

Alumni Extras HEI Partnership Agreement

This agreement, dated 8 Feb 2020, sets out the relationship between the parties in connection with the promotion of AE's buying club by the HEI and the supply to the HEI of certain GDPR-compliant data pertaining to its alumni.

The HEI agrees to undertake the obligations set out in Schedule I in consideration for which AE agrees to undertake the obligation set out in Schedule II; in furtherance of these obligations, each party grants to the other the licences set out in Schedule III.

This agreement shall continue indefinitely until the end of the third calendar month after the calendar month during which written notice of termination is served by one party on the other.

This agreement may only be amended in writing by duly authorised representatives of both Parties.

Nothing herein shall create any rights for third parties.

This agreement shall be governed by the law of England & Wales, and both Parties hereby irrevocably submit to the jurisdiction of the English courts.

The parties to this agreement are:

HEI

Insert name, address and contact email

Accepted and agreed

Signature

Insert name

Insert title

Being duly authorised

Insert date

AE

Alumni Extras Limited

152 Walm Lane

London NW2 4RU

United Kingdom

steven.leof@alumniextras.com

Signature

Steven Leof

Director

Being duly authorised

Insert date

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Schedule I Obligations of the HEI

To promote the AE buying club to its alumni by discharging the obligations in the following table.

Medium	Obligation
HEI website	
A) HEI alumni benefits website home page (or main 'alumni' page of HEI's global site, where applicable)	To give prominence to a link to alumniextras.com accompanied by a brief explanation
HEI email programme	
B) 'Announcement email', within three months of this agreement to contactable alumni	To include an AE alumni benefits programme banner advertisement and supporting copy of no more than 200 words, both to be supplied by AE
C) General emails of HEI's ongoing alumni contact programme	Ditto
Social media	
D) All social media regularly used by the HEI to communicate with its alumni at the time of signature of this agreement	To promote AE at least monthly on each such channel
Events	
E) Graduation and alumni events	To distribute AE alumni benefits programme postcards

Contact us for further information, promotional ideas and collateral.

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Schedule II Obligations of AE

At the end of each calendar quarter (or on such other schedule as may be agreed between AE and the HEI), AE will supply contact data on members of the AE scheme who declare themselves as alumni of the HEI at the point of sign-up or when subsequently updating or correcting their membership data. AE can accept no responsibility for the accuracy of such information.

AE will at all times ensure that GDPR obligations in respect of the contact data are observed.

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Schedule III

Licences to use other party's names and branding

Each party grants to the other party a licence to use the its name, logotype and logo in the other party's marketing, sales, financial, and public relations materials and communications.

Each party other also grants to the other party, a licence to describe the other party as its 'partner'.

Licences set out in this schedule are strictly limited to the promotion of one party's status as a 'partner' of the other party in connection with the matters to which this agreement relates.

Uses of words 'partner' and derivatives such as 'partnership' in this agreement or in relation to it shall not be construed as creating any legal partnership between the parties, which shall be governed solely by this agreement,