Campaign Learning Ledger

Product Licence Schedule

Version 1.0

LICENSOR / SUPPLIER	BRANDS WORTH BUYING INC. (“BWB”)
PRODUCT / EDITION	Campaign Learning Ledger; edition: 1
LICENCE TYPE	Individual / Single-Business
APPLICABLE MASTER	Master Digital Product End User Licence Agreement; version/date: 1, 27 October 2026
VERSION ARCHIVES	https://www.brandworthbuying.com
ORDER IDENTITY	Purchaser, order reference and purchase date: in the order confirmation. Licensed Business: designated in accordance with section 3.
PROPOSED EFFECTIVE DATE	28 October 2026

1. Relationship with the Master

This Schedule forms part of the contract for the Campaign Learning Ledger together with the version of BWB’s Master Digital Product End User Licence Agreement presented and accepted for the purchase. “Customer” and “you” have the meanings given in the Master. The Customer may be an individual purchasing for permitted use within one Licensed Business or an organization purchasing through an authorized representative.

This Product is supplied under a Single-Business Licence. Sections 3–6 specify the permitted working copies, internal participation, contractor assistance, completed-output handoffs and assistive AI use. Those permissions prevail over inconsistent general restrictions in the Master, but only within their stated limits. All other Master provisions continue to apply.

Short copyright notices, workbook footers and similar summaries must be read subject to these express permissions. They do not prohibit a use expressly allowed by the applicable licence.

2. Product covered

“Product” means the Campaign Learning Ledger workbook, its prompts, worksheets, fields, tables and reusable ledger structure, in the formats actually included in the Customer’s accepted offer. Formats may include a fillable PDF, an editable Microsoft Word file and printouts made from supplied digital files. Mentioning a format does not promise its inclusion unless the accepted offer includes it.

Companion products, source or design files, software, hosted services, consulting, campaign management, data integrations, workshops and future editions are excluded unless expressly included in the accepted offer.

3. Licensed Business and working copies

The “Licensed Business” has the meaning given in the Master. It may be identified in the order or, if the order does not provide a designation facility, recorded by the Customer before first organizational use. A trading name, campaign, brand or product line is not a separate licensee. Related companies and other separate entities are not included merely because they share ownership, staff, systems, premises or campaigns.

You may repeatedly complete the Product for the Licensed Business’s own campaigns, brands, products, channels and internal business activities. This licence has no separate campaign, brand or numerical staff-seat limit within that one business. You may make reasonable blank masters, working copies, backups and printouts for authorized use; complete and update the fields; and

adapt completed ledger entries to record and communicate that business's campaign decisions, results and learning. This does not permit creating or distributing a substitute template, toolkit, database or product.

4. Staff and contractor collaboration

Employees, officers and directors of the Licensed Business may use working copies for that business, whether the Customer is the business itself or an individual purchaser. An agency, freelancer, analyst, media buyer, creator or other contractor may access the parts reasonably needed to help complete or apply the ledger, solely on behalf of the Licensed Business. Restrict access, explain the licence boundaries, and require contractors not to retain reusable blank tools or use the Product for other clients. Participation gives a contractor no independent product licence.

When authorized work ends, end the contractor's access to working or blank Product materials and require their deletion or return. Completed Outputs may be retained only as section 5 permits. Internal team reviews and learning sessions are permitted; selling training, facilitation or access to the Product is not included.

5. Completed outputs and handoff

A "Completed Output" is a ledger, campaign record, learning summary or extract meaningfully completed with the Licensed Business's own campaign information, decisions, observations or analysis. Adding a name, campaign title or a few entries to a substantially blank Product is insufficient. Instructions, examples and blank or reusable tools remain Product materials.

You may share Completed Outputs with people who need them to create, operate, measure, review, approve or improve work for the Licensed Business, including agencies, contractors, advisers, media partners and relevant commercial partners. BWB permits its embedded ledger layout and headings to accompany that handoff solely for that purpose. Recipients may use and retain the output for that business's work and necessary records, but may not extract, repurpose or distribute it as a reusable tool.

You may extract, present and publish the Licensed Business's own campaign information, conclusions and resulting work without reproducing the Product. No BWB attribution is required on resulting campaigns or reports that do not reproduce Product material. Preserve existing rights notices on Product copies and handed-off sheets. This Schedule does not transfer the Customer's content to BWB or grant BWB permission to use it in marketing.

