use its Intellectual Property Rights for the purpose of promoting, marketing, supplying, referencing or booking the Services, the Vouchers or the Experiences (the 'Purpose'). The licence includes the right to display, reproduce, modify and adapt the Partner's trademarks, logos, text, designs and images for the Purpose.

7.2 In relation to the images of the Service, including the Partner's staff, the Partner undertakes that it has obtained the agreement of the person(s) shown in the photograph(s), for the publication and distribution of the images.

7.3 The Partner guarantees the Company against all claims, judicial or extrajudicial actions related to the contents and agrees to fully indemnify the Company of all costs and losses which might be caused thereby.

7.4 The Partner allows the Company to display on all its Vouchers or Experience Gifts, the Partner's awards, certifications or distinctions obtained from other companies or third parties. Partner will procure the Company's right to display such awards, certifications or distinctions on its Vouchers or Experience Gifts.

7.5 The Partner is authorized to use the Trademarks, subject to prior written consent. However, the Partner shall not be authorized to acquire the key words for referencing on Internet, corresponding to the Trademarks.

Clause 8 – Our daily relationship

Once the Partner's account is set up in Company systems, its relationship will be managed by the dedicated Company Partners Relations Team. The Partner Relations Team will support the development of the Partner within the Company ecosystem from initial Welcome stage, Training and Support through to business development to maximise the business volume for the Partner. The Partner Relations Team will also communicate all developments and innovations that further

enhance the business volume of the Partner.

Clause 9 – Financial conditions

9.1 Promotion Fee

The Partner agrees to pay the Company the promotion fee calculated in accordance with the Annex ('the Promotion Fee') in relation to each Service that is validly booked by a Customer with the Partner.

The Promotion Fee shall be inclusive of VAT unless otherwise expressly stated.

The Partner shall immediately notify the Company, by means of the Company's online booking verification and notification process, of the redemption of each Voucher for a Service booked with the Partner. The Company shall invoice the Partner each month for the Promotion Fee payable on all bookings notified to the Company in respect of the previous month and shall be entitled to deduct all outstanding Promotion Fees (including any VAT) from any payment due to the Partner.

9.2 Voucher Redemption Payments

The voucher redemption payment for each particular Service (the "Voucher Redemption Payment") shall be the amount specified in the Annex.

The Company agrees to account to the Partner for the balance (after deducting the Promotion Fee) of the Voucher Redemption Payment on each valid booking to receive Services from the Partner which has been notified to Company through the Company's booking verification and notification process. The payment to the Partner shall be made on the 20th of each month against each valid booking for Services booked up to 60 days from the date the statement of account is generated, unless the Company has any queries about the booking.

The Company reserves the right to withhold payment to the Partner in the event that the Partner is in breach of its contract to provide a Service to a Voucher Holder.

The Company will issue a VAT invoice in respect of its supply of services to the Partner.

9.3 Booking Process

The Partner agrees to comply fully with the Company's online booking verification and

notification process, as set out on the Company's website and/or notified to the Partner from time to time.

The Partner shall be responsible for using the Company's booking verification and notification process to ensure that Vouchers used by Voucher Holders are valid, meaning the Voucher must, as at the date of the booking, be one that:

- can be validly redeemed for the specified Service;
- has sufficient credit against it to meet or exceed the Voucher Redemption Payment for the specified Service; and
- has not expired.

If the credit against a Voucher is not sufficient to meet the Voucher Redemption Payment, the Company shall only pay to the Partner an amount equal to the credit against the Voucher (less the Promotion Fee) but the Partner may, at its own discretion, agree to accept a top-up payment directly from the Voucher Holder.

Clause 10 – Legal authorisations, insurance and change of situation

10.1 The Partner must hold all the professional certifications and authorisations legally required to provide the Services and provide to the Company.

10.2 The Partner is required to arrange insurance in its own name against the risks assumed under this agreement for any incident or any claim arising in connection with the supply of Services, covering all types of damage, including public liability insurance policy. Such insurance shall at all times be to a minimum value of £5million, be provided by an insurer of good repute and the Partner shall provide a copy of the same to the Company on request.

10.3 The Partner shall keep the Company indemnified in full against all costs, expenses, damages and losses awarded against or incurred or paid by the Company as a result of or in connection with any claim made against the Company by a Voucher Holder, arising in connection with the supply of Services.

10.4 If the Partner's situation changes with regard to such authorisations, certifications or qualifications or should the Partner stop operating its

business, the Partner undertakes to inform the Company thereof within seven (7) days after such change.

Clause 11 – The liability

The Company acts as the Partner's promotional agent in respect of the Services. Any contract for the provision of the Services is between the Partner and the Voucher Holder. The Company shall have no liability to the Partner in respect of any losses or damages caused by the Voucher Holder or by the Partner to the Voucher Holder.

Any compensation paid by the Company to Voucher Holder resulting from the Partner's breach, in the context of the provision of its Services, shall be assumed by the Partner in the form of a partial or full withholding of the reimbursement of the amount payable in respect of its Services. In any case, the Partner will be notified in any circumstances of the eventual compensation paid to the Voucher Holder by the Company.

