

Service Level Agreement for Experian Data Quality's SaaS Services

The aim of this Service Level Agreement Document (the "Document") is to set out the level of service provided for the following Experian Data Quality Software as a Service (SaaS) services:

- Address Validate REST (v1, v2)
- Address Validate SOAP (v1, v2, v3)
- Aperture Email Validation
- Email Validate – Real Time
- Email Validate – Batch
- Aperture Phone Validation
- Global Mobile Validate
- Phone Validate USA (v1, v2)
- Capture Application
- Aperture Enrichment
- Prospect IQ
- QAS For Salesforce.com
- QAS For Microsoft Dynamics CRM
- QAS For Oracle CRM

These are hereafter referred to as 'the Service'.

This Document therefore summarises Experian Data Quality's intended operation of the relevant product(s) and/or services described below including Experian Data Quality's Service Level Goals and associated reporting procedures to support the Service Level Goals.

Whilst Experian Data Quality will strive to meet or exceed the Service Level Goals, which this Document contains, this Document is not intended to be of contractual effect, and therefore does not create or vary any legally binding obligations. Experian Data Quality products and/or services are not intended to be used as the sole basis for any business decision.

See <https://status.edq.com> for live and historic availability information for Experian Data Quality's SaaS services, and to sign up for email updates on service incidents and scheduled maintenance. Alternatively, contact your Experian Data Quality Account Manager for more information.

The content of this Document is drafted and maintained by Experian Data Quality.

A. Service Level Goals

The Service provides customers with a real-time and bulk web services to capture, validate and enrich contact data – including postal address, email and phone – with the following Service Level Goals:

1. Service Availability Target

The Service availability target is **99.95%**. This is measured monthly from customer reported Outages, submitted to Experian Data Quality, which occur within the Service Hours over a calendar month. The Service availability is calculated as follows:

$(A - B)/A \times 100 = \% \text{ availability where:}$

A = Service Hours

B = Outage

*The availability of the customer's network is not included in the Service availability calculation above.

2. Service Scope

Experian Data Quality is responsible for all Hosted Licensed Materials required to provide the Service to the customer. The table below defines those areas within scope of the Service:

Area	Within scope of the Service
Customer Application – e.g. Customer website, internal CRM etc.	No
Customer Network – e.g. Routers, Switches and Firewalls	No
Internet	No
Experian Data Quality Network – e.g. Routers, Switches, Load-Balancing devices and Firewalls	Yes
Experian Data Quality Product or Service	Yes

Experian Data Quality is responsible for the Incident management of any events within the above Service scope, which cause or may cause an interruption or degradation in the quality of the Service. This includes proactive monitoring or reaction to a customer report and resolution recovery.

3. Service Responsibilities

The Service provides validation and enrichment as real-time and bulk services via a fixed and version controlled set of web services, which is maintained through adherence to the [Experian Data Quality End of Service Life policy \(EOSL\)](#) and through:

- Reference data files being updated regularly, ranging from monthly to annual depending on data supplier;
- Data being processed in real-time and bulk; and
- Search input data and output data not being stored, unless at the customer’s request for the purpose of the customer’s analysis or ongoing Service refinement.

4. Service Capacity

Experian Data Quality regularly assesses the load on the Hosted Licensed Materials to ensure that Services have consistent response times as part of our on-going maintenance strategy. If a customer foresees substantial changes to previously agreed transaction volumes, the customer is required to notify Experian Data Quality in advance.

5. Service Continuity

Experian Data Quality is responsible for ensuring the availability of the Service to the customer. Our Services are hosted within data centres in multiple regions, to ensure continuity of Service for our customers.

If it is deemed by Experian Data Quality that the customer's use of the Service will be substantially affected, including an Outage to the Service, Experian Data Quality senior management will declare a disaster and will communicate through <https://status.edq.com> to advise of the interruption to the Service.

Experian Data Quality is responsible for ensuring that the Service is restored following an unplanned interruption.

