



## **End User License Agreement for the Salesforce AR Experiences App**

This is a legally binding agreement. Please read it carefully. By clicking "I Agree," or installing or using the Salesforce AR Experiences Application and/or any updates to such application App software and/or any updates to such software provided by Salesforce, Inc. (collectively, the "App"), you, as the user of the App ("You"), agree to the following terms of which You must be eighteen (18) years of age or older to accept:

### **1. GENERAL TERMS**

The App may be made available on a third party application platform provider ("App Platform Provider"), such as the App Store owned by Apple Inc. ("Apple") or Google Play owned by Google LLC ("Google"). The App Platform Provider may, at any time and without notice, restrict, interrupt or prevent use of the App, or delete the App from your devices, or require Salesforce, Inc. ("Salesforce") to do any of the foregoing, without entitling You to any refund, credit or other compensation from Salesforce or any third party (including, but not limited to, Apple, Google or your network connectivity provider).

This End User License Agreement was last updated on June 13, 2025. It is effective between You and Salesforce as of the date You first download, install or use the App, whichever is earliest.

### **2. APP PLATFORM PROVIDER REQUIRED TERMS**

(a) This End User License Agreement is between You and Salesforce only. Salesforce is solely responsible for the App.

(b) Your use of the App must comply with any usage rules or related terms of service (collectively, "Usage Rules") set forth by the App Platform Provider. The license granted to You for the App is a non-transferable license to use the App on any devices running on iOS or Android that You own or control and as permitted by the Usage Rules set forth by the App Platform Provider. If You use the App on an Apple product, please note that the App may be accessed, acquired, and used by other accounts associated with You via Apple's Family Sharing program or volume purchasing.

(c) Salesforce is solely responsible for providing maintenance and support for the App. The App Platform Provider has no obligation to provide maintenance and support for the App. Support requests, as well as questions or complaints regarding the App, may be directed to Salesforce Customer Support, which may be contacted by logging a case online at [ar.app.help@salesforce.com](mailto:ar.app.help@salesforce.com). Any claims regarding the App may be submitted via email to [legal@salesforce.com](mailto:legal@salesforce.com).

(d) In the event of any failure of the App on an Apple product to comply with any warranty that may exist as a matter of law, You may notify Apple, and Apple will refund the purchase price (if any) for the App to You. To the maximum extent permitted by applicable law, the App Platform Provider will have no other warranty obligation whatsoever with respect to the App, and will not be liable for any other claims, losses, liabilities, damages, costs or expenses attributable to any failure to conform to any warranty. Salesforce shall not be required to provide a refund to You under any circumstances.

(e) The App Platform Provider shall not be responsible for addressing any claims by You or any third party relating to the App or your possession and/or use of the App, including but not limited to (i) product liability claims, (ii) any claim that the App fails to conform to any applicable legal or regulatory requirement, or (iii) claims arising under consumer protection or similar legislation.

(f) The App Platform Provider shall not be responsible for the investigation, defense, settlement or discharge of any claim that the App, or your possession and use of the App, infringes a third party's intellectual property rights.

(g) You represent and warrant that (i) the App will not be downloaded or used in, or transported to, and that You are not located in, a country that is subject to a U.S. Government embargo, or has been designated by the U.S. Government as a "terrorist-supporting" country, and (ii) You are not listed on any U.S. Government list of prohibited or restricted parties.

(h) Salesforce's address is Salesforce Tower, 415 Mission Street, 3rd Floor, San Francisco, California 94105, U.S.A.

(i) To the extent any third party terms are applicable when using the App, You must comply with those terms when using the App.

(j) You acknowledge and agree that the App Platform Provider and its subsidiaries are third-party beneficiaries of this End User License Agreement, and have the right (and shall be deemed to have accepted the right) to enforce this End User License Agreement against You.

