

# Service Level Agreement



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# Introduction



Bullzeye Media is a full service internet agency that would like to relieve you as a customer (hereinafter referred to as "Client") with its products and services. A Service Level Agreement, or "SLA", is an agreement between the Client and Bullzeye Media that states what both parties can expect from each other.

# Website



The SLA is valid for one website on one domain. A website is defined as one or more web pages with information and / or additional functionalities, intended for an end user. The website resides on one domain, multiple links here fall outside the SLA. The SLA can also include the hardware on which the domain is installed.

## **Browser compatibility**

This article is only valid if the website has a maintenance contract. On delivery, the website is compatible with the latest version of the following web browsers:

- Google Chrome
- Microsoft Edge
- Mozilla Firefox
- Apple Safari

The (partial) product is extensively tested on these browsers in the test phase prior to delivery. All compatibility issues that may still play up to 1 week after delivery are listed below warranty fixed. A version is defined as a release-worthy (so no alpha or beta) update of the browser by the developer. Each release-worthy update is seen as a version.

## **Basic testing**

This article is only valid if the website has a maintenance contract. Prior to completion, websites are subject to formatting tests to make sure they look as expected.

## **SSL (Secure Socket Layer)**

This article only applies if the website is (partially) published with an SSL certificate requested and installed by Bullzeye Media. An SSL certificate encrypts communication between the server and the end user. Bullzeye Media ensures the successful installation of the SSL certificate. The operation of the certificate is tested on a sample basis. Any malfunctions that come to light later will be remedied free of charge, unless this is caused by the certificate issuer or a specific internet browser.

# Support



Client has the option to request support from Bullzeye Media. Bullzeye Media offers a help desk online and by telephone. In the case of an support request by the Client, a priority is attached to the malfunction, namely: high, normal or low. Bullzeye Media is authorized to change the priority of a support request at any time.

- **High priority**

Disruptions that make the use of a website impossible. Examples: server outages, data corruption, etc.

- **Normal priority**

Disruptions that occur daily and adversely affect the use of a website. Examples: functionalities not working, recurring error messages, etc.

- **Low priority**

Disruptions that occur weekly and make the use of a website less user-friendly, but do not impede. Examples: reduced server performance, layout errors, etc.

## **Response and resolution time**

The response time is the time that elapses between receiving a support request and the moment that Bullzeye Media responds.

The response time depends on the priority of a request. The resolution time depends on the priority, product guarantee and the ordered maintenance contract. If no maintenance contract has been ordered and the request falls outside the product warranty, the Client must agree to the rates that Bullzeye Media uses to resolve the malfunction. The time to resolve is then measured from the moment that the Client gives an approval.

- **High priority**

Response time: up to 12 hours.

Resolving time: up to 48 hours (72 hours during the weekend).

- **Normal priority**

Response time: up to 24 hours.

Resolving time: up to 48 hours (72 hours during the weekend).

- **Low priority**

Response time: up to 24 hours.

Resolving time: up to 72 hours.

The above times exclude third-party hardware and software.

## **Telephone**

Telephone support is available free of charge between 09:00 and 17:00 from Monday to Friday. Outside office hours, Bullzeye Media can only be reached for high priority failures. If a call is made for other disruptions, an expense surcharge may be charged. All telephone requests are documented for administrative reasons. If the actual response time is longer than the promised response time at the relevant priority, the Client is entitled to a 10% discount on the next (subsequent) assignment.

Bullzeye Media can be reached by telephone on +31 (0)20 8088 680.

# Live server work



## **Live server services**

This article is only valid if the website is hosted by Bullzeye Media. The live server is the server on which the live environment of the website is installed. The live server can deviate from any test servers (the server where the test environment of the website is installed).

## **Preventive server maintenance**

This article is only valid if the website has a maintenance contract. Bullzeye Media strives to inform the Client in advance about any planned maintenance. Bullzeye Media is not liable for any damage that the Client may suffer as a result of downtime as a result of preventive maintenance.

## **Website monitoring**

This article is only valid if the website has a maintenance contract. With the website monitoring of Bullzeye Media, the optimal functioning of the website is continuously strived for.

## **Uptime**

We keep an eye on the Client's website. If it appears that the website is or has been offline, Bullzeye Media will find out the cause and look for a solution.

## **Error messages**

Error messages that arise during use are picked up by Bullzeye Media. If necessary, a solution will be discussed with the Client.

# Backup service



This article is only valid if the website is hosted by Bullzeye Media and has a maintenance contract. Bullzeye Media takes care of making periodic backups at a safe location of the website. Part of these backups are files, database (s) and server settings. At Bullzeye Media we make a backup of your website files and databases 7 times a day, these backups are then stored in a separate location for 60 days.

## **Backup location**

Backups are stored on an external backup server and on a NAS server at the offices of Bullzeye Media.

## **Backup restoration**

Bullzeye Media's standard hourly rate is charged for restoring backups. In the event of a server failure, backups are restored for free.

# Service guarantee



## **Software**

By using modern programming methods, robust architecture and utilizing the latest knowledge, Bullzeye Media delivers products of the highest quality. Should malfunctions occur despite the extensive tests, the Client can count on the service involved. For each request, a critical assessment is made as to whether the malfunction falls within the guarantee and/or the maintenance contract or whether the hours must be charged.

## **Hardware**

This article is only valid if the website is hosted by Bullzeye Media. By renting technically high-quality servers at quality-oriented hosting partners timely maintenance and the number of hardware failures is kept to a minimum. In the unlikely event of a malfunction, the Client can count on relevant service and direct communication. In the event of hardware malfunctions caused by improper use of the website, the Client will be charged according to the standard hourly rate.

## **Third parties**

If third party software or hardware is involved in the malfunction, Bullzeye Media will take steps to inform the manager or producer of the product and request a possible status. Bullzeye Media will take care of the communication with this party and stand up for the interest of the Client. This with a maximum of 1 hour per month. Extra hours are charged to the Client on the basis of actual costs according to the standard hourly rate.

# Maintenance



This article is only valid if the website has a maintenance contract.

## **Security updates and risks**

Bullzeye Media provides the website with new updates once every quarter. In certain situations, such updates may fail or cause the website to malfunction. A failed update attempt is not covered by the maintenance contract. In the event of a failed update, the Client will be contacted. You can choose to skip the update or have the update fixed. In the case of skipping an update, existing guarantees will lapse.

## **Viruses and malware**

Bullzeye Media is not responsible for virus and malware infections in the website. If an infection causes excessive use of server capacity, Bullzeye Media is authorized to preventively take the website offline. Client will be informed about this. Virus and malware infections are not covered by the maintenance contract. Repair work is calculated on the basis of actual costs (see rates). This requires a prior written agreement from the Client.

## **Rates**

For all activities that Bullzeye Media performs outside of guarantees or contracts, the standard hourly rate of Bullzeye Media will apply. The standard hourly rate is €60,00 excluding 21% VAT.

# Follow-up orders



During the term of the concluded maintenance contract, a 5% discount is calculated on follow-up orders that are approved and that meet one of the following conditions:

- It is an extension or modification of the website for which the maintenance contract has been ordered.
- It is an extension of the domain where the website is installed for which the maintenance contract has been ordered.

# Duration



Unless otherwise agreed within the maintenance contract, this SLA is valid as long as the maintenance contract is valid. Cancellation or modification of the maintenance contract must be made in writing at the latest 2 months before the expiry of the maintenance contract. Without cancellation, the maintenance contract is automatically extended with a new period of 1 year. All prices are exclusive of 21% VAT.