

Background Information

The parties recognize that Agency, as a United States Government entity, is required to follow applicable federal laws and regulations governing its agreements with other parties. Such laws and regulations include limitations on matters related to ethics, indemnification, fiscal law, advertising and endorsements, freedom of information, governing law and dispute resolution forum. Agency and Google agree that modifications to the Analytics Terms of Service are appropriate to accommodate Agency's legal status and public mission. The Services provided pursuant to this Addendum are commercial.

Effective Date

2010-09-14 10:40 PDT-US/Pacific (YYYY-MM-DD hh:mm)

Agreement

This addendum ("Addendum") is entered into by and between Google Inc. and its affiliates ("Google"), 1600 Amphitheatre Parkway, Mountain View, California 94043, and the Federal Agency agreeing to the terms below ("Agency"). This agreement will be effective as of the date Agency clicks the "Accepted" button below (the "Effective Date"). If you do not have the legal authority to bind Agency, please do not click the "Accepted" button below.

NOW, THEREFORE, in consideration of the mutual covenants set forth herein, the parties hereby agree as follows:

TERMS

1. Standard Terms and precedence: In connection with Agency's use of the Google Analytics services ("Services"), Agency agrees to the Analytics Terms of Service ("Terms") found at <http://www.google.com/analytics/tos.html> ("Terms URL"), as modified by this Addendum. Please take a moment to read and review the Terms. In the event of a conflict between this Addendum and the Terms, then this Addendum governs. Capitalized terms not otherwise defined in this Addendum shall have the meanings set forth in the Terms.

2. Government entity: The Terms and this Addendum apply to the Agency and shall not apply to, or bind (i) the individual(s) who utilize the Services on Agency's behalf, or (ii) any individual users who happen to be employed by, or otherwise associated with, the Agency.

3. Public purpose: Any requirement(s) set forth within the Terms that the Services be used only for private, personal and/or non-commercial purposes is hereby waived.

4. Intellectual property ownership: Except as expressly allowed in the Terms, no rights to any derivative works, subject inventions, or Google product modifications are conferred on Agency or any other party. All such rights belong solely to Google.

5. Additional changes to Terms: Google may modify the Terms occasionally. These changes may be necessary to reflect changes to the law or changes to the Services. Agency should look at the terms regularly. Google will post notice of modifications to these terms at the Terms URL. The changes will not apply retroactively and will become effective no sooner than seven days after they are posted. However, changes made for legal reasons or specific to new functionality for the Services will be effective immediately. If Agency does not agree to modified terms for the Services, Agency may terminate this Addendum immediately.

6. Indemnification: All indemnification provisions of the Terms are hereby waived, except to the extent expressly authorized by law. Liability for any breach of the Terms or this Addendum shall be determined under the Federal Tort Claims Act or other governing authority.

7. Governing law: The Addendum and the Terms will be governed by and interpreted and enforced in accordance with the laws of the United States of America without reference to conflict of laws. To the extent permitted by federal law, the laws of the State of California (excluding California's choice of law rules) will apply in the absence of applicable federal law.

8. Uploading, deleting: The parties understand and agree that Agency is not obligated to use the Services, including but not limited to uploading any content to the Services.

9. No endorsement: Google agrees that Agency seals, trademarks, logos, service marks, trade names, or the fact that Agency utilizes the Services, shall not be used by Google to imply an endorsement of Google or the Service by the Agency. Either party may list the other party's name in a publicly available customer list so long as the name is not displayed in a more prominent fashion than any other third party name.

10. No business relationship created: The parties are independent entities and nothing in this Addendum or the Terms creates an agency, partnership or joint venture.

11. No cost agreement: Nothing in this Addendum or Terms obligates Agency to expend appropriations or incur financial obligations. The parties acknowledge and agree that none of the obligations arising from this Addendum or Terms are contingent upon the payment of fees by one party to the other.