(k) If You download the App via Google Play, Google may collect certain usage statistics from Google Play and Supported Devices (as defined below), including but not limited to, information on how Google Play and Supported Devices are being used, in order to innovate and improve Google Play. Google's privacy policies, available at <https://policies.google.com/privacy>, explain how Google treats personal data and protects privacy when using Google Play. In order to innovate and improve the App, limited aggregate data may be available to Salesforce upon its written request.

### **3. THIRD PARTY COMPONENTS & DISCLOSURES**

The App may display, include, or make available third-party content (including data, information, applications, and other products, services, and/or materials) or provides links to third-party websites or services, including through third-party advertising ("Third-Party Components"). You acknowledge and agree that Salesforce is not responsible for Third-Party Components, including their accuracy, completeness, timeliness, validity, copyright compliance, legality, decency, quality, or any other aspect thereof. Salesforce does not assume and will not have any liability or responsibility to You or any other person or entity for any Third-Party Components. Third-Party Components and links thereto are provided solely as a convenience to You, and You access and use them entirely at your own risk and subject to such third parties' terms and conditions.

### **4. THIRD PARTY SITES**

The App may contain links to third party websites or other applications ("Third Party Sites"). Third Party Sites are not under the control of Salesforce, and You agree that Salesforce is not responsible for and does not endorse, control or monitor the content or privacy policies (if any) of Third Party Sites. Salesforce expressly disclaims any liability for loss or damage sustained by You as a result of accessing or using Third Party Sites.

YOUR USE OF THIRD PARTY SITES IS AT YOUR OWN RISK AND IS SUBJECT TO ANY ADDITIONAL TERMS, CONDITIONS AND POLICIES APPLICABLE TO SUCH THIRD PARTY SITES (SUCH AS TERMS OF SERVICE OR PRIVACY POLICIES OF THE PROVIDERS OF SUCH THIRD PARTY SITES).

## 5. LICENSE GRANT & USE RESTRICTIONS

The App, including software embedded in the App, is licensed, not sold, to You by Salesforce only under the terms of this End User License Agreement, and Salesforce reserves all rights not expressly granted to You. The App contains augmented reality (“AR”) experiences, which incorporate trademarks and other intellectual property of Salesforce (“Salesforce AR Experiences”). You may capture an image of the Salesforce AR Experiences within the App (“Recorded AR Experiences”) under a limited license for personal, non-commercial use only and in accordance with the terms of this Agreement. Salesforce does not own the media or device on which the App is recorded or stored or the Recorded AR Experiences, but Salesforce and its licensors, as applicable, retain ownership of the App, the Salesforce AR Experiences, and any trademarks and other intellectual property of Salesforce depicted in the Recorded AR Experiences.

- (a) This End User License Agreement allows You to use the App on any Supported Device and on no other devices, except as otherwise set forth in section 2. A "Supported Device" is a combination of an Apple or Google device model and relevant iOS or Android software versions that are supported by the App.
- (b) The App is available only for Supported Devices, and may not be available for all devices.
- (c) You may not distribute or make the App available over a network where it could be used by multiple devices at the same time. You may not sell, resell, rent, lease, lend, redistribute, sublicense, or otherwise make the App available.
- (d) With respect to updates to the App that Salesforce may make available for download, this End User License Agreement allows You to download such App updates to update or restore the App on any Supported Device.
- (e) You may not use the App, or any of the underlying content, including Salesforce AR Experiences and as captured in the Recorded AR Experiences:
  - (i) in a manner which may lead people to believe that You are affiliated with or sponsored by Salesforce;
  - (ii) to send and/or in connection with offensive, inflammatory, pornographic, or other illicit or otherwise objectionable material or messages;

(iii) to submit or link to or in connection with content or or in any way that, in Salesforce's sole discretion:

- infringes the intellectual property or other rights of Salesforce or any person or entity (including third party personal data);
- breaches any duty of confidentiality that You owe to any person or entity;
- intentionally interferes with the operation of the App or Salesforce's daily business, workplace, computer operations and/or services;
- contains or installs any viruses, worms, bugs, Trojan horses, malware, or other code, files or programs designed or having the capability to disrupt, damages, or limit the functionality of any software or hardware;
- that contains false or deceptive language or comparative claims regarding Salesforce's or third parties' products, advertising, commercial referrals, spam, chain letters or any other solicitation, including solicitation of lawsuits; or,
- any content that Salesforce may reject for any reason in its sole discretion.