6. Security

The customer must maintain security procedures that control access to the Service. Please contact your Experian Data Quality Account Manager for any changes to access requirements.

The Experian Data Quality Hosted Licensed Materials are hosted within physically secure data centre locations. Hardware and software components are monitored 24/7 to provide a consistent level of the Service to our customers.

7. Service Reporting

Reporting on the recent availability of the Service is available from <https://status.edq.com> and on request from your Experian Data Quality Account Manager.

8. Service Review

Experian Data Quality and the customer shall communicate on an ad-hoc basis, including conference calls if necessary, to address any unresolved issues regarding the Service. Experian Data Quality may adjust the Service Level Goals contained in this Document at any time upon thirty (30) days prior written notice to the customer.

9. Maintenance Periods

Experian Data Quality will provide a minimum of 21 days’ advance notice of any maintenance windows that are likely to impact the availability of the Service. A standard maintenance window will last between 0 and 3 hours.

The exceptions to the notice period include when a change is required to resolve a major incident. In these circumstances, Experian Data Quality will use reasonable endeavour to provide customers with as much notice as possible.

To sign up for email updates on scheduled maintenance, see <https://status.edq.com> or contact your Experian Data Quality Account manager.

10. Incident Resolution Target

Incidents reported by the customer are logged, owned and tracked on the Experian Data Quality Service Management Tool according to the following priorities and targets:

Priority	Incident Description	Target
P1	The complete loss of service from Experian Data Quality Hosted Licensed Materials.	2 working hours for issue resolution.
P2	A single component failure. Could result in loss of resilience. Minor impact to service.	6 working hours for issue resolution.
P3	Minor issue. No failure/no impact.	7 business days for issue resolution, or agreed on a case by case basis.

Incident updates will be provided via <https://status.edq.com> and may also be provided, via direct and indirect means, through the Experian Data Quality support team.

The customer may be requested to provide supporting information in order for Experian Data Quality to resolve an Incident, work to resolve the Incident may cease until this information is received. Where an Incident is due to an issue outside of the Experian Data Quality Hosted Licensed Materials, the Resolution Targets mentioned above would no longer apply and any further assistance provided by Experian Data Quality to the customer cannot be guaranteed.

11. Service Desk and User Support

For information on Incidents and Outages please refer to <https://status.edq.com> and the Experian Data Quality Worldwide Support Policy at <https://www.edq.com/globalassets/legal/policies/worldwide-support-policy-post-april-2010.pdf>.

B. Definitions

Incident means a potential problem with the availability of the Service reported by a customer to Experian Data Quality. Each Incident is investigated by Experian Data Quality to ascertain whether a resolution needs to be sought.

Hosted Licensed Materials means all elements of the Service hosted by Experian Data Quality that are required to provide the Service to customers. This includes the Experian Data Quality Network (e.g., Routers, Switches, Load-Balancing devices and Firewalls) and the Service itself.

Outage means any unscheduled period of time when access to Experian Data Quality Hosted Licensed Materials are unavailable for a period of five consecutive minutes. Outages will not be seen to affect the Service when the root cause is found to be outside of the Experian Data Quality domain, as defined in Service Scope section in paragraph (2) above.



Resolution Target means the target time in days or hours in which Experian Data Quality will aim to resolve the Incident.

Service means the Services, provided by Experian Data Quality to the customer, and its associated infrastructure. See also 'Hosted Licensed Materials'.

Service Hours means all hours the Service is actually available (Monday to Sunday from 00:00 – 23:59) during the period of coverage, excluding any scheduled maintenance.

Service Level Goals means the content of the 11 paragraphs in section A of this Document, which Experian Data Quality will aim to fulfil as part its provision of the Service to customers. The Service Level Goals are measured from January 1 to December 31 each year.

Service Management Tool means the software used by Experian Data Quality to log, track and record Incidents reported by customers relating to the Service.

Changes to the Service Level Agreement

This Service Level Agreement may be updated from time to time, and the latest version of the document is available from the Experian Data Quality SaaS Self Service Portal: <https://manage.experianaperture.io/>