

This Support Policy is part of the Agreement for certain Services between Optimizely and Customer.

As part of Optimizely's Support approach, which intends to provide a consistent support experience for all Services, Optimizely offers the following standard support levels, which are included in the fees for applicable Service stated in the Order Form unless alternative support terms are specified in the Product Supplement for the applicable Software Service.

This Support Policy is subject to update from time to time in accordance with Agreement.

1. **DEFINITION.** Terms defined in the Agreement shall apply within this Support Policy, in addition to the following.
2. **ADDITIONAL DEFINITIONS**
 - 2.1 **"Business Day"** means a day of the week that is not: a Saturday, Sunday, or any day which is defined as a Public Holiday.
 - 2.2 **"Hosted Services"** means Optimizely-hosted Software or Service, including hosted infrastructure, applications, security, monitoring, storage, web development and website hosting.
 - 2.3 **"Incident"** means the occurrence of an event, of which is not part of the standard operation of the Service that has either caused or may be reasonably expected to cause a reduction or an interruption to the quality of the Service.
 - 2.4 **"Managed Service"** means the management of a Service as set out in the Agreement, including applicable Order.
 - 2.5 **"Problem"** shall mean the unknown root cause of one or more Incident(s).
 - 2.6 **"Public Holiday"** means: (i) if Customer's primary business is domiciled in the Americas, any public or federal holiday in the United States of America; (ii) if Customer's primary business is domiciled in Europe, Africa or in the Middle East, any public holiday in Sweden; or (iii) if Customer's primary business is domiciled in Asia-Pacific (including Australia and New Zealand), any public holiday in Australia.
 - 2.7 **"Service"** means the applicable Software Service or Managed Service.
 - 2.8 **"Technical Support Services"** ("TSS") means the primary contact between Customer and Optimizely for assistance and/or the handling of all Incidents, Problems, and/or Service Requests.
 - 2.9 **"Service Request"** means a Customer-initiated request and/or inquiry submitted to the Service Desk relating to Customer's Use of the applicable Service - for example, a Service Request may include: (i) a change in Service platform configuration, (ii) deployment of new or edited code, or (iii) a change of password.
 - 2.10 **"Service Level Objective"** or **"SLO"** means the support response targets set in this Support Policy.
 - 2.11 **"Transition Assistance Service"** means the services described in the Exit Transition Plan to be performed by Optimizely for the to facilitate Customer's transition off the applicable Service, including its migration of Customer Data.
 - 2.12 **"Transition Plan"** has the meaning ascribed in section 6 of this Policy.
 - 2.13 **"Workaround"** means (in the context of a Service Request) a temporary fix, solution or technique used to either (i) avoid an Incident or Problem, or (ii) allow Customer to continue its Use of the Service while Optimizely works to seek find and provide solution.
3. **NOTIFICATIONS**
 - 3.1 Announcements of scheduled downtime, emergency downtime, and general incidents which may affect the Service are made on the Optimizely's Status Page, [found here: https://status.optimizely.com](https://status.optimizely.com). Customer may subscribe to information published on Optimizely's Status Page. Notifications can be made available over email or SMS, among other options. Customer may request copies of log files that show Customer's use and consumption of Services, as well as other statistics that fees are based on. Log files are saved by Optimizely for no less than sixty (60) days after the issue date of the invoice. For the avoidance of doubt, Customer must subscribe to the Optimizely Status Page to receive such notifications.
 - 3.1.1 Customer specific notifications - Notifications related to Customer's specific solution can be made available over phone, email or SMS. Notifications are communicated to Customer technical contact defined in onboarding process form unless otherwise agreed in writing.

