SAP Engagement Cloud
SAP Engagement Cloud [互动云]
Supplemental Terms and Conditions
补充条款和条件

This Supplement is part of an Agreement between SAP and Customer and applies solely to the SAP Engagement Cloud Service.

本补充是 SAP 与客户之间签订的协议的一部分，仅适用于 SAP Engagement Cloud [互动云]服务。

1. DEFINITIONS

定义

1.1. "**Capacity Services**" means the individual services comprising the Cloud Service identified in Attachment A, as may be updated by SAP from time-to-time with additional Capacity Services.

"**容量服务**"是指构成附件 A 中确定的云服务的各项服务，SAP 可能会不时以其他容量服务进行更新。

1.2. "**Capacity Unit**" is a ratio of services consumed via the Cloud Service and is calculated as set forth in this Supplement.

"**容量单元**"是指通过云服务使用的服务的比率，按照本补充中的规定进行计算。

1.3. "**Capacity Units of Measure**" are the types of metrics used to measure use of a particular Capacity Service.

"**容量计量单位**"是指用于衡量特定容量服务使用情况的指标类型。

1.4. **"Capacity Unit Value**" is the numerical value assigned to a specific Cloud Service that, when multiplied by the number of used Capacity Units of Measure, results in the consumed Capacity Units.

"容量单元值"是指分配给特定云服务的数值，将该值乘以所使用的容量计量单位数，就可以得出所消耗的容量单元。

1.5. "**Contact**" is each individual data object for each customer, prospect, business partner, or constituent profile managed via the Cloud Service.

"**联系人**"是指通过云服务管理的各客户、潜在客户、业务合作伙伴或分支机构配置文件的单个数据对象。

1.6. "**Contract Month**" means, in relation to the Usage Metric, a period starting on the day in a calendar month that is the same numerically corresponding day as the Order Form Effective Date, and ending on the numerically corresponding day in the next calendar month, except that if there is no numerically corresponding day in the calendar month in which that period is to end, that period shall end on the last day in the next calendar month.

"**合同月**"就使用指标而言是指从某日历月上与订购单生效日期在数字上对应的那天开始，到下一个日历月上数字对应的日期结束的一段期间，但如果该期间结束的日历月中没有数字上对应的日期，则该期间应在下一个日历月的最后一天结束。

1.7. "**Tenant**" is a customer-specific instance of the Cloud Service.

"**租户**"是指云服务的客户特定实例。

2. USAGE METRIC

使用指标

2.1. The Usage Metric for the SAP Engagement Cloud, enterprise edition Cloud Service is Contacts, in blocks of 100, 000 per Contract Month. For this Cloud Service, Contact refers to unique IDs in the contact database, i.e. the unique IDs of customers, prospects, employees, business partners and other constituents as entered into the Cloud Service entered by the Customer. Customer is solely responsible for deleting Contacts no longer required by Customer and for ensuring there are no duplicate IDs for the same individual. This Cloud Service includes 100 Capacity Units per block of 100 000 Contacts per contract month.

SAP Engagement Cloud（企业版）[互动云企业版]云服务的使用指标为联系人数，以每合同月 100,000 个联系人为许可基准数量。就本云服务而言，联系人是指联系人数据库中的唯一 ID，即客户在云服务中输入的客户、潜在客户、员工、业务合作伙伴以及其他分支机构的唯一 ID。客户全权负责删除客户不再需要的联系人，确保同一个人没有重复的 ID。本云服务以每合同月 100,000 个联系人为许可基准数量，提供 100 个容量单元。

2.2. The Usage Metric for the SAP Engagement Cloud, additional capacity units Cloud Service is Capacity Units, in blocks of 1000 Capacity Units per Contract Month. Each Capacity Service specified in Attachment A has a corresponding Capacity Unit of Measure and Capacity Unit Value. To calculate the number of Capacity Units consumed through use of each Capacity Service, the total amount of Capacity Units of Measure used during the year is multiplied by the Capacity Unit Value to arrive at the number of Capacity Units consumed by that Capacity Service. Customer may consume Capacity Units up to the total amount stated in the Order Form for each year. Unused Capacity Units may not be carried over into any subsequent year. Overages will be calculated based on the average monthly Capacity Units used by the Customer within each twelve-month period starting from the Order Form Effective Date, such that the average monthly usage will be compared to licensed metrics on a monthly basis to determine overage.

