



Liana Service Level Agreement (SLA)

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Introduction and terminology

Company Overview

Liana Technologies is a European software company founded in 2005. We specialize in digital marketing and communication software. Liana's marketing technology stack is used by more than 3,500 customers worldwide including companies such as Hertz, Toyota, Ikea and Starbucks. Our mission is to help our customers to accomplish their goals and get results with our marketing and PR technology. Our ambition is to grow to be the biggest marketing technology provider in the Nordics.

Purpose of the Document

This document describes all the principles of the service levels of Liana Cloud products. Liana retains the right to change the agreement's terms and conditions within a reasonable notice period. These terms apply to all Liana services, unless otherwise agreed in writing.

Service description & terminology

Within this document, the following terminology is used:

Service: A single service the customer has bought. There might be multiple services in use for a single customer. Within this document, all services are treated as separate entities.

Availability: Availability of a service is counted for each service separately measured by external polling. Maintenance breaks are not counted as downtime. Significant partial degenerations are considered as part of downtime proportionally to their effect. The availability metrics are measured for each calendar year separately for each service. Any kind of disputes and claims are made based on the yearly metrics and corresponding billing.

Acts of god: "Acts of God" refer to extraordinary events or circumstances beyond the reasonable control of either party that could not have been avoided with due care. These include natural disasters such as earthquakes, hurricanes, floods, fires, lightning strikes, extreme weather conditions, pandemics, wars, terrorist attacks, and civil unrest. Acts of God do not include events preventable by reasonable precautions. During such events, the affected party is excused from fulfilling its

obligations to the extent impeded by the event, provided they take reasonable steps to mitigate the impact and promptly notify the other party.

Support

Customer support

Our Support team is available from 09:00 to 17:00 Finnish time, Monday through Friday (excluding public holidays). Customers can expect their issues to be acknowledged within one working day. While we strive to address and resolve issues promptly, please note that resolution may extend beyond the same business day depending on the complexity of the issue.

Liana provides enhanced support levels in our support tiers 1-2. Please refer to the table below for the details of the response times for us taking action on the request during our Support team's availability.

	Pro	Business	Enterprise
Support request response times	Best effort	8h	4h

You are able to reach our support via email, chat or phone. Please check the Liana Support web page <https://support.lianatech.com/> for detailed information.

On-call support for critical system failures

Our systems have been built to tolerate a multitude of issues. However, in the world of IT, unexpected issues can always arise. We have a robust monitoring and alerting system in place. Should a critical system failure arise, Liana has an on-call person on duty 24/7 to react to any major incidents and to escalate the issue if needed. This service is available in our support tiers Business and Enterprise.

Incident management

Regardless of the incident, minor or major, the issues are communicated to our customers as soon as possible. Follow ups on incidents happen either via your designated Customer Success Manager or Liana Support.

Transparency and openness are key values here at Liana. With any major incidents, especially those that might have an effect on personal data, we cooperate closely and in a timely manner with the respective authorities as to our reporting duties. We are open to provide incident reports per request.

SLA tiers

For all customers, we guarantee a 99,5% availability of our services. When counting the availability %, the following applies

- Availability is measured per calendar year, never for shorter or longer periods of time
- No maintenance breaks are counted as downtime. By default Liana will notify our customers of planned maintenance breaks in our systems properly in advance, but especially for security critical patches we retain the right for an emergency update. Typical updates of our systems go unnoticed by any of our customers without any downtime at all.
- System unavailability due to Acts of god are not counted as downtime
- Partial major degenerations of the system are counted as downtime by their proportional effect to the use of the system. System bugs that may occur in all software are not counted as degeneration of the service.

Liana provides 3 different support tiers to our customers: Pro, Business and Enterprise. In the following table we describe the compensation levels of the monthly billing of the particular service that didn't reach their availability for that year.

SLA Tier	Availability commitment	Compensation per 0,5% point drop in Availability (%)
Pro	< 99,5%	No compensation
Business	< 99,5%	5
Enterprise	< 99,8%	10