4. SUPPORT LEVEL DETAILS

4.1 *TSS Contact Details:*

| TSS Contact Information | |
|---|--|
| Electronic / Online | Phones |
| Email: support@optimizely.com Web: https://support.optimizely.com/ | AUS: +61 (0)2 9248 7215 DACH: +49 30 76 80 780 SWE: +46 (0)8 555 827 50 UK: +44 (0)800 066 4784 (Toll free) US: +1 877 383 0885 (Toll free) |

4.2 *Support Levels* – Optimizely offers three (3) levels of support which are described below.

| Support Level | Support Hours of Operation | How to Contact Optimizely | Incident & Problem Handling | Service Request |
|------------------------------|----------------------------|-----------------------------|-------------------------------------|--|
| Standard and Enhanced | 24/7/365 | > Web > Email > Phone | It will always be handled 24/7/365. | 12/5 Business Days (8am to 8pm CET/EST/AEDT) |
| Premium Support | 24/7/365 | > Web > Email > Phone | It will always be handled 24/7/365. | 24/7/365 Target initial response time (SLO): within 6 hours |

5. SERVICE LEVEL OBJECTIVES (SLOs)

5.1 *Optimizely works with Priority Levels for:*

| Priority | Description | Target Initial Response Time (SLO) | Coverage | Customer Requirements |
|----------|--|------------------------------------|--|---|
| 1 | Critical production issue that severely impacts Customer’s use of the Service and/or halts Customer’s business operations and no procedural workaround exists: <ul style="list-style-type: none"> • Service is inoperable, • Security Incident that requires site blockage or stoppage to contain a potential or suspected threat | Within 30 minutes | 24/7/365 | Customer and/or its Authorized User must have dedicated resources available to work on the issue on an ongoing basis with Optimizely. |
| 2 | Major functionality of the Service is severely impaired and/or significant performance degradation is experienced, and no reasonable workaround exists: <ul style="list-style-type: none"> • High impact to business operations, • Service can continue in a restricted fashion, although long-term productivity might be adversely affected, • Important features of the Service(s) are unavailable; however, business operations can continue in a restricted fashion, • A major milestone is at risk: Ongoing and incremental installations are affected. | Within 1 hour | 24/7 Business Days (8am to 8pm CET/EST/AEDT) | Not applicable |
| 3 | Partial, non-critical loss of functionality of the Service(s), and a short-term workaround is available, but is not scalable: <ul style="list-style-type: none"> • Impaired operations of some components of the Service(s); however, Customer and/or its Authorized Users can continue using the Service(s), • Initial installation milestones are at minimal risk, Partial, non-critical loss of use of the Service(s) with a medium-to-low impact on business operations; and business operations can continue to function. | Within 4 hours | | |
| 4 | General technical inquiries about the Service. Cosmetic issues, including errors in the documentation: <ul style="list-style-type: none"> • Customer Inquiry regarding a routine technical issue • information requested on application capabilities, navigation, installation or configuration • bug affecting a small number of users | Within 24 hours | | |

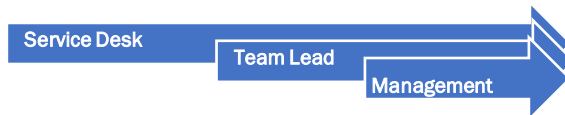
5.2 Problem Management - If recurring Incidents indicate a Problem and the Problem is related to the Service provided by Optimizely, the Service Desk will engage in Problem management to find the root cause (“**Problem Management**”). In case the root cause is unknown, the Service Desk will work together with Customer to find the root cause. The severity and urgency levels are connected to its counterparts in Incident Management described above.

5.3 Service Request - Customer has Service questions or has an operational request (e.g. password reset or new deployment).

| Support Hours of Operation | Target Initial Response Time | Target Resolution Time |
|----------------------------|------------------------------|--|
| Business Days | By the next Business Day | Within 2 Business Days or as otherwise agreed by the Parties |

6. ESCALATION PROCESS

6.1 Optimizely uses a standardized escalation procedure, as shown below. Optimizely shall have an objective that all Incidents and/or Problems are handled by Optimizely support operations but shall make further escalation available. Escalation is always based on Customer’s perception of the state of the applicable Service(s). All escalations will follow the applicable Service’s standard operating procedures.