SAP Engagement Cloud（额外容量单元）[互动云额外容量单元]云服务的使用指标为容量单元数，以每合同月 1,000 个容量单元为许可基准数量。附件 A 列出了每项容量服务及对应的容量计量单位和容量单元值。要计算使用每项容量服务消耗的容量单元数，请将这一年中使用的容量计量单位总数乘以容量单元值，即可得出该容量服务消耗的容量单元数。客户可以消耗的容量单元上限为订购单中指定的针对每年的总数。未使用的容量单元不得结转至任何后续年度。超额使用量将根据客户自订购单生效日期起每十二（12）个月内使用的平均每月容量单元数进行计算，以便每月将平均每月使用量与许可指标进行比较，以此确定超额使用量。

Calculation example: If there was 2 Terabyte of the Open Data Queries Capacity Service used in one Contract Month, the resulting consumption would be 160 Capacity Units (i.e., 2 Terabyte of Open Data Queries * 80 Capacity Unit Value = 160 Capacity Units).

计算示例：如一个合同月内使用的开放式数据查询容量服务为 2TB，则产生的消耗将为 160 个容量单元（即 2TB 开放式数据查询*80 容量单元值=160 个容量单元）。

2.3. The Usage Metric for the SAP Engagement Cloud, test tenant is Tenant. The test tenant is a non-productive tenant and may only be used for non-productive development and testing.

SAP Engagement Cloud [互动云]测试租户的使用指标为租户数。测试租户是指非生产租户，只能用于非生产性开发和测试。

3. ADDITIONAL TERMS

附加条款

3.1. Data Processing. Customer agrees that SAP may track user interactions with the Cloud Service and page performance-related data on the Cloud Service platform UI. SAP will use this collected data to identify problems in time, improve user experience and facilitate and improve operation of the Cloud Service. Any data collected is only used for these product development purposes. Customer may not use the Cloud Service to process any special categories of personal data as set out in Article 9 of the GDPR and all other applicable data protection laws. In deviation from the Product Development Schedule, SAP may as the Customer's processor and under the terms of the Personal Data Processing Agreement for SAP Cloud Services and as instructed by Customer hereby anonymize Customer Data in order to use the so-anonymized data for the purposes of (i) developing and improving the Cloud Service and other products and services of SAP, SAP SE and SAP Affiliates and (ii) benchmarking purposes as further described in this paragraph. When using Customer Data for benchmarking purposes, SAP, SAP SE and SAP Affiliates will aggregate the anonymized data with other anonymized data, including the data of other customers so long as such aggregation omits any data that would enable the identification of Customer, Customer's clients, or any individual, company or organization ("Aggregated Data"). SAP, SAP SE and SAP Affiliates may use the Aggregated Data for the purpose of benchmarking industry practices, in particular for (i) creating and making available to Customer and SAP analyses on Customer's usage of the Cloud Service services (which SAP will also use to improve the Cloud Service), and (ii) creating and making publicly available anonymous market, trend and/or usage analysis.

数据处理。客户同意，SAP 可以追踪用户与云服务的交互情况，以及云服务平台 UI 的页面性能相关数据。SAP 将使用这些收集的数据及时发现问题，改善用户体验，同时促进和改进云服务的运营。收集的任何数据仅用于这些产品开发用途。客户不得使用本云服务处理《通用数据保护条例》（GDPR）第 9 条以及所有其他适用的数据保护法中规定的任何特殊类别的个人数据。对于不在产品开发协议规定范围内的情况，SAP 可以作为客户的处理方，依据 SAP 云服务的个人数据处理协议条款，按照客户在此给出的说明，匿名化处理客户数据，以便 (i) 开发和改进 SAP、SAP SE 和 SAP 关联企业的云服务和其他产品及服务，以及 (ii) 执行本条款详细说明的对标事宜。出于对标目的使用客户数据时，SAP、SAP SE 和 SAP 关联企业应将这些匿名化数据与其他匿名化数据（包括其他客户的数据）进行聚合，但前提是此类聚合删除了所有能使客户、客户的客户或任何个人、公司或组织被识别出来的数据（以下简称“聚合数据”）。SAP、SAP SE 和 SAP 关联企业可能使用这些聚合数据进行行业实践对标，特别是 (i) 创建和向客户和 SAP 提供有关客户使用云服务情况的分析（SAP 还将使用这些分析来改进云服务），以及 (ii) 创建和公开提供匿名的市场、趋势和/或使用情况分析。