12. Future fee based arrangements: Google provides these Services at a basic level free of charge to the public, but that may change in the future. Agency acknowledges that while Google will provide Agency with the Services for free, Google reserves the right to begin charging for the Services and features at some point in the future. Google will provide Agency with advance notice of such a change. Agency understands that Google currently offers other premium and enterprise services for a fee. Before deciding to enter into a premium or enterprise subscription, or any other fee-based service Google may offer in the future, Agency agrees to determine whether it has a need for those additional services, to consider the subscription's value in comparison with comparable services available elsewhere, to determine that Agency funds are available for payment, to properly use the Government Purchase Card if that Card is used as the payment method, to review this Addendum and the Terms for conformance to federal procurement law, and in all other respects to follow applicable acquisition laws, regulations, and agency guidelines when initiating that separate action.

13. Assignment: Neither party may assign its obligations under this Addendum or Terms to any third party without prior written consent of the other; provided, however Google or its subsidiaries may assign this Addendum and the Terms to a subsidiary or parent without written consent from Agency.

14. Public availability of this Addendum: The parties agree this Addendum contains no confidential or proprietary information, and either party may release it to the public upon request and to other agencies interested in using the Services.

15. Termination rights: Any provision in the Terms allowing Google to terminate the Services, at any time, for any reason, is modified to reflect the parties' agreement that Services may be terminated and/or the Agency's account closed by Google, only for good cause. "Good cause" includes but is not limited to Google's decision to cease providing the Services to any third party, termination of Services to Agency based on Google's policy decisions affecting Agency on a non-discriminatory individual basis, or termination of Services to Agency for financial or technical reasons. Notwithstanding anything to the contrary, the foregoing modification to the Terms shall not apply to any Google product that is in Beta or experimental status. Notwithstanding the foregoing, Google may terminate this Addendum upon ninety (90) days prior written notice to Agency.

16. Advertisements: Google agrees not to serve or display any commercial advertisements in the publicly available portion of the Services displaying content uploaded by or under the control of the Agency; provided, however, Google may serve or display advertisements in such publicly available portion of the Services if Agency opts to include optional feature(s) of the Services that include(s) advertisements. For

example purposes only, the Google Blogger product contains an optional ads feature which provides advertisements at the Agency's discretion. This exclusion shall not extend to house ads, which Google may serve on such pages in a non-intrusive manner.

17. Modifications of Agency content: Google agrees that the right reserved in the Terms to "modify" or "adapt" Agency content is limited to technical actions necessary to index, format and display that content. The right to modify or adapt does not include the right to edit or otherwise intentionally alter the meaning of the content. Notwithstanding anything to the contrary, Agency understands that automated modifications or adaptations that may alter the meaning of the content are not a violation of this section. In the event Agency discovers that Agency content has been modified in a manner that negatively alters the meaning of such content, Agency may contact Google and the parties shall work together in good faith to correct the modification. Notwithstanding the foregoing, nothing in this Addendum shall result in an expansion of Agency's rights as a United States Government entity under the Copyright Act of 1976 (17 U.S.C. §§101 et sec.), specifically including Section 105 of said Act.

Signatory Information

Contracting Entity: US National Archives (NARA)

Url:

Name: Charles Piercy

Title: Acting Asst Arch IS & Acting CIO

Email: charles.piercy@nara.gov

Address: 8601 Adelphi Rd, Suite 4515, College Park, MD 20740

Country: United States

Phone:

Fax:

Accept Agreement

Note: If you are accepting on behalf of your employer or another entity, you represent and warrant that you have full legal authority to bind your employer or such entity to these terms and conditions. If you don't have the legal authority to bind, please do not click the "Accepted and Agreed" button below.

By checking this box, I am accepting this Agreement on behalf of the entity **US National Archives (NARA)**. I represent and warrant that (a) I have full legal authority to bind the entity to this Agreement, (b) I have read and understand this Agreement, and (c) I agree to all terms and conditions of this Agreement on behalf of the

 X entity that I represent.

Accepted and Agreed