(iv) in a manner that is disparaging of Salesforce, its products, services, or events;

(v) in any comparative advertising; or

(vi) in any manner that is not in compliance with applicable law or regulations.

(f) You may not edit or modify the App or any of the underlying content, including the Salesforce AR Experiences and as captured in the Recorded AR Experiences.

## **6. SALESFORCE SERVICES**

Salesforce may do any of the following at any time, with or without notice or cause, and without any liability to You: (a) change, suspend, or terminate any features or functionality on the App; (b) impose limits on certain features or functionality on the App; and/or (c) terminate this End User License Agreement. Upon any such termination or expiration, You shall no longer be permitted to use the App, and shall delete or destroy all copies of the App in your possession.

Modification, suspension, or termination of the App or this End User License Agreement shall not entitle You to any refund, credit, or other compensation from Salesforce under this agreement or any other agreement or from any third party.

## **7. COPYRIGHT**

The App is protected by copyright laws and international treaties. Except as and only to the extent permitted by applicable law, or by licensing terms governing the use of open-sourced or other third party components included with the App, You may not copy, decompile, reverse engineer, disassemble, attempt to derive the source code of, decrypt, modify, or create derivative works of the App or App updates, or any part thereof. Any attempt to do so is a violation of this End User License Agreement and the rights of Salesforce and/or its licensors. If You violate this restriction, You may be subject to prosecution and damages.

## **8. USE OF DATA & PRIVACY NOTICE**

By using the App, You agree with the terms of the Salesforce Privacy Statement available at: [https://www.salesforce.com/company/privacy/full\\_privacy/](https://www.salesforce.com/company/privacy/full_privacy/).

Upon installation of this App, a random unique identifier (UUID) is generated for analytical purposes. This UUID is exclusively used to assess and improve the App's usage and performance metrics. No personal identification is derived from this process.

By downloading the App, You authorize Salesforce to send You (including via email and push notifications) information regarding the App, such as: (a) notices about your use of the App, including notices of violations of use; (b) updates to the App and new features or products. You can review your account notification settings and adjust your messaging preferences, including opting-in to additional messages or unsubscribing to certain messaging through the "Push Notifications" section of the App settings.

Certain services will utilize compass bearing data from your device, which is included under 'location services', to launch specific experiences. No location data will be stored by the App. By using these services, You agree to the transmission, collection, processing, and use of your compass bearing data to facilitate and enhance such experiences. You may disable this functionality at any time by turning off the location services settings for the App on your device. However, doing so will limit your ability to use the services. You have the option to cease the collection of this data at any time by adjusting the location services settings on the App.

When You capture an image within the App through the device camera, the image data is processed in real-time and temporarily held in the App's memory for visualization only. The App does not collect, store, or transmit any face data, facial recognition information, or biometric identifiers. This data, including face data, is not stored or retained after the App is closed. We do

not share any face data with third parties. You have the option to record content within the App, which, upon your discretion, can be, and is solely, saved to Your device. Please note, the retention and management of such saved content are subject to the device's storage policies and your control.

The App's access to information through your device or a device owned or operated by a Salesforce customer does not cause that information to be Customer Data under the Salesforce Privacy Statement (available at [https://www.salesforce.com/company/privacy/full\\_privacy/](https://www.salesforce.com/company/privacy/full_privacy/)) or Main Services Agreement.

