



**Communication and Media Monitoring  
Service Terms**

# Communication and Media Monitoring Service Terms

Liana provides its Customers with an online service for planning and implementing communication and for monitoring media and social media. The Communication and Media Monitoring Service refers to LianaPress & LianaMonitor services.

The use of all Liana Products is subject to [Liana's General Terms and Conditions](#), which are supplemented by these Service Terms for the Communication and Media Monitoring Service. In the event of any conflict between these Terms of Service and the General Terms, these terms shall prevail.

By accepting these Terms of Service, the Customer confirms that they have read the content of these Terms and agree to comply with them.

# Service Content

The Communication and Media Monitoring Service consists of a press release distribution service and a media monitoring service. A more detailed description of the services is available on the Service's website:

<https://www.lianatech.com/solutions/press-release-distribution-and-media-monitoring/overview.html>.

In the press release distribution service, the Customer can distribute press releases to the media listed in the Service at any given time. In addition, the Customer can publish the press release on Liana's press release portal and on the media websites of Liana's partners.

The press release distribution service is intended for the distribution of messages and media releases, the aim of which is to inform the media, journalists and other stakeholders about current issues, projects or events. The customer must ensure that the releases must contain relevant or interesting information for their target audience, focus on informative communication and not solely on commercial sales promotion. The releases must be clearly distinguished from advertisements or marketing messages.

The media monitoring service allows the Customer to set keywords, monitor topics in the media that deal with them and analyze their visibility. It is possible to combine a press release distribution service with the media monitoring service.

The number and scope of sources to be monitored mentioned in the media monitoring service, as well as the number and scope of media and contacts targeted by press release distribution, may vary. The media monitoring service may provide the Customer with links to third-party sources that are paid for or require login among the results, for which the Customer is responsible for logging in and any costs, such as subscription fees.

The media monitoring service provides links to third-party sites and monitored media.

# Service Price

The price of the Service is affected by the scope of the Service and the length of the subscription period. The scope is affected, for example, by the number of sources, media and contact databases available to the Customer.

If the Customer exceeds the agreed-upon amount of resources for the use of the Service during the subscription period, the Service will notify the Customer of the additional fee applicable to the subscription, which, upon acceptance, the Customer may exceed the originally agreed-upon amount of resources.

## Responsibilities, Rights, and Obligations

In matters of copyright, the activities of the Monitoring Services comply with applicable legislation, such as the Finnish Copyright Act (2.3.1995/446), according to which it is permitted to quote from a published work in accordance with good practice to the extent required for the purpose. The source must be cited.

Liana does not guarantee that the Media Monitoring Service will operate in accordance with the Customer's requirements, without interruptions and without errors, or that it is suitable for the Customer's use. Liana's liability for damages caused by the use of the Service is limited to the terms expressly specified in these Terms of Service, the Agreement or the General Terms.

In the case of the Media Monitoring Service, Liana does not guarantee that a particular media will be monitored at a particular time. Liana may at any time add, remove in part or in whole, replace or change the amount of media to be monitored and the list of sources to be monitored. Liana does not guarantee that all material published on the website of the media to be monitored can be searched and found using the Media Monitoring Service. Liana may also add sources to the monitored media, which the customer can acquire as part of the Service for an additional charge. Liana is not responsible for the content on a third-party website or content that appears or is transmitted on the Media Monitoring Service website in connection with a link. Liana is not responsible for the Customer's access to a third-party website, service, technical deficiencies of the website or the operation of links. The Customer agrees that Liana is not responsible for any direct or indirect costs, damages or obligations incurred by the Customer and third parties in using the website.

Liana collects and updates the contact information and monitored media sources required for the provision of the Service and develops the service.

The press release distribution service may not be used to distribute advertising, marketing messages or affiliate links, including messages whose primary purpose is commercial promotion, content that contains direct sales incentives such as discount codes, promotional links or affiliate codes, or click-through advertising links or other commercial incentives. Liana has the right to temporarily or

permanently block the use of the Service by Users who violate this section and to remove all data, materials and messages from the Service that do not meet journalistic standards.

The Customer may only use the press release distribution Service to publish and distribute news releases that are related to the Customer's business and are sent in the Customer's name. An exception to this is Customers who send news releases on behalf of and/or in the name of their own clients, for example, communications and advertising agencies. Such a Customer must have the consent of their own client to publish and distribute the news releases. The Customer is responsible for both obtaining consent and for the content published on behalf of their own client as well as for their own.

The Customer is responsible for the accuracy of the content of the news release published or distributed through the News Service;

The Customer is responsible for ensuring that the Customer has the right to send news releases to selected recipients, such as individuals, companies or entities;

The Customer is responsible for ensuring that the content published or distributed is not disruptive and does not violate these Terms of Service or the [General Terms and Conditions](#), good practice or the law.