

ON24 Service Specific Supplemental Terms

All capitalized terms not otherwise defined herein shall have the meanings set forth in the ON24 Universal Terms and Conditions, located at <https://www.on24.com/terms-and-conditions/> (the "Universal Terms").

Artificial Intelligence Content

1. *"AI Technology"* means proprietary and/or third-party artificial intelligence and machine learning technologies.
2. *"Inputs"* means Client Information transmitted by an AI Service for processing by AI Technology to generate Outputs.
3. *"Outputs"* means audio, video, and written files generated by Client's use of an AI Service with AI Technology. Outputs are Client Information.
4. *"AI Service"* means a Service that utilize AI Technology to process Inputs and generate Outputs.
5. Solely to the extent necessary to create and deliver Outputs, Client hereby grants ON24 the right to use Inputs with AI Technology. Inputs are (i) not disclosed to other ON24 customers or third parties, (ii) only used for the purpose of generating Outputs, and (iii) not used to train or improve any AI Technology or other third-party product or service.
6. To the extent that ownership rights exist in Outputs, Client owns all right, title, and interest in and to the Outputs. If any intellectual property rights in the Outputs vest in ON24, ON24 agrees to assign all such rights to Client.
7. ON24 follows best practices for ethical AI use, including efforts to eliminate bias and AI hallucinations. Client acknowledges the inherent limitations of AI technology, and because Outputs are based on Inputs, Outputs may (i) contain copyrighted, proprietary, infringing, confidential, or otherwise restricted materials, or (ii) appear accurate but are incorrect. Outputs should not be relied upon without appropriate human oversight, and Client is solely responsible for ensuring that Client's use of Outputs complies with applicable laws and regulations.
8. The use of an AI Service is voluntary, and Client may discontinue the use of an AI Service at any time. Client may also request that ON24 disable such features on Client's behalf. However, discontinuing the use of an AI Service does not relieve Client of the obligation to pay for an AI Service as purchased.
9. To the extent that third-party AI Technology providers indemnify ON24 for Outputs, and subject to the Universal Terms and ON24's indemnification obligations therein, ON24 shall defend Client against Claims made or brought against Client by a third party alleging that the Outputs misappropriate a trade secret or directly infringe a patent, copyright, trademark, or other proprietary right of a third party and ON24 shall pay any damages and costs (including reasonable attorney's fees and legal costs) finally awarded by a court against Client or agreed to by ON24 in a settlement as a result of a Claim.

AI Lip Sync Video

1. *"Presenter Likeness Information"* means the name, voice, image, and likeness of presenters and other speakers whose name, voice, image, or likeness is displayed as part of the Services. As between ON24 and Client, Client retains all right, title, and interest in and to the Presenter Likeness Information.
2. *"Presenter Likeness Services"* means Services that display, record, transfer, translate, or otherwise use Presenter Likeness Information, including through the use of AI Technology. Solely to the extent necessary for ON24 to deliver Presenter Likeness Services, Client hereby grants to ON24 a worldwide, fully paid-up, right and license to record, collect, reproduce, store, process, display, translate, transfer, and otherwise use Presenter Likeness Information.
3. Client shall comply with applicable laws regarding the collection and use of Presenter Likeness Information, including, if required, obtaining waivers or consents from presenters and other speakers.

4. Client shall defend ON24 from and against any and all Claims brought against ON24 by third parties, including presenters, alleging that Presenter Likeness Services infringe, misappropriate, or otherwise violate any intellectual property, privacy, publicity, personality, image, moral, or other rights of such third parties.