

Elgin roadworks.org Traffic Management App

Signage Add-On Service Addendum

1 Agreement

This Service Addendum provides for the licensing of the Service known as roadworks.org Traffic Management App Signage Add-On described in the Service Specification at the URL address <http://www.elgin.org.uk/url-terms/signage-specification> (which service description is by this reference hereby incorporated into and forms part of the Agreement).

Capitalised terms used but not defined in this Service Addendum shall have the meaning ascribed to them in the Master Agreement.

2 Customer Data

- 2.1 By submitting Customer Data to Elgin as part of its use of the Service, the Customer grants to Elgin a sub-licensable, non-transferable, non-exclusive, perpetual, irrevocable, royalty-free licence to host, store, reproduce, adapt, modify, use, translate, extract data from, perform, display and distribute such Customer Data in order, without limitation, to: a) provide the Services to Customer under the Agreement, b) publish roadworks, traffic management interventions and related information to interested parties and the general public, and c) disseminate roadworks and related information via third party channels for professional and non-professional use. This provision is without prejudice to clause 13 of the Master Agreement.

3 Customer Restrictions

- 3.1 Unless Elgin specifically agrees in advance and in writing, the Customer shall not:
- a hide or mask from Elgin the Customer Implementation, including by failing to correctly implement any application programme interface keys including without limitation any Google Maps API license keys provided by Elgin to the Customer to identify the Customer Implementation;
 - b use, distribute, or sell any Content outside of the Customer Implementation or incorporate or embed the Service into any of the Customer's products or services that it sells to, or for which it charges, third parties;
 - c attempt to reverse engineer the Service or any component or attempt to create a substitute or similar service through use of or access to the Service;
 - d incorporate the Content as a core part of printed matter that is redistributed for a fee;
 - e use the Service in a manner that gives access to mass downloads or bulk feeds of any Content;
 - f use the Service outside the United Kingdom.

4 Reasonable Use

- 4.1 The Customer's use of the Service is subject to the terms set out in the Elgin roadworks.org Traffic Management App Service Addendum.

5 Customer Obligations

- 5.1 Compliance. Customer agrees to comply with:
- a Google Maps Legal Notices available at https://www.google.com/help/legalnotices_maps.html.
 - b Google Maps Acceptable Use Policy available at http://www.google.com/enterprise/earthmaps/legal/universal_aup.html.
 - c Google Maps Attribution Guidelines available at <http://www.google.com/permissions/geoguidelines/attr-guide.html>.

6 Definitions

"Service" means the Elgin Service known as roadworks.org Traffic Management App Signage Add-On including any bespoke service extensions set out in the applicable Order Form and the associated technical support services provided to the Customer as described in the Service Level Agreement.