6.2 Escalation Contacts

| Escalation Contact Information | | | |
|--------------------------------|---|------------|---|
| Team Lead | | Management | |
| Email | MSTeamLead@optimizely.com | Email | MSManagement@optimizely.com |
| Phone | AUS: +61 (0)2 9248 7215 DACH: +49 30 76 80 780 SWE: +46 (0)8 555 827 50 UK: +44 (0)800 066 4784 (Toll free) US: +1 877 383 0885 (Toll free) | Phone | AUS: +61 (0)2 9248 7215 DACH: +49 30 76 80 780 SWE: +46 (0)8 555 827 50 UK: +44 (0)800 066 4784 (Toll free) US: +1 877 383 0885 Toll free |

7. CUSTOMER TRANSITION ASSISTANCE SERVICE

7.1 Customer will have access to their data post termination of their subscription through the same approaches as during the active subscription. Any exit transition assistance is subject to additional fees.

7.2 Exit Transition Assistance – Subject to section 6.2, upon the expiration of an applicable Order, or earlier termination of the Agreement, provided that the Customer has paid any outstanding fees, Customer may request assistance from Optimizely to move off of the terminated Software Service. Upon such request, Optimizely shall reasonably assist Customer with the transfer of Customer Data to either (i) another service provider of Customer’s choice, (ii) to Customer, or (iii) to an Authorized User nominated by Customer. Prior to the enactment of Transition Assistance, the Parties shall agree, in writing on a formal plan of the Transition Assistance that will be provided by Optimizely (“**Transition Plan**”). Additional fees may be incurred by Customer for Exit Transition Assistance, as described below.

7.2.1 Description of Exit Transition Assistance

| Exit Transition Assistance Provided by Optimizely | | |
|---|---|-------------------------------|
| Exit Transition Assistance Type | Description | Additional Fees |
| Usage/storage details | Provide information to Customer detailing Customer’s current usage and storage allocation to enable discussions with potential alternative vendor. | Subject to Section 6.2 below. |
| Potential vendor required information | Discuss with Customer the information required by Customer’s potential alternative vendor required to perform a technical verification and other due diligence exercise in relation to the provision of the Service(s). | Subject to Section 6.2 below. |
| Technical problems during transfer | assistance from the Service Desk as may be reasonably necessary to resolve technical problems during the transfer of Customer Data. | Subject to Section 6.2 below. |
| Attendance relevant resources | Ensuring the attendance of relevant personnel at meetings as may reasonably be required. | Subject to Section 6.2 below. |
| Data export format | Optimizely will provide data export as-is, and data will be exported in the same format as it has been used within the Optimizely Service(s); and in an industry standard format. | Not applicable |
| File transfer location | Optimizely will primarily provide a secure file transfer storage location to act as the download location for Customer, to access and download Customer Data. | Not applicable |

7.3 Exit Transition Assistance Fees – Any applicable fees due to Optimizely for Exit Transition Assistance shall be based on Optimizely’s then-current rates. The Transition Plan and Transition Assistance fee(s) shall be formalized in a signed statement of work. Additional matters.

7.3.1 No Obligation– Optimizely is not obliged to provide Exit Transition Assistance if the Agreement was terminated by Optimizely due to Customer’s uncured breach of the Agreement.

7.3.2 Surrounding costs – Customer shall be responsible for the cost of any packaging, shipping, insurances, media or network services related to the transfer of any items from Optimizely to Customer as part of Transition Assistance.

7.3.3 Other fees – Customer shall continue to pay Optimizely all applicable fees in relation to the on-going provision of the Service through the date of expiration of the applicable Order, or earlier termination of the Agreement.

8. SERVICE LIFECYCLES

8.1 Optimizely may discontinue certain Service from time to time. Assistance support and application support for Services that cease to be sold and / or no longer subject to upgrades, patches, or maintenance by Optimizely can be is published at <https://world.optimizely.com/service-and-product-lifecycles/discontinued>, as updated from time to time.