Clause 12 – Confidentiality

The Parties undertake to keep the terms of this Agreement and all the information of which it may become aware in the context of the performance of the Agreement strictly confidential. In the event of the termination of this Agreement for any reason whatsoever the Parties undertake to keep all the information referred to above of which it may become aware in the context of the performance of this Agreement confidential for a period of 2 years from such termination.

Clause 13 – Personal Data

13.1 Shared Personal Data. This clause sets out the framework for the sharing of personal data between the Relevant Parties as data controllers. Each Relevant Party acknowledges that each Relevant Party (each a **Data Discloser** to the extent that it so discloses Shared Personal Data) is likely to regularly disclose to the other Relevant Party (each a **Data Recipient** to the extent that it has Shared Personal Data disclosed to it), for the Agreed Purposes, Shared Personal Data collected by, or on behalf of, the relevant Data Discloser (or by or on behalf of any Group Company of that Data Discloser).

13.2 Effect of non-compliance with Data Protection Legislation. Each Relevant Party shall comply with all the obligations imposed on a controller under the Data Protection Legislation, and any material breach of the Data Protection Legislation by one Relevant Party (**Defaulting Party**), if not remedied within 30 days of written notice from the other Relevant Party (**Innocent Party**):

- shall, where the Innocent Party is a Moonpig Company and the Defaulting Party is the Partner, give Company grounds to terminate this Agreement with immediate effect, by giving notice in writing to the Partner;
- shall, where the Innocent Party is the Partner and the Defaulting Party is a Moonpig Company, give the Partner grounds to terminate this Agreement with immediate effect, by giving notice in writing to Company.

13.3 Particular obligations relating to data sharing.

Each Relevant Party shall:

- (a) ensure that it has all necessary notices and consents in place to enable lawful transfer of the Shared Personal Data to the Permitted Recipients for the Agreed Purposes;
- (b) ensure that full information is given to any data subject whose personal data may be processed under this Agreement of the nature of such processing. This includes giving notice that, on the termination of this agreement, personal data relating to them may be retained by or, as the case may be, transferred to one or more of the Permitted Recipients, their successors and assignees;
- (c) process the Shared Personal Data only for the Agreed Purposes;
- (d) not disclose or allow access to the Shared Personal Data to anyone other than the Permitted Recipients;
- (e) ensure that all Permitted Recipients are subject to written contractual obligations concerning the Shared Personal Data (including obligations of confidentiality) which are no less onerous than those imposed by this Agreement; and
- (f) ensure that it has in place appropriate technical and organisational measures to protect against unauthorised or unlawful processing of personal data and against accidental loss or

destruction of, or damage to, personal data.

13.4 Transfer of personal data outside the EEA. Each Relevant Party undertakes not to transfer any personal data received from a Data Discloser outside the EEA.

13.5 Mutual assistance.

Each Relevant Party shall assist the other in complying with all applicable requirements of the Data Protection Legislation. In particular, each Relevant Party shall:

- (a) consult with the other Relevant Party about any notices given to data subjects in relation to the Shared Personal Data;
- (b) promptly inform the other Relevant Party about the receipt of any data subject access request;
- (c) provide the other Relevant Party with reasonable assistance in complying with any data subject access request;
- (d) not disclose or release any Shared Personal Data in response to a data subject access request without first consulting the other Relevant Party wherever possible;
- (e) assist the other Relevant Party, at the cost of the other Relevant Party, in responding to any request from a data subject and in ensuring compliance with its obligations under the Data Protection Legislation with respect to security, breach notifications, impact assessments and consultations with supervisory authorities or regulators;
- (f) notify the other Relevant Party without undue delay on becoming aware of any breach of the Data Protection Legislation;
- (g) at the written direction of the Data Discloser, delete or return Shared Personal Data and copies thereof to the Data Discloser on termination of this agreement unless required by law to store the personal data;
- (h) use compatible technology for the processing of Shared Personal Data to ensure that there is no lack of accuracy resulting from personal data transfers;
- (i) maintain complete and accurate records and information to demonstrate its compliance with this clause 12.5 and allow for audits by the other Relevant Party or the other Relevant Party's

designated auditor; and

(j) provide the other Relevant Party with contact details of at least one employee as point of contact and responsible manager for all issues arising out of the Data Protection Legislation, including the joint training of relevant staff, the procedures to be followed in the event of a data security breach, and the regular review of the parties' compliance with the Data Protection Legislation.

13.6 Complaints processing.

If either Relevant Party (**First Relevant Party**) receives a complaint from a customer, the First Relevant Party shall not share any personal data collected from the complainant, with the other Relevant Party (**Second Relevant Party**) which is not in the relevant category of data provided for in the Schedule to this Agreement, and shall, before sharing any of that complainant's personal data with the Second Relevant Party, confirm in writing to the Second Relevant Party:

(a) that the First Relevant Party has complied with Data Protection Legislation for the purposes of collecting the complainant's personal data and sharing it with the Second Relevant Party for the relevant Agreed Purposes; and

(b) that the personal data shared does not contain any sensitive personal data or any special categories of personal data.

