

All Candidate(s), as defined below, for any Braze Certification Exam (as defined below) must read and agree to the following terms and conditions before taking a Certification Exam. If you do not agree to these terms and conditions, you will forfeit your Exam fees and will not be eligible to take an Exam.

This Braze Certification Candidate Agreement (“**Agreement**”) is between you, the Candidate, and Braze, Inc. (“Braze”) and is effective upon your acceptance of the Agreement. By clicking to accept, you agree to be bound by the Agreement. If you violate the terms of the Agreement, Braze reserves the right to revoke any Credential, as defined below, you obtain through the Certification program.

1. Definitions

- 1.1. “**Certification Exam**”, “**Braze Exam**” or “**Exam**” refer to any of the Braze Certification Exams available at <https://www.braze.com/certification>
- 1.2. “**Certification Exam Content**” includes all components of any of the Braze Exams, including but not limited to questions, answers, testing procedures, images, graphs, and diagrams.
- 1.3. “**Credential**” refers to the certification a Candidate receives upon successful completion of a Certification Exam.
- 1.4. “**Candidate**” refers to the individual taking an Exam, who will be the sole holder and recipient of a Credential.
- 1.5. “**Digital Badge**” refers to an e-certificate that reflects a Candidate’s completion and passing of the Certification Exam.
- 1.6 “**Braze Platform**” refers to the specific proprietary and generally available software-as-a-service product of Braze, specified in Customer’s Order Form, including any related code developed and provided by Braze to Customer for use in connection with such proprietary product.

2. Confidentiality, Privacy and Intellectual Property Ownership

- 2.1. All Certification Exam Content is the exclusive and confidential property of Braze and Braze retains all rights, title and interest (including intellectual property rights) in and to the Certification Exam Content. No content of a Certification Exam may be copied, photographed, reproduced, modified, published, uploaded, transmitted, or distributed in any way.
- 2.2. For Candidates who work for a certified Braze Partner or for a Braze Partner who will become a certified Braze Partner following the Candidate's certification: Braze may monitor and review the actions of Candidates taken within the Braze Platform for the purposes of education and certification. Please see the Braze Privacy Policy for further information.

3. Candidate Conduct

A Candidate for a Certification Exam agrees not to take any action that could compromise the confidentiality of any Braze Exam, Exam process, or Exam answers. Prohibited actions include, but are not limited to:

- 3.1. Distributing actual or purported Certification Exam Content or substantive descriptions of Certification Exam Content, by any verbal or written means, including but not limited to Internet web postings, formal or informal test preparation, discussion groups, paper copies, chat rooms, forums, or social networking sites.
- 3.2. Seeking and/or obtaining unauthorized access to Certification Exam Content, including through the Internet or in person.
- 3.3. Providing incomplete or falsified information or documentation during registration.
- 3.4. Except when expressly authorized by Braze, possession or use of any prohibited materials or equipment, including but not limited to, cellular phones, laptop computer, hand-held computers/devices, books, notes, paper, writing materials, and any device that may be used to record data or capture images or such prohibited materials or equipment as may be intimated to the Candidate in advance.
- 3.5. Altering or misrepresenting your status as a credentialed individual within the Braze program to any individual or entity.
- 3.6. Allowing, hiring or soliciting others to take an Exam on your behalf.
- 3.7. Committing any other act or omission that would bring disrepute on Braze or the Braze program.

4. Digital Badges

- 4.1. A successful Candidate for a Certification Exam will be issued a Digital Badge on the Acclaim platform (as operated by Credly) to access their Credentials.
- 4.2. By use of the Digital Badge, Candidates consent to Braze sharing their name, email address, any earned Credentials, and any pertinent information with Credly, which operates the Acclaim platform.
- 4.3. The Digital Badge can be used in the following approved methods:
 - 5.3.1. Within Candidate's email signature.
 - 5.3.2. Featured on Candidate's social media account (LinkedIn, Facebook, Twitter, Google, etc.).
 - 5.3.3. Within Candidate's contact information in a digital presentation or document (PowerPoint, PDF, etc.).
- 4.4. The Candidate, may NOT do any of the following to their Braze Digital Badge:
 - 4.4.1. Modify the text on the Digital Badge.
 - 4.4.2. Modify the code embedded in the Digital Badge.
 - 4.4.3. Cause the Digital Badge to link to another web address.
 - 4.4.4. Continue to post the Digital Badge after their certification status has expired.
 - 4.4.5. Continue to post the Digital Badge after the certification has expired.

5. Exam Scoring and Security

5.1. Braze reserves the right to establish and alter the passing score without notice, and to have passing scores differ between various Exams and between different versions of the same Exam.

5.2. Braze also reserves the right to have certain questions be unscored test questions. Candidates will not be informed as to which questions are unscored. Exam results will reflect a Candidate's performance on the scored questions only.

5.3. Braze uses data forensics to determine if a Candidate's Exam results are abnormal and outside the acceptable statistical range. Any Exams tagged under this system may be invalidated and the Candidate sanctioned under Section 7 below.

6. Exam Retake

6.1. Exam retake process and procedures are in place to protect the integrity of the Braze Certification Exam Content. Please note that violation in any way, including but not limited to, registering for and retaking a Braze Exam under a new Braze Testing ID, is a violation of the process and procedures and will be treated as a violation of the Agreement. If Candidate creates a new Braze Testing ID in order to bypass the Exam retake timing process and procedures, the results of the retaken exam will be invalidated. No refunds or credit will be provided by Braze.

7. Violations of this Agreement

7.1. If Braze, in its sole discretion, determines that a Candidate has violated this Agreement, it may impose the following sanctions:

- 7.1.1. Revocation of any and all Credentials and certifications issued by Braze
- 7.1.2. A temporary or permanent ban on taking future Braze Certification Exams
- 7.1.3. Revocation of previously earned Braze certifications

7.2. If a Candidate's Braze Credential is revoked, the Candidate must immediately refrain from further use of Braze certification logos, Digital Badges, or titles, and must immediately remove any logos, Digital Badges, or titles from any documents, materials, computer systems, or social media.

7.3. Candidate agrees to pay Braze any and all costs and expenses to resolve violations by the Candidate of the Agreement, including any and all direct or indirect expenses, fees, or other costs incurred by Braze as a result of claims, actions or litigation resulting from the violation.

7.4. Notice of a violation and sanctions will be sent to the Candidate's email address on file with Braze.