

## Service Levels (“SLA”)

### 1 Scope of services covered under this SLA

- The hardware supplied by Crowd Connected that is used to deliver the solution (If any)
- The software used to deliver the solution (accessible at <https://app.crowdconnected.com>)

This document covers both Self Service deployments (where Crowd Connected does not have any representative on site) and Managed Service deployments (where Crowd Connected person(s) are on site).

By licensing Crowd Connected’s technology, You agree that these service levels represent a reasonable means of measuring the performance of the services. These service levels are designed to be read in conjunction with any binding agreement between Crowd Connected and You and are incorporated as a schedule thereto.

### 2 Our responsibilities

Our service level obligations specifically relate to **response time** (section 7), **resolution time** (section 8) and **system availability** (section 9).

### 3 Your support contact

Crowd Connected assigns a named Project Manager to each deployment of its technology. Where Crowd Connected does not have any representatives at the venue, this Project Manager is the primary contact and will normally respond to any support requests.

### 4 Your first step: Consult our [online knowledgebase](#)

Most issues can be resolved by consulting Crowd Connected’s comprehensive and searchable knowledgebase. This should always be your first action before raising a support ticket.

Our processes will typically direct anyone raising a support ticket that could have been self-diagnosed and resolved via the knowledgebase to the appropriate article.

### 5 How to report issues

Support tickets can only be raised via the Primary support channel: via the Support link on the Crowd Connected web console at <https://app.crowdconnected.com> once logged in on the ‘app key’ pertaining to Your deployment.

If, for any reason You are unable to access the web console you can use <https://support.crowdconnected.com> to raise a support ticket.

Any support requests should include the following information as a minimum (note this is mandated by the form on the primary support channel):

- App key ID / App key Name
- The details of your request

You will receive an initial automated email confirmation that the support issue has been logged, with a ticket number assigned. All further communication from You regarding the support issue should be on the same email thread to ensure it is captured on the same ticket.

Please note that any other communications (e.g. WhatsApp or direct email to a Crowd Connected representative) shall not be considered formal support requests and are not covered by this service level agreement.

## 6 Support ticket categorisation

Customer severity flag: You should assess the impact on the service of the issue you are reporting in your notification to us.

We will assess the impact of any reported issue by reference to the customer severity flag.

Each support ticket will ultimately be categorised as set out in the table below. We may change the priority of such a support ticket at any time if it is reasonable to do so in the circumstances.

Category	Description
<b>P1 / Critical</b>	<p>An issue which renders the service manifestly inoperable. Examples include:</p> <ul style="list-style-type: none"> <li>• Unable to log in to the Crowd Connected web console</li> <li>• Data not arriving into the system which isn't as a result of an on-premises network connectivity issue, i.e. some other system malfunction resulting in data loss</li> <li>• Complete failure of an entire component of the system (for example, no visibility of data on the web console, even if data is in fact being processed)</li> </ul>
<b>P2 / Major</b>	<p>An issue which would reduce the service's operational capacity. Examples include:</p> <ul style="list-style-type: none"> <li>• A component failure, such as not being able to access reporting outputs</li> <li>• Any other key feature of the web console not working</li> </ul>
<b>P3 / Minor</b>	<p>An issue which is inconvenient but does not reduce the Services' operational capacity. Examples include:</p> <ul style="list-style-type: none"> <li>• Slow loading of the data in the web console</li> <li>• A non-critical or inconsequential delay in configuring the system and/or obtaining report output</li> <li>• Non-critical issues relating to specific console features</li> <li>• Non-critical hardware issues</li> </ul>

## 7 Tiered response times

Crowd Connected's support operates on the following basis:

Tier	Description	Support Level	Response Time
Priority Support Window	A time window which must be agreed with You in advance, for example, the period when the hardware is initially being deployed by You at the venue	On call. You can expect a 30 minute response from your Project Manager or another specialist	30 minutes
Enhanced Support	A time window which must be agreed with You in advance, for example, the time when You are at the venue before and during Your event, 24/7	You will flag the severity of the issue You are reporting. We will then assess and respond based on the information available and ultimately categorise accordingly. We will provide a response appropriate to the specifics of the issue	4 hours
Standard Support	Mondays to Fridays, excluding English Bank and Public Holidays and weekends (NB where not already covered by the Priority or Enhanced Support windows above)	We will assess the issue and respond based on the information available and ultimately categorise accordingly	We will respond to Standard support requests within one UK working day of receipt

Response times are measured from the initial system-generated email acknowledgement that a support ticket has been logged. Response times are conditional on You raising a support ticket via the approved channels. Note that the speed of email communications is dependent on the integrity and performance of the Internet and related networks.

You should contact your Project Manager if you do not receive a support ticket confirmation via a system-generated email.

## 8 Resolution times

We shall provide a resolution, workaround or plan to provide either of the aforementioned within the following timescales (in addition to the initial response times set out above).

Problem Category	Time
P1 / Critical	2 hours
P2 / Major	4 hours
P3 / Minor	5 working days

We will provide You with regular updates on the status of a support ticket at a frequency we determine reasonable for the severity of the issue, except that for a Critical P1 issue we shall provide a status update at least every two hours, unless in our reasonable opinion such communication would delay the resolution of the issue.

## 9 System uptime

The Availability Level is the percentage calculated by dividing the time (in minutes) in which Crowd Connected's system has functioned and substantially performed without a critical issue in a calendar month by the total time (in minutes) in that same calendar month, excluding downtime that is manifestly (i) due to Planned Maintenance; (ii) as a direct consequence of Your actions; and/or (iii) failure of third party cloud hosting or network issues including third party internet backbone and cloud based services failure (in each case manifestly beyond Crowd Connected's reasonable control).

We commit to a 99.5% Availability Level.

We will use all reasonable endeavours to schedule Planned Maintenance at a time that is least inconvenient overall for Crowd Connected's customers.

## 10 Remedies

If the performance targets detailed in this SLA are not met, or you are otherwise unsatisfied with the level of service provided, you are entitled to ask your Project Manager to escalate the matter to Crowd Connected's Senior Leadership Team.

Actual claims shall be assessed by reference to the impact on the expected outputs, and any refund of fees shall be proportionate to the severity. Consequently:

- the maximum claim shall be no more than 100% of the fees paid or payable under your binding agreement with Crowd Connected;
- if any alleged breach of this SLA does not result in any data loss, then Crowd Connected's liability shall be a maximum of 10% of the fees paid or payable; and
- this shall include any alleged breach of our obligations in relation to response time, resolution time or system availability.

## 11 Exclusions

These service levels shall not apply where:

- You have manifestly deviated from Crowd Connected's standard operating procedures for deploying the technology;
- under force majeure conditions (as defined in your licensing agreement with Crowd Connected);
- internet backbone or cloud services failures; or
- network connectivity at the venue.

## 12 Additional (Managed Service)

All service level objectives are as detailed above, save that:

- Premium hours are extended to include all hours that any Crowd Connected Representative is at the venue; and
- Your first-line support is provided by the Crowd Connected Representative, who can escalate any issues as required by raising a support ticket, if necessary.