13.7 Indemnity.

Each Relevant Party shall indemnify the other Relevant Party (and each of its Group Companies) against all liabilities, costs, expenses, damages and losses (including but not limited to any direct, indirect or consequential losses, loss of profit, loss of reputation and all interest, penalties and legal costs (calculated on a full indemnity basis) and all other reasonable professional costs and expenses) suffered or incurred by the indemnified parties arising out of or in connection with the breach of the Data Protection Legislation by the indemnifying party, its employees or agents, provided that the indemnified parties give to the indemnifier prompt notice of such claim, full information about the circumstances giving rise to it, reasonable assistance in dealing with the claim and sole authority to manage, defend and/or settle it.

Clause 14 – Termination

This Agreement can be cancelled by either party giving to the other 9 months' written notice of their intention to terminate the Agreement, or immediately should there be a breach of contract which (if capable of rectification) is not rectified within 30 days of notice of breach being given to the relevant party or in the event that the other party becomes insolvent or enters into any arrangements with its creditors or takes or suffers any similar action in consequence of debt. All outstanding vouchers must be still honoured or (if this is not possible) where the Company has already passed the Partner the amount paid by the customer for the Service this amount must be refunded to the Company. Termination of this Agreement must be confirmed in writing. Termination shall not affect Company's right to receive commission in respect of all Vouchers sold prior to the date of termination.

Clause 15 - Early termination for breach

In the event of non-compliance by one of the Parties with any one of its obligations pursuant to the Agreement, and in particular in the event of the non-compliance of the Partner's Services and/or non-compliance with the quality requirements, within 15 business days of the sending of a warning notice remained unheeded, the other Party may automatically terminate this Agreement, in its entirety and/or one or all of Services included in the Annex, by any means, without notice or compensation.

Clause 16 - Audit

The Company reserves the right to conduct periodic audits of the Partner's facilities, processes, and records, with at least fourteen (14) days prior written notice, to ensure compliance with agreed-upon performance standards and Key Performance Indicators (KPIs). These audits will be conducted in a professional and efficient manner with minimal disruption to Partner's operations. The scope of the audit will encompass, but not be limited to, the following: Review of relevant documentation: This may include contracts, purchase orders, quality manuals, process documentation, and records related to KPI measurement.

- Evaluation of compliance with agreed-upon performance standards: This includes assessing adherence to quality specifications, delivery schedules, and other relevant metrics.
- Assessment of KPI measurement and reporting practices: This involves verifying the accuracy and reliability of data used to track KPIs and ensuring alignment with established reporting protocols.
- Review of corrective action plans and implementation: This assesses the effectiveness of Partner's response to identified performance issues.

The Partner agrees to cooperate fully with the audit process and provide all necessary information and access to relevant employees and facilities.

Clause 17 - Entire agreement

This Agreement cancels and replaces all previous relationships between the Parties having the same subject-matter.

Clause 18 - Governing law and jurisdiction

The Agreement and any dispute or claim arising out of or in connection with it shall be governed by the laws of England and Wales. The parties agree that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this Agreement or its subject matter or formation.

Schedule

Data Discloser	Data Subject	Categories of data	Agreed Purposes
Any Moonpig Company which from time to time shares personal data with the Partner.	Customers of any Moonpig Company.	Name, email address, phone number.	The performance by each Relevant Party of its obligations under this Agreement or its obligations arising in connection with this Agreement.
Any Moonpig Company which from time to time shares personal data with the Partner.	Persons registering their details on the website of any Moonpig Company.	Name, email address, phone number.	The performance by each Relevant Party of its obligations under this Agreement or its obligations arising in connection with this Agreement. To cross reference the person registering their details, against the person wishing to benefit from the Partner's goods or services.
Any Moonpig Company which from time to time shares personal data with the Partner.	Persons registering a complaint with any Moonpig Company.	Name, email address, phone number. Details of the complaint.	Any of: Addressing the complaint with the Data Recipient, contacting the complainant in connection with the complaint, deciding what action to take in connection with the complaint, communicating the same to the complainant and actioning the same.
Any Moonpig Company which from time to time shares personal data with the Partner.	Company points of contact for contract management purposes.	Name, email address, phone number.	The performance by each Relevant Party of its obligations under this Agreement or its obligations arising in connection with this Agreement.
Partner.	Partner customers.	Name, email address, phone number.	The performance by each Relevant Party of its obligations under this Agreement or its obligations arising in connection with this Agreement.

Partner.	Persons registering a complaint with Partner.	Name, email address, phone number. Details of the complaint.	Any of: Addressing the complaint with the Data Recipient, contacting the complainant in connection with the complaint, deciding what action to take in connection with the complaint, communicating the same to the complainant and actioning the same.
Partner.	Partner points of contact for contract management purposes.	Name, email address, phone number.	The performance by each Relevant Party of its obligations under this Agreement or its obligations arising in connection with this Agreement.