

### Service Level Support – Bell Analytics

“**Severity Level**” means one of the four categories listed below which describes the seriousness of a defect:

Priority Matrix	Description / Examples	Response (Acknowledgment) Time	Resolution Time
P0 - Critical	<p><b>Priority 0 (P0) or CRITICAL DEFECT</b> means all or a critical part of the Services is unusable, causing immediate and significant business impact.</p> <p>Examples of Critical Defects include but are not limited to:</p> <ul style="list-style-type: none"><li>• Platform unavailable for all users</li><li>• Unable to create any audiences at all</li></ul>	Less than two (2) business hours	Twenty four (24) business hours
P1 – Very High	<p><b>Priority 1 (P1) or MAJOR DEFECT</b> means a significant, but not immediately critical, part of the Services is unusable, creating some business impact.</p> <p>Problems include but are not limited to:</p> <ul style="list-style-type: none"><li>• Specific user unable to login</li><li>• Unable to activate a campaign</li><li>• Unable to create any segments</li></ul>	Less than four (4) business hours.	Twenty four (24) business hours

P2 - High	<p><b>Priority 2 (P2) or MINOR DEFECT</b> means disruption of a single element of the Services that does not affect the use of the Services and has minimal impact upon business operations. It is a localized or isolated operational nuisance that includes incorrect operation of minor functionality.</p> <p>Examples of Minor Defects include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Some features experience small degradation from a recent software upgrade</li> <li>• Questions or issues with existing campaign activation</li> <li>• Unable to create a segment</li> </ul>	Less than twenty four (24) business hours (1-business day)	Ten (10) business days
P3 - Normal	<p><b>Priority 3 (P3) or NO IMPACT (Non-Service Affecting Defect)</b> means a non-urgent or cosmetic problem, causing inconvenience only. A workaround is available and any defects will be corrected in the next future release.</p> <p>Examples of Non-Service Affecting Defects include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Small data inconsistencies or delays</li> <li>• Cosmetic errors on the webpages</li> <li>• Questions on how to use the tool / interpret data</li> </ul>	Less than seventy two (72) business hours (2-business days)	Thirty (30) business days

NOTE: For clarity, Bell Media may re-classify the priority level of an issue to correct a misclassified priority level (e.g., misclassification resulting from the incorrect use of the application and/or a training issue).