

Template Only

USE OF GEN AI FUNCTIONALITY

Sitecore	[insert]
Customer	[insert]
Master Agreement	[insert]

Document Summary	<p>Sitecore is introducing cutting-edge Gen AI Functionality (defined below) within certain of our SaaS Products and/or Hosted Services, offering you the flexibility to use them based on your internal policies.</p> <p>Opting in means your use of this Gen AI Functionality will be guided by specific Gen AI T&Cs (defined below), aligned with our overarching agreement, ensuring a harmonious blend of innovation and compliance. Prior to using any Gen AI Functionality, and to fully leverage it responsibly and effectively, you should familiarize yourself with the Gen AI T&Cs along with our Sitecore Usage Policy and Sitecore Gen AI Policy.</p>
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Sitecore may from time to time make available certain generative artificial intelligence services, features or functions as part of the SaaS Products or Hosted Services ("**Gen AI Functionality**").

Sitecore offers the Gen AI Functionality to its customers to enhance operational efficiency and deliver personalized user experiences. The initial focus, providing intelligent text generation, paves the way for a variety of future Gen AI-driven Sitecore services, features and functions, ensuring the platform remains adaptable and scalable to meet evolving digital demands of our customers.

Sitecore understands that customers may have their own internal policies regarding the use of generative AI technology in its business, which may encompass the use of Gen AI Functionality. Customer is therefore free to choose to use (and continue to use or stop using) the Gen AI Functionality made available by Sitecore at its own discretion.

Where Customer wishes to use the Gen AI Functionality made available by Sitecore, then the use of the Gen AI Functionality will additionally be governed by the terms and conditions of the [Gen AI Addendum](#) ("**Gen AI T&Cs**"), which amend and form part of the Master Agreement between Sitecore and the Customer under which the Gen AI Functionality is used. In the event of any conflict between the provisions of the Gen AI T&Cs and the Master Agreement (or any order thereunder), the provisions of the Gen AI T&Cs shall prevail.

The Gen AI T&Cs only relate to Customer's use of Gen AI Functionality and not to its use of products or services hosted by Sitecore more broadly.

Customer's use of the Gen AI Functionality is also subject to compliance with the [Sitecore Usage Policy](#) and the [Sitecore Gen AI Policy](#), and therefore Customer should familiarise itself with the Gen AI T&Cs, Sitecore Usage Policy and Sitecore Gen AI Policy before using any Gen AI Functionality.

As set forth in the Gen AI T&Cs, Beta Gen AI Features may be made available by Sitecore and if made generally available, Sitecore may, at any time, upon reasonable notice to Customer, introduce fees for continued use of such Gen AI Functionality. Such fees will apply to Customer's use of the relevant Gen AI Functionality as set forth in an Order or otherwise agreed in writing between the parties.

[SIGNATURE BLOCK WOULD FOLLOW ON NEXT PAGE]