



Standard Service Level Agreement

1.1 Service Level Commitment

1.1.1. Availability

Broadsign commits to provide 99.5 % uptime with respect to the Customer's Service availability during each month of the term. This does not include any scheduled maintenance period(s).

Service availability is defined by the following metrics:

- For Broadsign Control, service availability is defined as the ability for a properly authenticated user to log in using the Broadsign Administrator, API, or for a properly configured and licensed Player to correctly synchronize with the Server within a maximum of 3 poll periods.
- For Broadsign Creator or Broadsign Publish, service availability is defined as the ability for a properly authenticated user to log in to Broadsign Creator or Broadsign Publish.
- For Broadsign Direct, service availability is defined as the ability for a properly authenticated user to log in to Broadsign Direct.
- For Broadsign Reach, service availability is defined as the ability for a properly authenticated user to log in to Broadsign Reach or for a properly configured player to use the service.

Unplanned downtime is calculated from the time the Customer reports service unavailability to the time Broadsign makes the service available.

1.1.2. Scheduled Maintenance

Maintenance is a change by Broadsign to its products, services, or any underlying infrastructure to correct any errors or make any modifications, upgrades, or improvement therein. Maintenance may cause a certain amount of Product or Service unavailability.

Broadsign will notify the client via email of any scheduled downtime due to maintenance at least 5 business days prior to the scheduled maintenance time except in the case of an emergency maintenance.

1.1.3. Emergency Maintenance

Broadsign may temporarily limit or suspend the availability of all or part of the Services at any time if it is necessary for reasons of public safety, security, or emergency maintenance of the Service. In cases that could have not reasonably have been planned in advance as scheduled maintenance), Broadsign will use its best efforts to notify the Customer of the emergency maintenance as soon as possible.



1.1.4. Data Backups

Customer data is stored in a redundant database cluster which provides both high availability and failover protection. In the unlikely event that these systems should fail, Broadsign will make commercially reasonable efforts to restore customer data. Data will be restored from the most recent nightly backup within a 72-hour period.

1.1.5. Data Security and Integrity

Broadsign will maintain a commercially reasonable level of physical, administrative, and technical data security consistent with industry practices. In the event of a breach of this provision, Broadsign will use commercially reasonable efforts to correct and restore the Customer's data within a 72-hour period.

1.1.6. Availability Exclusions

All Broadsign sandbox, beta, evaluation and testing environments are expressly excluded from this Service Level Agreement.

1.1.7. Customer's Responsibility

The Customer is responsible for the following:

- Customer is responsible for internet access. Broadsign is not responsible for the reliability or performance of any connections which are not owned or operated by Broadsign.
- Customer is responsible for their own password and account security.
- While using Broadsign Open, the customer is responsible for developing third-party applications that do not contain malicious activities against the service. In the event of malicious activity, Broadsign reserves the right to deny service.
- The customer is responsible for reporting any interruption of the service availability as soon as possible using the communication channel as described in section 1.2.3.

1.2. Support Level Commitment

1.2.1. Definition

Product and Service Support covers only incidents relating to abnormal or undocumented operation of a Product or Service provided by Broadsign.

1.2.2. Availability

Standard Service Desk Support is available on regularly scheduled work days (Monday to Friday) from 03:00 to 18:00 Eastern Time excluding Canadian holidays.

1.2.3. Submitting a Case

Customers can submit a case by emailing Broadsign Support at services@broadsign.com.

When reporting a case, to ensure proper diagnostics of the issue being reported, Customers should provide as much detail as possible.

The Customer should provide, but is not limited to, a clear definition of the problem, what is the expected behavior, what are the resources (by providing IDs) involved for the reported problem, steps



tried to solve the issue, when the issue first started occurring, and the severity of the issue being reported.

1.2.4. Response Times

Priority Level	Criteria	Response Time
1 – Critical	No Service available with no workaround	3 hours
2 – Urgent	Major functionality is impacted or performance is significantly degraded, impacting many users or Players, with no reasonable workaround.	4 business hours
3 - High	Issue impacting some users or some Players with a workaround available, and has a high impact on the Customer's operations	6 business hours
4 - Low	Low impacting issue, or issue affecting a small number of users or Players, with a low impact on Customer's operations	8 business hours

Response Time shall mean the maximum time period between receipt of an incident notification by Broadsign and the time taken to provide the Customer with a diagnosis report and/or course of action associated with the incident. Notifications may take place through electronic mail or telephone calls.

1.2.5. Conditions

- For security reasons, only registered account contacts with Broadsign are authorized to report incidents.
- Incidents resulting from unauthorized manipulation or tampering with Broadsign's infrastructure are not eligible for service or support. Should the Customer require product assistance or training, it may be made available by Broadsign for an extra charge and is subject to Broadsign's availability
- In attempt to resolve an issue reported on older versions of the licensed product, Broadsign may ask the customer to reproduce the event on the latest available version of the licensed software before proceeding with the investigation. Should the issue remain reproducible on the latest version, and no workaround is possible, Broadsign will provide the software correction (or "hotfix") only to the latest version of the licensed product.
- Product and Service support is provided in both English and French.



- While investigating an issue reported, Broadsign may need to temporarily add a test Player to a customer's network to help identify the issue. Broadsign shall not be responsible for additional bandwidth usage incurred as a result of issue investigation. This additional bandwidth usage may be as a result of, but is not limited to, application error report submissions or the retrieval of system logs.
- Product and Service support is available for products installed on a supported operating system ("OS").
- Product and Service support is not offered for systems on which a virtual machine is installed.

1.2.6. Customer's Responsibility

The Customer is responsible for the following:

- The customer technical contact will provide to Broadsign appropriate and sufficient information to help identify and solve incidents such as, but not limited to, product name, release, environment, OS, nature of question or problem, diagnostic information, description of the situation, number of systems affected and any action taken. The customer technical contact will also provide documentation such as error messages, files or screen dumps if required.
- Only registered account contacts are eligible for product support. The Customer is responsible to register appropriate contacts by providing the contact's full name, email address and phone number. The Customer is also responsible for communicating account changes (i.e. adding or removing authorized contacts, or updates to contact information) by opening a case with Broadsign as defined in section 1.2.3
- All third-party applications running on systems associated to an incident must be disclosed in sufficient detail in the report sent to Broadsign Support. If Broadsign determines a third-party application is interfering with a Broadsign Product, the incident may be rejected at Broadsign's discretion.

1.2.7. Support Exclusions

- Product Support does not include incidents resulting from issues with non-Broadsign infrastructure. This includes, but is not limited to, content related issues, hardware related issues, network related issues, and/or OS related issues.
- Product Support does not include product help or product usability issues defined within Broadsign's documentation.

1.3. Broadsign's Responsibility

Broadsign is responsible for notifying the Customer at least 6 months ahead of:

- Product minimum requirement changes.
- Broadsign client applications that are no longer supported by the Broadsign Server.
- Changes to the Service Level Agreement.

2. Standard Service Level Agreement Charges

For all service charges, please refer to the official signed agreement with Broadsign.



