

Contract No: CT21161  
Opportunity No:  
Adazzle Brief Id: N/a  
Date Sent: 22nd May 2025  
Account Director: TP



Bounty Mobile App Media Insertion Order

To: NHS Business Services Authority, Stella House, Goldcrest Way, Newburn Riverside, Newcastle Upon Tyne NE15 8NY (the "Client"),  
Date 22nd May 2025

We have pleasure in confirming the details of your order for advertising placed by **email**. Please sign and return one copy of this form, together with your purchase order (if applicable).

PLATFORM:	Bounty Mobile App
BOOKING CLIENT:	NHS Business Services Authority
END USER (if booked via Agency):	
CLIENT TYPE:	
MARKET SECTOR:	
PRODUCT / BRAND:	
DATES AND DURATION OF CAMPAIGNS: June 2025- May 2026	

CAMPAIGN MATERIAL FOR AUDIT BY BOUNTY REQUIRED BY:	CLIENT PURCHASE ORDER REF:
INVENTORY REQUIRED BY:	
INVENTORY TO BE SUPPLIED BY:	
CONTACT NAME: [REDACTED]	
TELEPHONE NO:	
EMAIL: [REDACTED]	

This order is made and accepted in accordance with Bounty's standard terms and conditions set out below which have been read and understood.  
Signed for and on behalf of the Client:

Signed for and on behalf of Bounty Media Limited:

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#### ADVERTISING TERMS AND CONDITIONS

1. All Clients' campaign material is subject to the approval of Bounty Media Limited ("Bounty"), who reserve the right to decline any advertisement without stating reasons. For the avoidance of doubt, this clause shall apply to any campaign material varied during the term.
2. All Client' campaign material shall fully comply with Bounty's Best Practice Commitment as available on the Bounty Website [www.bounty.com/best\\_practice\\_guidelines\\_2019](http://www.bounty.com/best_practice_guidelines_2019) (and as amended from time to time)
3. In accordance with its best practice guidelines and contractual obligations Bounty will not accept advertising for online photographic services and printing, bottles and teats, soothers, infant milk formula and follow-on milk formula, babywalkers, or financial services products.
4. Bounty will use reasonable endeavours to make the platform available but cannot guarantee that it will operate continuously or without interruption or be error free.
5. Bounty will use reasonable endeavours to ensure that advertisements appear as detailed in the Online Media Insertion Order. Bounty's liability for each event or series of events shall in no circumstances exceed the amount of the advertising rates actually paid by the Client to Bounty, provided that Bounty shall not be liable for any consequential or special loss or damage loss of profits (whether direct or indirect) or business or otherwise howsoever arising.
6. Bounty shall be entitled to suspend the advertising campaign and/or terminate this Online Media Insertion Order immediately by written notice in the event of any adverse publicity relating to the campaign material whether as a result of the advertising campaign or otherwise.
7. Bounty shall be entitled to terminate this Online Media Insertion Order immediately by written notice if changes in legislation or health professional best practice procedures result in the Client Material becoming non-compliant with the new regulations.
8. The acceptance of an order by Bounty does not confer the right to renew on similar terms.
10. Failure by the Client to provide the campaign material by the required dates does not release the Client from the agreed fees for the services. Such fees will be due and payable as though the service was executed.
11. No campaign may be cancelled or changed without the prior written agreement of Bounty. For the avoidance of doubt, changes to the campaign include changes to copy, links within the creative, ad tags and landing pages directly linked to the creative. If creative is not provided the space will be charged to the Client as if the advertisement had appeared.
12. No responsibility will be accepted for loss of creative, and copy supplied on disc is non-returnable.
13. The Client shall comply with all applicable legislation and industry codes of practice.
14. The Client is solely responsible for obtaining all necessary rights and consents to any intellectual property rights (including without limitation copyright, trademarks and designs) of third parties used in connection with an advertising campaign.
15. The Parties hereby agree that this Online Media Insertion Order may be entered into by way of electronic communication, including online or by email. For the avoidance of doubt, such electronic communication includes by clicking or submitting a button or statement such as "I agree", "I accept" or an equivalent or by providing an electronic signature. The Client warrants that in doing so, the individual executing the Online Media Insertion Order in this manner is acting under the authority (whether express or implied) of the Client and that the Client has used its best endeavours to ensure that this Online Media Insertion Order is not entered into by way of any type of automated device.
16. Each Party undertakes to the other that during the term of this Online Media Insertion Order and thereafter it will: (i) keep secret; (ii) not without the prior written consent of the other party disclose to any third party; and (iii) not use for any purpose other than under this Online Media Insertion Order; any confidential information relating to the business or affairs of such other party learned by the recipient party or disclosed to the recipient party pursuant to or otherwise in connection with this Online Media Insertion Order ("Confidential Information"), except insofar as any such Confidential Information (otherwise than by breach of this Online Media Insertion Order); (i) is already in the public domain; (ii) subsequently comes lawfully into the possession of the recipient party from a third party without the imposition of any duty of confidentiality by such third party; or (iii) is required by law, regulation or any regulatory authority to be disclosed. The obligations of confidentiality imposed in this clause 15 shall survive the termination or expiry of this Online Media Insertion Order.
17. Bounty shall not engage in any direct marketing on behalf of the client and shall ensure that, at all times, it complies with the Privacy and Electronic Communications (EC Directive) Regulation 2003, General Data Protection Regulation and Data Protection Act 2018 in each case as updated, amended or superseded from time to time ("Data Protection Law"). Bounty shall not perform its obligations under this agreement in
18. The Client undertakes not to use the Bounty name or make reference to Bounty in any of its marketing or promotional materials or on its website without the prior written consent of Bounty, save for within any approved Client Material which is the subject of this Online Media Insertion Order.
19. These terms and conditions constitute the entire agreement and shall take precedence over the Client's purchase order terms and conditions.
20. These terms and conditions are subject to interpretation in accordance with English Law and the parties hereby submit to the exclusive jurisdiction of the English Courts.

#### PAYMENT TERMS

1. Will be payable within 30 days of invoice date.
2. If the Client is registered as VAT exempt the Client shall provide Bounty with a VAT Exemption Certificate prior to the Campaign Start Date. If the Client fails to provide Bounty with a VAT Exemption Certificate invoice(s) shall be raised inclusive of VAT and shall be payable in accordance the Payment Terms.
3. If the advertiser fails to make payment of the fees by the due date Bounty shall be entitled to charge interest on the amount outstanding at the rate of 2.5% per annum above HSBC Bank plc base rate for the time being from the due date until the date on which payment is received by Bounty.
4. Any exceptional work required on advertising material will be charged at cost.
5. VAT is not included in the quoted rates and will be charged at the prevailing rate at the time of invoice.

W5/22/17 Ag

Bounty Media Ltd Reg. in England and Wales No. 14220001 Reg. Office: Kings Court, London Road, Stevenage, SG1 2NG, United Kingdom