

SUPPORT AND SERVICE POLICY

Social Ads Tool (“SAT”) Support Service includes the provision of

- (i) technical assistance to diagnose and identify issues where software and or hardware are not performing according to documentation in the Help Centre Knowledge Database, and
- (ii) general assistance regarding its usage on a limited basis. SAT's Support Service only provides assistance in relation to inquiries about settings or configuration related to the Social Ads Tool solution.

The Social Ads Tool Support Team shall use their best endeavours in to provide unlimited Support via the Help Centre (Monday-Friday 9am-19pm CET).

Below is a Support Service policy that you may need to know before contacting Social Ads Tool Support Team:

- (i) To help us meet our SLA, you should provide valid information to our support team along with your inquiry to save time for troubleshooting, including: inquiry details or issues you are experiencing, contact details, sample data, screenshots and as many details as you can provide for the team to reproduce the problem.

SERVICE LEVEL AGREEMENT (SLA)

In reference to the service contract you have already signed, we make commercially reasonable efforts to meet our promises about the minimum expectations you should have of the services.

Our Promises

1. Up-time
 - Average monthly across all services: 98.00%
2. Outage Response: under 3 hour 24x7
3. Scheduled Maintenance: below 1 hour and being carried out outside business hours
4. Notification to users for unscheduled emergency maintenance: 1 hour prior to the emergency maintenance task to start
5. Online help desk Trouble Ticket Response, based on our reasonable prioritization
 - Low: 7 days, no material productivity loss associated with the issue
 - Medium: 1 hour, there may be a work slowdown caused by the issue
 - Critical: today, and as soon as practical, a company's work is stopped due to an issue
6. General system upgrades: Each Month
7. If you were provided a number to call, phone response to critical issues: under 15 minutes, Mon-Fri (9AM-6PM, GMT+1)

Restrictions

To benefit from the guarantees offered by this SLA, you must have accepted the terms of our Agreement in full, be in good financial standing with us, have been outside of a free trial period for the entirety of the calendar period during which non-performance occurred, and have active accounts subject to the Outage Impact for the calendar period during which non-performance occurred.

We may guarantee only those areas under our direct control. Clients shall not receive any type of special assistance under this SLA in connection with any Outage, failure or deficiency caused by or associated with:

1. circumstances beyond our reasonable control, including, without limitation, failure of third party software (including, without limitation, Facebook, your own tracking system, your websites, ecommerce software, payment gateways or free scripts);
2. failure of bandwidth providers to our data center Network, unless such failure is caused solely by ourselves or its data centers;
3. scheduled maintenance and emergency maintenance and upgrades;
4. DNS (Domain Name Server) Propagation, Firewall and DNS issues outside our direct control;
5. issues with browser access except Firefox 3.5+ for MS Windows;
6. false SLA breaches reported as a result of outages or errors of any our measurement system;
7. customer's acts or omissions (or acts or omissions of others engaged or authorized by customer), including, without limitation, custom scripting or coding, any negligence, or wilful misconduct;
8. delays in e-mail or webmail delivery and transmission;
9. your loss of data or unavailability of the external system(s) in question;
10. outages elsewhere on the Internet that hinder access to your account;
11. browser or DNS caching that may make Social Ads Tool appear inaccessible or malfunctioning when others do not report this problem.

Definitions

"Outage" ("down-time") only occurs when Testing fails due to 100% unavailability of the service.

"Outage Length" is determined from the first Testing failure, to the next Testing success of the service.

"Outage Response" is measured from the time an Outage is reported, to the time we respond to that Outage.

"Scheduled Maintenance" is software services maintenance. Generally carried out outside business hours.

"Up-time" for a given service is the time from beginning to end of a given calendar period, subtracting the aggregate Outage Lengths outside of Scheduled Maintenance during the given calendar period. Up-time is delivered as a percentage, where 100% means no recorded Outages for a calendar period.

"Trouble ticket response" is measured from the time our online helpdesk successfully receives your ticket, to the time we reply to your ticket or begin work on it, whichever comes first. This implies that you use the Help Centre resources integrated within SAT.

"Phone Response" is measured from the time we receive your call, to the time we answer your call.

Important

Any user of Social Ads Tool, is aware that minimum ad quality threshold, as determined by Facebook at its sole discretion from time to time, must be met at any time.

Facebook is entitled to periodically monitor the advertisement quality of advertisers or other users using SAT and attempt to make us, provider of such solution, aware of violators.

If violators' ad quality does not meet Facebook minimum quality thresholds within 4 weeks of initial setup, Facebook will notify to us a request to revoke Facebook Ads API access to SAT. Upon such notification, we will communicate either through SAT or by email that your access to SAT is revoked as a consequence of your violation of Facebook minimum quality thresholds. We will endeavour to establish with you and Facebook the reasons of such violation and give you guidance on how to rectify such violation. If we fail to determine the reasons of such violation or we cannot determine, at our sole discretion, a workable solution to rectify such violation and reinstate the access, we reserve the right to terminate forthwith at no penalty any contract we may have in place with you.

In case of repeated violations, we reserve the right to terminate any contract we may have in place with you at no penalty without making any attempt to establish with you the reasons of such violations.