

dunnhumby media: Cancellation Policy

Introduction

You may change or cancel your Booking for any of our Advertising and Media Services at any time before the start date of the said Booking in accordance with and subject to the terms of this Cancellation and Amendment Policy.

What does the policy cover?

This Cancellation and Amendment Policy covers Bookings for the Advertising and Media Services made through: a) our Platform; and b) when using our Media Managed Service through our sales and planning team.

Who does the policy apply to?

This Cancellation and Amendment Policy applies to anyone who physically places a Booking with us, so if you instructed an agent to make a booking with us on your behalf this Policy will apply to the agent who placed the Booking.

Key policy principles

Media Service	Description	Notice Period Required for Cancellation or Amendment
Digital Onsite Sponsored Products	Cost-per-click (CPC) ads that promote individual product listings (eg Sponsored Browse and Sponsored Search)	Campaigns can be cancelled or amended at any time
Digital Offsite Partners (Media Self Serve)	Audiences created on Sphere and activated on Third-Party Platforms (e.g. Meta)	Campaigns can be cancelled or amended at any time
Digital Onsite Display	Onsite display banners (e.g. ad served or tenancy media on a Retailer website or app).	Campaigns can be cancelled or amend requests made 4 weeks before start date
Scan-as-you-shop	Display banners appearing on "Scan-as-you-shop" devices at the Retailer's store	Campaigns can be cancelled or amend requests made 4 weeks before start date
Store media	Media in and around the Retailer's store, such as "Printed Point of Sale", "Instore Digital Signage" and "Instore Radio"	Campaigns can be cancelled or amend requests made 8 weeks before start date
Coupons	Coupons delivered direct to shoppers (e.g. via Retailer's app, till receipt or email)	Campaigns can be cancelled or amend requests made 4 weeks before start date
Digital Offsite Partners (Media Managed Service)	Partner media planned and bought through Media Managed Service	Campaigns can be cancelled or amend requests made 4 weeks before start date
Product Placement	Product placements appearing in The Retailer's advertising	Campaigns can be cancelled or amend requests made 8 weeks before start date
Magazine	Advertising in the Retailer's magazine	Campaigns can be cancelled or amend requests made 8 weeks before start date
Mailings	Direct mail sent to Retailer's shoppers home address	Campaigns can be cancelled or amend requests made 12 weeks before start date
Digital Offsite Measurement & Data Partnerships	Measurement services (e.g. Meta Sales Lift)	Services can be cancelled or amend requests made 4 weeks before agreed delivery date

Exceptions to this policy

This Policy only applies to Bookings for our Advertising and Media Services. It doesn't cover cancellation rules applicable to any Third Party Platforms and such Third Party Platform terms may apply in respect of services provided by the Third Party Platform.

Who to contact?

Please contact your Nominated Representative/Client Partner for any queries related to this policy.