3.2. Google Match. If Customer integrates the Cloud Service with Google Customer Match, Customer will comply with the Google Customer Match policies available at https://support.google.com/adspolicy/answer/6299717?hl=en

Google Match。若客户将云服务与 Google Customer Match 相集成，客户应遵守 Google Customer Match 政策，详见 https://support.google.com/adspolicy/answer/6299717?hl=en

ATTACHMENT A
to
SAP Engagement Cloud
Supplemental Terms and Conditions
SAP Engagement Cloud [互动云]
补充条款和条件
之
附件 A

1. DEFINITIONS

定义

1.1. "Business Areas" are active logical entities representing organizational units (such as brands or regions) used to control user access and data isolation, calculated based on the maximum number of active Business Areas existing within the Cloud Service on any single day within the Contract Month.

"业务范围"是指活跃的逻辑实体，代表用于控制用户访问和数据隔离的组织单元（如品牌或地区），其根据合同月内任意单日的云服务中存在的最大活跃业务范围数来计算。

1.2. "Conversational Messages" is the total sum of all messages sent via the Cloud Service across any conversational channel, regardless of content or message type, within a Contract Month

"会话消息"是指一个合同月内在任何会话渠道中通过云服务发送的所有消息的总数，无论内容或消息类型如何。

1.3. "Emails" are messages, jobs, or tasks processed by the Cloud Service in a Contract Month.

"电子邮件"是指一个合同月内由云服务处理的消息、作业或任务。

1.4. "Engagement Accounts" are the total number of unique companies and subsidiaries managed within the Cloud Service in a Contract Month. Each engagement account is counted based on its unique ID entry. This includes all accounts synchronized from external systems (such as SAP Sales Cloud) for marketing engagement.

"互动账户"是指一个合同月内在云服务中管理的唯一的公司及子公司的总数。每个互动账户均基于其唯一的 ID 条目进行计数。这包括从外部系统（例如 SAP Sales Cloud [销售云]）同步以进行营销互动的所有账户。

1.5. "Open Data Queries" are the total number of requests processed by the Cloud Service to scan data and return specific, calculated results in a Contract Month.

"开放式数据查询"是指一个合同月内由云服务处理的请求总数，旨在扫描数据并返回特定的计算所得结果。

1.6. "Open Data Storage" is the total volume of data loaded into or modified within the Open Data environment by the Cloud Service during a Contract Month.

"开放式数据存储"是指一个合同月内由云服务在开放式数据环境中加载或修改的总数据量。

1.7. "Mobile Pass Operations" means each Mobile Wallet Pass that is generated by the Cloud Service as a result of Customer end user action.

"移动支付操作"是指云服务因客户的终端用户操作而生成的每个移动钱包支付行为。

1.8. "Monthly Active Users (MAU)" is the total number of unique active users identified in the SAP Cloud Service database or represented by device hardware ID, that have recorded at least one qualifying activity event (login, logout, custom, or internal event) within a calendar month, deduplicated by SAP by user identity and device, and calculated on the 1st of each month for the preceding month.

"月度活跃用户（MAU）"是指在 SAP 云服务数据库中标识的或由设备硬件 ID 表示的唯一活跃用户的总数，这些用户在一个日历月内记录了至少一项合格的活动事件（登录、注销、自定义或内部事件），由 SAP 按用户身份和设备消除重复项，并在每个月的第一天计算上月的活跃用户数。

1.9. “SMS / MMS Messages” are the total monthly aggregated count of SMS and MMS messages through the Cloud Service, regardless of content or campaign, within a Contract Month. Each 160-character segment counts as one SMS message. Each multimedia message counts as one MMS message.

“SMS/MMS 消息数”是指在一个合同月内通过云服务的 SMS 和 MMS 消息的月度总数，无论内容或营销活动如何。每 160 个字符的段计为一条 SMS 消息。每条多媒体消息计为一条 MMS 消息。

1.10. “Synchronized Digital Advertising Contacts” means each Contact that is synchronized by the Cloud Service with a digital advertising network supported within a Contract Month.

“同步数字广告联系人”是指云服务在一个合同月内与支持的数字广告网络同步的每个联系人。

1.11. “Terabyte” means one terabyte or 1000 gigabytes of data usage, and will be calculated on a threshold basis, with any usage exceeding a full terabyte interval being rounded to the next full terabyte (e.g. 1.1TB would be rounded to 2).

