

Confidentiality Agreement

For the Deal Autopsy, the 48-Hour Bid Read, and the Bid Desk

This is our promise to you, in writing, before you send us anything. It binds us, not you, so there is nothing here for your legal team to negotiate. "Verity," "we" and "us" mean Verity Media Partners, Inc., a Texas corporation. "You" means the company named below. It takes effect on the date you sign. If you would like the promises to run both ways, ask and we will send the mutual version.

1. What this covers. Everything you send us or tell us so that we can do your analysis: proposals, bids, RFPs, decks, rate tables and pricing, email threads, notes, customer and competitor names, and the numbers you share about your bids and wins. It also covers the written read we return to you, and the fact that you hired us. Together, these are "Your Materials."

2. What we promise. We use Your Materials for one purpose: to produce your analysis and walk you through it. We do not publish them. We do not name you, your customer, or the deal. We do not share them with anyone. We do not use any part of them as a sample, an example, or a case study unless you give us written permission, separately, for that specific use. You may say no, and saying no changes nothing about the work you receive.

3. Who sees them. Your analysis is done by Stephanie Chavez personally. No one else reads your files. To receive, store and work on files we use ordinary business software, including email, cloud storage, e-signature, payment, and AI-assisted analysis tools. We use only tools whose terms forbid them from sharing Your Materials or using them to train their models.

4. One client per bid. We never read bids for two companies competing for the same bid. If we are already reading for a company on your bid, we will tell you within 2 hours of receiving your files and refund you in full. Nothing we learn from Your Materials is ever used in work for another client.

5. What we keep, and for how long. We delete Your Materials from our systems within 90 days after we deliver your analysis (for the Bid Desk, 90 days after your last analysis), or sooner if you ask in writing. Routine backups are overwritten on their normal schedule. We keep only two things: ordinary business records, such as this agreement and your invoice, and an anonymized tally of the patterns we saw, which holds nothing that could identify you, your customer, the deal, or your pricing.

6. What is not confidential. Information that is public through no fault of ours, that we already held lawfully, that we received lawfully from someone free to share it, or that we developed on our own without Your Materials. Your Materials and your analysis belong to you. Our methods, frameworks and templates belong to us.

7. If the law requires disclosure. If a court order or a law requires us to disclose any of Your Materials, we tell you promptly, where the law allows, so that you can object, and we disclose only the minimum required.

8. How long this lasts. Three years from the date you sign. For anything that qualifies as a trade secret, including your pricing, our promise lasts for as long as it remains a trade secret.

9. If something goes wrong. If we learn that anyone has reached Your Materials without permission, we tell you promptly. We agree that money alone may not repair a breach of this agreement, and that you may ask a court to order us to stop, in addition to any other remedy the law gives you.

10. The rest. Texas law governs this agreement, and any dispute will be heard in the state or federal courts located in Collin County, Texas. This is our entire agreement about confidentiality. It can be changed only in writing signed by both of us. Signing it does not oblige you to buy anything. Electronic signatures count as originals.

Verity Media Partners, Inc.



Stephanie Chavez

Name and title Stephanie Chavez, CTSM, Founder & CEO

Date

You (read and accepted)

Signature

Name, title and company

Date