## **9. SAFETY**

- (a) While using the App, please be aware of your surroundings and safety. You agree that your use of the App is at your own risk, and it is your responsibility to maintain such health, liability, hazard, personal injury, medical, life, and other insurance policies as You deem necessary for any injuries that You may incur while using the App. Salesforce shall not be in any way liable for any injuries or incidents sustained while using the App.
- (b) Further, in the event that You have a dispute with one or more other users of the App, You release Salesforce (and our officers, directors, agents, subsidiaries, joint ventures, and employees) from all claims, demands, and damages (actual and consequential) of every kind and nature, known and unknown, suspected and unsuspected, disclosed and undisclosed, arising out of or in any way connected with such disputes.
- (c) If You are photosensitive and/or experience any other adverse health and/or medical related symptoms while using the App, please immediately stop using the App and consult a doctor.
- (d) Salesforce is not responsible for use of the App while driving.

## **10. FEEDBACK**

If You provide or otherwise make available to Salesforce any suggestions, enhancement requests, recommendations, corrections or other feedback ("Feedback"), whether related to the App or otherwise, then (a) You hereby acknowledge and agree that such Feedback is not confidential, and that your provision of such Feedback is gratuitous, unsolicited and without restriction, and does not place Salesforce under any fiduciary or other obligation; and (b) You hereby grant to Salesforce, to the maximum extent permitted under applicable law, a worldwide, royalty-free, fully paid-up, non-exclusive, perpetual, irrevocable, transferable and

fully sublicensable (through multiple tiers) license, without additional consideration to you or any third party, to reproduce, distribute, perform and display (publicly or otherwise), create derivative works of, adapt, modify and otherwise use, analyze and exploit such Feedback, in any format or media now known or hereafter developed, and for any purpose (including marketing or promotional purposes or testimonials).

## **11. YOUR REPRESENTATIONS AND WARRANTIES**

You represent and warrant that in connection with Your use of the App, You will (a) supply truthful and accurate information to Salesforce, and (b) comply with all applicable laws.

## **12. DISCLAIMER OF WARRANTY**

The App is provided for general information and entertainment purposes only. Neither Salesforce nor its third party providers warrant the App will perform in accordance with any specifications, documentation, or other standards, perform in an uninterrupted capacity, be error-free or bug-free, or provide complete or accurate data; nor does Salesforce nor its third party providers make any warranties as to the results to be obtained from the use of the App. Use of the App and reliance thereon is at your sole risk. Neither Salesforce nor its third party providers will in any way be liable to You or any other entity or person for their inability to use the App, or for any inaccuracies, errors, omissions, delays, computer viruses or other infirmity or corruption, damages, claims, liabilities or losses, regardless of cause, in or arising from the use of the App. The App is provided on an "as is" basis and without warranty or any technical support of any kind. No warranties, either express or implied, including but not limited to any implied warranty of merchantability, fitness for a particular purpose, title, non-infringement, or of any other type is provided hereunder. No oral or written information or advice given by Salesforce or its authorized representative shall create a warranty. Some jurisdictions do not allow the exclusion of implied warranties or limitations on applicable statutory rights of a consumer, so the above exclusion and limitations may not apply to You.

## **13. LIMITATION OF LIABILITY**

Your use of the App is entirely at your own risk. Under no circumstance will Salesforce, its agents, licensors, or suppliers be liable to You on account of your use or misuse of, or reliance on, the App to the extent permitted by law; and in no event will Salesforce, its agents, licensors, or suppliers be liable to You for any actual, direct, indirect, incidental, special, consequential, or punitive damages, including any lost profits, lost savings, costs of procurement of substitute products or services or other damages arising out of the use or inability to use the App even if



advised of the possibility of such damages. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, or have legislation that restricts the limitation or exclusion of liability, so the above limitation may not apply to You.

#### **14. GOVERNING LAW**

This End User License Agreement is governed by and construed in accordance with the laws of California, U.S.A. without regard to its conflict of laws rules. You expressly agree that the exclusive jurisdiction for any claim or dispute under this End User License Agreement and/or Your use of the App resides in the courts located in San Francisco, California, and You further expressly agree to submit to the personal jurisdiction of such courts for the purpose of litigating any such claim or action. If it turns out that a particular provision in these terms is not enforceable, that will not affect any other provision.

Salesforce reserves the right to modify this End User License Agreement at any time. Your continued use of the App will be deemed to constitute your acceptance of any such modifications.