“太字节”是指 1TB 或 1,000GB 的数据使用量，将基于阈值进行计算，任何超过一个完整的太字节间隔的使用量都会舍入到下一个完整的太字节（例如，1.1TB 将舍入到 2）。

1.12. “Web Impressions” is the total count of Web Channel campaigns rendered to a visitor in a Contract Month, such that if one page displays three campaigns, it counts as three Web Channel impressions. User interactions (clicks or conversions) and automated on-site product recommendations are not counted as Web impressions.

“Web 展示次数”是指在合同月份内向访客呈现的 Web 渠道营销活动总计数，例如，若一个页面展示了三个营销活动，则计为三次 Web 渠道展示。用户交互（点击或转化）以及自动化的站内产品推荐不计为 Web 展示次数。

NUMBER OF CAPACITY UNITS CONSUMED PER MONTH 每月消耗的容量单元数					
CAPACITY SERVICE **容量服务**	**CAPACITY UNITS OF MEASURE (RANGE)** **容量计量单位（范围）**				
	100,000 - 999,999	1,000,000 - 4,999,999	5,000,000 – 7,999,999	8,000,000- 49,999,999	50,000,000+
	CAPACITY UNIT VALUE **容量单元值**				
Emails 电子邮件	0.0004	0.0003	0.0002	0.00015	0.00013
Web Impressions Web 展示次数	0.00185	0.00175	0.0016	0.0014	0.00136
Mobile Pass Operations 移动支付操作	0.011	0.0098	0.009	0.00885	0.00878
Synchronized Digital Advertising Contacts 同步数字广告联系人	0.0075	0.001	0.0003	0.00015	0.00014
Mobile Monthly Active Users 移动月度活跃用户	0.0025	0.0017	0.0014	0.00125	0.00120
SMS/MMS Messages SMS/MMS 消息	0.00125	0.0002	0.00015	0.0001	0.00008
Conversational Messages 会话消息	0.006	0.0003	0.00006	0.00003	0.000025
Engagement Accounts 互动账户	0.007	0.0055	0.0035	0.0015	0.0015

Calculation example: If 500,000 of the 'Emails' Capacity Service is used in one Contract Month (i.e. 500 000 emails are sent), 500,000 would be multiplied by the Capacity Unit Value for Emails of 0.0004 to arrive at 200 Capacity Units consumed. Similarly, if 2,000,000 emails are sent in a Contract Month, the calculation is 2,000,000 * 0.0003 = 600 Capacity Units consumed.

计算示例：如一个合同月内使用 500,000 次"电子邮件"容量服务（即发送 500,000 封电子邮件），则将 500,000 乘以电子邮件的容量单元值 0.0004，即得出消耗了 200 个容量单元。同样，如在一个合同月内发送 2,000,000 封电子邮件，则计算结果为 2,000,000 * 0.0003 = 600 个容量单元。

NUMBER OF CAPACITY UNITS CONSUMED PER MONTH 每月消耗的容量单元数		
CAPACITY SERVICE **容量服务**	**CAPACITY UNIT OF MEASURE (RANGE)** **容量计量单位（范围）**	**CAPACITY UNIT VALUE** **容量单元值**
Business Areas 业务范围	1-24	100
	24-99	50
	100+	10

Calculation example: If there are 10 Business Areas are active in one Contract Month, 10 would be multiplied by the Capacity Unit Value of 100 to arrive at 1000 Capacity Units consumed.

计算示例：如在一个合同月内有 10 个业务范围处于活动状态，则将 10 乘以容量单元值 100，即得出消耗了 1,000 个容量单元。

CAPACITY SERVICE **容量服务**	**CAPACITY UNIT OF MEASURE** **容量计量单位**	**CAPACITY UNIT VALUE** **容量单元值**
Open Data Queries 开放式数据查询	1 Terabyte 1TB	80
Open Data Storage 开放式数据存储	1 Terabyte 1TB	20

Calculation example: If 1.5 Terabytes of Open Data Queries are used by Customer, it would be rounded to 2 Terabytes and the resulting calculation would be 2 * 80 = 160 Capacity Units consumed.

计算示例：如客户使用 1.5TB 的开放式数据查询，它将舍入为 2TB，相应的计算即为 2 * 80 = 160，即消耗了 160 个容量单元。