

SERVICE LEVEL ADDENDUM

Customer Support

This Service Level Addendum ("Addendum") is made by and between Branch Metrics, Inc. ("Branch") and Customer (each a "Party", collectively the "Parties") as an integral part of the Master Services Agreement or other written agreement ("Agreement") between Branch and Customer for the provisions of deep linking and attribution analytics services ("Services"). "Customer" means the entity that executed the Agreement.

These terms govern Branch's provision of service level support to Customer. All other relevant terms are set forth in the Agreement. In the event there is a conflict or inconsistency between the terms of the Agreement and this Addendum, the terms of this Addendum shall supersede and control over conflicting or inconsistent Agreement language.

Exclusions

This Addendum does not apply to any: (a) features designated beta services (unless otherwise stated in the associated Branch documentation available at <https://help.branch.io/developers-hub> (or its successor URL), (b) responding to problems caused by third party software, (c) configuration changes for third party software, (d) support for issues related to the operation of the Services on local personal computers and related printing issues or problems with the browser and loading the required add-on programs, (e) firewall support, (f) responding to problems caused by hardware, (g) on-site support, (h) Maintenance (as defined below), (i) errors: (i) caused by factors outside of Branch's reasonable control, (ii) that resulted from Customer's equipment, software or hardware or third party software or hardware, or both; (iii) that resulted from abuses or other behaviors that violate the Agreement, (iv) from Customer's employees, agents, contractors, or vendors, or anyone gaining access to Branch's Services by means of Customer's passwords or equipment, or otherwise resulting from Customer's failure to follow appropriate security practices; or (v) that result from Customer's failure to adhere to the Agreement (including Branch's Documentation).

Support Channels

The service levels set forth in this Addendum are only available for support requests submitted according to the requirements set forth in this Addendum.

In order to provide support to Customer, all technical support requests must expressly identify the applicable customer account and be submitted to Branch via email at support@branch.io or the "Submit a Ticket" function at <http://help.branch.io/> (herein referred to as "Support Team").

Availability

Branch customer support is available based on the level of support purchased by Customer via the Order Form. All Branch customers are entitled to Standard Support. Additional support may be purchased in the form of Premium Support. The purchase of Premium Support under an applicable Order Form supersedes the provision of Standard Support.

Standard Support

Support is available to Customer between 8:00 AM to 5:00 PM, local time for Customer, not including Saturday, Sunday, or Branch company holidays. Customers who have executed an Order Form with Branch but have not purchased Premium Support in such Order Form will receive Standard Support as described in the Issue Response Time table provided below.

Premium Support

If Customer has purchased Premium Support as indicated on the applicable Order Form, the Support Team will be available to Customer twenty-four (24) hours a day, seven (7) days a week.

Customer may request a live troubleshooting session for technical support requests submitted per the requirements above. Such requests must be submitted electronically in writing to support@branch.io at least one (1) Business Day in advance. The Support Team will not be available for live troubleshooting sessions during weekends and Branch company holidays. Customer is entitled to a maximum of ten (10) hours of live troubleshooting calls per calendar year, with a maximum of thirty (30) minutes allocated by Branch for each call. "Business Day" means between 8:00 AM to 5:00 PM, local time for Customer, not including Saturday, Sunday, or Branch company holidays.

Service Level Agreement (SLA)

The following table will be used by Branch to prioritize Customer technical support requests and to give Customer a target first response time. Assignment of Severity Level is at Branch's sole discretion. Branch's first response time and frequency of updates to Customer will be made on a case-by-case basis.

Severity Levels and First Response Time by Support Tier			
Severity Level	Definition	Standard Support	Premium Support
Sev 0 - Outage	A service outage of Branch systems that would impact link redirection or attribution.	2 Hours	1 Hour

Sev 1 - High	The Services are completely unavailable for use by Customer, and no procedural workaround exists, thereby causing a severe impact to Customer's business operations.	1 Business Day	2 hours
Sev 2 - Medium	Customer experiences a severe defect or configuration issue with the use of the Services and no procedural workaround exists, thereby causing a high impact to Customer's business operations (excluding Service failures that qualify as Severity Level High).	2 Business Days	4 hours
Sev 3 - Low	Customer experiences an issue where Customer's use of the Services are partially reduced, thereby causing a low-to-medium impact to Customer's business operations. (excluding Service issues that qualify as Severity Level High or Medium but a procedural workaround exists).	5 Business Days	8 hours