6. Using ledger content with AI tools

The assistive use expressly permitted by this section is an exception to the Master's general AI restrictions. It does not permit model training, fine-tuning, distribution of the workbook or creation of a reusable source library for unrelated users or businesses. You may submit your own entries or a Completed Output, including its ledger layout permitted by section 5, to an access-restricted AI workspace solely to analyze or support the Licensed Business's work.

You must be authorized to disclose all submitted information, check the provider's terms and settings, and use controls that do not allow provider model training, public access, unrelated reuse or access by unauthorized users. Remove or minimize personal, confidential and third-party information where it is not required for the task.

This permission excludes uploading the complete workbook, instructional pages, examples or blank templates; model training or fine-tuning using Product materials; and shared or reusable source libraries for unrelated users or businesses. A private or paid account alone does not establish compliance. If required controls cannot be confirmed, do not submit Product material; use only your own content where authorized to disclose it. Review AI-assisted analysis before relying on it.

7. Uses requiring another licence

Except for authorized contractor assistance under section 4, this licence excludes using the Product to deliver services to another business or client; distributing blank or editable tools to clients; multi-entity or group access; paid facilitation for others; resale; sublicensing; public template libraries; and repackaging protected Product material as another product, service, operating system or database. An agency may assist a Licensed Business under section 4; buying one copy for the agency does not license the agency's client engagements. Obtain an expressly agreed licence before those uses. Nothing restricts a use that applicable law permits despite the contract.

8. Duration, access and other terms

The Master governs licence duration, territory, transfer, suspension, termination and its effects, including retained copies and outputs. This Schedule adds no different term or territory. The accepted offer and applicable sale or order terms govern delivery, redownload access, support, updates, payment, cancellation and refunds. A right to use a supplied file is distinct from availability of a download link or third-party service; neither is expanded here.

Following termination, the Customer retains ownership of Customer Content. Previously and lawfully created Completed Outputs may continue to be used and retained in their completed form for the Licensed Business's work and necessary records, including the embedded layout and headings permitted by section 5. This exception does not authorize new Product use, new working copies, reusable-template extraction, continued unauthorized distribution or retention of material that must otherwise be removed by law.

9. Product-specific limits

The Product is an organizational learning and record-keeping tool. It does not guarantee complete or accurate data, attribution, causation, campaign performance, regulatory compliance or improved results. Metrics and conclusions may be affected by platform definitions, tracking configuration, missing data, channel overlap, privacy choices and changes to third-party systems. Verify material information and exercise independent judgment before making business or spending decisions.

The Product does not provide legal, privacy, tax, accounting, financial, advertising, analytics or platform-compliance advice. You are responsible for deciding what information may lawfully and appropriately be recorded or shared, obtaining any required rights or consents, and protecting personal, confidential and third-party information.

The Product supplies no rights in third-party data, screenshots, reports, campaign assets, trademarks, platform materials or other content entered or referenced by the Customer. Obtain appropriate rights and professional review where needed. These scope statements do not exclude mandatory rights or reduce an express commitment in the accepted order or Master.

10. Formats and technical requirements

The Campaign Learning Ledger is a downloadable workbook, not a hosted application. The included working formats are a fillable PDF and an editable Microsoft Word .docx file. You may also print the supplied workbook for permitted completion by hand.

Fillable PDF. Use a computer with an up-to-date desktop PDF application that supports completing and saving form fields. BWB recommends Adobe Acrobat Reader. Acrobat Pro is not required to complete existing fields. Browser previews and mobile PDF applications may handle fields, saving or printing differently; compatibility with every application is not promised.

Microsoft Word. You need software capable of opening and editing .docx files. Formatting, pagination and controls may differ from the PDF version. Microsoft software is not included; any applicable subscription or licence cost is your responsibility.

Printing and saving. A printer and paper are needed only if you choose to work by hand. Keep a blank original, save a named working copy and test that you can save and reopen an entry before completing the workbook. Review print preview because long entries may not display or print in full.

Third-party services. Third-party accounts, analytics platforms, storage services and applications are subject to their providers' terms. No paid third-party account is required for the PDF route using Adobe Acrobat Reader. Requirements for other software may differ.

Delivery timing and any download-access period are stated in the accepted offer and order confirmation. Future editions, indefinite download hosting, data integrations, live facilitation, campaign analysis and personalized advisory support are not included unless expressly stated.

Licence and permission enquiries: support@brandworthbuying.com

Release control: This draft must not be published or represented as effective until BWB approves the text, confirms the matching Master EULA and checkout acceptance flow, inserts the effective date, and archives the released document.