

This Support Policy is part of the agreement for certain Software Service or Managed Service (“**Services**”) between Optimizely and Customer.

As part of Optimizely’s Support, 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 as stated in the Order Form unless alternative support terms are specified in the Agreement for the applicable Software Service.

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

1. SUPPORT & SERVICES

1.1 Optimizely support is made available at <https://www.optimizely.com/support/>, as that site may be updated from time to time.

2. SUPPORT LEVEL DETAILS

2.1 **Support Levels** – Optimizely offers three (3) levels of support: Standard, Enhanced and Premium.

3. SERVICE LEVEL OBJECTIVES (SLOs)

3.1 **Priority Level response times and coverage.**

Incident Priority Level	Target Initial Response Time (SLO)	Coverage	Customer Requirements
1	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	Within 1 hour	24/5 Business Days (8am to 8pm CET/EST/AEDT)	Not applicable
3	Within 4 hours		
4	Within 24 hours		

3.2 **Problem Management.** If recurring Incidents indicate a Problem, and that Problem is related to the Service provided by Optimizely, the Support Desk will engage in Problem management to find the root cause (“**Problem Management**”). In case the root cause is unknown, Technical Support Services will work together with Customer to find the root cause.

3.3 **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

4. CUSTOMER TRANSITION ASSISTANCE SERVICE

4.1 **Data Access.** Customer Data remains accessible for a period of 30 days after the expiration of the Services term for download by Customer from the Service (subject to any technical limitations), or otherwise from Optimizely via a Support ticket lodged within that period. Optimizely may restrict that Customer Data access if Customer is not current with its Fees.

4.2 **Exit Transition Assistance Service.** Provided that Customer has paid all outstanding Fees, Customer may request exit assistance services from Optimizely at the expiry or termination of an applicable Order or Agreement. The following exit assistance services (“**Transition Assistance Services**”) will be provided without additional charge by Optimizely (except for costs such as media or network services related to the transfer of any items from Optimizely to Customer as part of the Transition Assistance Services): **(i)** data transfer services: Optimizely will provide data export as-is, and data will be exported in the same format as it has been used within the Cloud Service(s); and in an industry standard format; and **(ii)** file transfer services: Optimizely will primarily provide a secure file transfer storage location to act as the download location for Customer, to access and download Customer Data. Prior to the provision of Transition Assistance Service, the Parties shall agree on a formal written plan of the Transition Assistance Service to be provided by Optimizely (“**Transition Plan**”). Additional fees may be incurred by Customer for Transition Assistance Service, as described below.

4.3 **Additional Transition Assistance Service Fees.** Optimizely and Customer may mutually agree to further Transition Assistance Services. Such services shall be based on Optimizely’s then-current rates. The Transition Plan and Transition Assistance Service fee(s) shall be formalized in a signed statement of work.

4.4 **No Obligation.** Optimizely is not obliged to provide Transition Assistance Service if the Agreement was terminated by Optimizely due to Customer’s uncored breach of the Agreement.

4.5 **Other Fees Remain Payable.** Customer shall continue to pay Optimizely all applicable Fees in relation to the ongoing provision of the Service throughout the Transition Plan to the effective date of expiration of the applicable Order.

5. **SERVICE LIFECYCLES**

5.1 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 is published at <https://world.optimizely.com/service-and-product-lifecycles/discontinued>.

6. **DEFINITIONS**

6.1 All capitalized terms not defined in this Support Policy shall have the meaning attributed within the applicable Agreement. Words denoting the singular include the plural and vice versa. Defined words include their grammatical forms.

7. **ADDITIONAL DEFINITIONS**

- 7.1 **“Business Day”** means a day of the week that is not: a Saturday, Sunday, or any day which is defined as a Public Holiday.
- 7.2 **“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.
- 7.3 **“Incident Priority Level 1”** means a critical production Incident that severely impacts Customer’s Use of the Service and/or halts Customer’s business operations and no procedural workaround exists.
- 7.4 **“Incident Priority Level 2”** means an Incident whereby major functionality of the Service is severely impaired and/or significant performance degradation is experienced, and no reasonable workaround exists.
- 7.5 **“Incident Priority Level 3”** means an Incident involving a partial, non-critical loss of functionality of the Service(s), and a short-term workaround is available, but is not scalable.
- 7.6 **“Incident Priority Level 4”** means an Incident involving general technical inquiries about the Service, cosmetic issues and errors in the documentation.
- 7.7 **“Problem”** shall mean the unknown root cause of an Incident, or related Incidents.
- 7.8 **“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 Sydney, Australia.
- 7.9 **“Service”** means (i) the applicable Software Service or (ii) the management of a service as set out in the Agreement or applicable Order (“Managed Service”).
- 7.10 **“Service Request”** means a Customer-initiated request and/or inquiry submitted to Technical Support Services 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.
- 7.11 **“Service Level Objective” (“SLO”)** means the support response targets set in this Support Policy.
- 7.12 **“Technical Support Services”** means Optimizely’s customer support.
- 7.13 **“Transition Assistance Service”** means the services described in the Transition Plan to be performed by Optimizely to facilitate Customer’s transition off the applicable Service, including its migration of Customer Data.
- 7.14 **“Transition Plan”** has the meaning ascribed in Section 4 of this Support Policy.
- 7.15 **“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 find and provide solution.

8. **SUPPORT LEVEL DETAILS**

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

9. CONTACT DETAILS

Contact information for Technical Support Services is available at <https://www.optimizely.com/support>.

For escalations, additional email contact information is as follows:

- For Team Lead: msteamlead@optimizely.com
- For Management: msmanagement@optimizely.com