

# MASTER SERVICE AGREEMENT

## Zeta Corporation

This Master Service Agreement ("Agreement") is entered into as of September 1, 2023 ("Effective Date") by and between:

**COMPANY:** Enterprise Corporation ("Company")

**VENDOR:** Zeta Corporation ("Vendor")

Vendor ID: 18

### 1. SCOPE OF SERVICES

Vendor agrees to provide products and/or services as described in individual Statements of Work (SOW) executed under this Agreement. Each SOW shall reference this Agreement and be subject to its terms and conditions.

### 2. TERM AND TERMINATION

**Term:** This Agreement shall commence on the Effective Date and continue until **December 20, 2025** ("Term"), unless earlier terminated as provided herein.

**Termination for Convenience:** Either party may terminate this Agreement upon ninety (90) days written notice.

**Termination for Cause:** Either party may terminate immediately upon material breach that remains uncured for thirty (30) days after notice.

**IMPORTANT:** This agreement shall terminate automatically on **December 20, 2025**.

### 3. COMPENSATION

Company shall pay Vendor in accordance with the pricing terms set forth in each SOW. Payment terms are Net 30 from receipt of valid invoice. Vendor shall submit itemized invoices monthly.

### 4. CONFIDENTIALITY

Each party agrees to maintain in confidence all Confidential Information of the other party. "Confidential Information" means any non-public information disclosed by either party that is designated as confidential or that reasonably should be understood to be confidential.

## **5. INTELLECTUAL PROPERTY**

All pre-existing intellectual property remains the property of the disclosing party. Work product created specifically for Company under this Agreement shall be owned by Company upon full payment.

## **6. DATA PROTECTION**

Vendor shall comply with all applicable data protection laws and regulations, including GDPR and CCPA where applicable. Vendor shall implement appropriate technical and organizational measures to protect personal data.

## **7. INSURANCE**

Vendor shall maintain: (a) Commercial General Liability of at least \$1,000,000 per occurrence; (b) Professional Liability of at least \$2,000,000; (c) Workers' Compensation as required by law.

## **8. INDEMNIFICATION**

Vendor agrees to indemnify, defend, and hold harmless the Company, its officers, directors, employees, agents, and successors from and against any and all claims, damages, losses, costs, and expenses (including reasonable attorneys' fees) arising out of or relating to: (a) any breach of this Agreement by Vendor; (b) any negligent or wrongful act or omission of Vendor; (c) any violation of applicable laws by Vendor; or (d) any infringement of third-party intellectual property rights by Vendor's products or services.

## **9. [WARRANTY TERMS PENDING]**

Warranty terms to be established in a separate addendum. No warranties are provided under the terms of this master agreement.

## **10. LIMITATION OF LIABILITY**

EXCEPT FOR BREACHES OF CONFIDENTIALITY OR INDEMNIFICATION OBLIGATIONS, NEITHER PARTY SHALL BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES.

## **11. GOVERNING LAW**

This Agreement shall be governed by and construed in accordance with the laws of the State of Delaware, without regard to conflict of law principles.

## **12. DISPUTE RESOLUTION**

Any dispute arising under this Agreement shall first be subject to good faith negotiation. If unresolved within thirty (30) days, disputes shall be submitted to binding arbitration under AAA Commercial Rules.

## **13. ENTIRE AGREEMENT**

This Agreement, together with all SOWs and attachments, constitutes the entire agreement between the parties and supersedes all prior agreements and understandings.

**IN WITNESS WHEREOF**, the parties have executed this Agreement as of the Effective Date.

**COMPANY:** Enterprise Corporation

By: \_\_\_\_\_

Name: [Authorized Signatory]

Title: Chief Procurement Officer

Date: \_\_\_\_\_

**VENDOR:** Zeta Corporation

By: \_\_\_\_\_

Name: [Authorized Signatory]

Title: \_\_\_\_\_

Date: \_\_\_\_\_