

## ORIGIN PLATFORM SERVICE LEVEL AGREEMENT

This Service Level Agreement (“SLA”) is expressly incorporated by reference into the **Origin – Measurement Consumer Agreement (“Agreement”)**. Terms used, but not defined in this SLA have the meaning given in the Agreement. In the event of any conflict between the Agreement and this SLA, this SLA will govern solely to the extent of such conflict.

### 1. TERMS AND REFERENCES

1.1. In this SLA, the following words have the following definitions:

<b>“Acknowledge” or “Acknowledgement”</b>	means the acknowledgement communication Origin provides following the identification and categorisation of a Business Impact Event in accordance with paragraph 3.2;
<b>“Availability”</b>	has the meaning given to it in paragraph 2.2;
<b>“Business Impact Events”</b>	has the meaning given to it in paragraph 3.1;
<b>“Downtime”</b>	has the meaning given to it in paragraph 2.3;
<b>“Halo”</b>	has the meaning given to it in paragraph 5.2 below;
<b>“Resolve” or Resolution”</b>	means to provide a fix, solution or recovery action in response to a Business Impact Event;
<b>“Service Levels”</b>	means the service levels set out in this SLA; and
<b>“Working Day”</b>	means Monday – Friday between the hours of 9am-5pm, excluding bank holidays in England and Wales.

### 2. DELIVERY OF SERVICES

- 2.1. The Origin Platform currently serves up to 400 users across 100 Measurement Consumers and up to 5 EDPs and all calculations made hereunder are based on this assumption.
- 2.2. Subject to paragraph 5, the Origin Platform has a target uptime of **99.5%** Monday to Friday for 12 hours per day between 7.00am and 7.00pm GMT/BST (excluding bank holidays in England and Wales) (**“Availability”**).
- 2.3. Subject to paragraph 5, Origin aims for there to be no more than a total of 15.2 hour(s) between Monday to Friday between 7.00am and 7.00pm GMT/BST (excluding bank holidays in England and Wales) during a full year where the Origin Platform is not provided or operated in accordance with paragraph 2.1 above (**“Downtime”**).

### 3. INCIDENT AND PROBLEM MANAGEMENT

- 3.1. For the purpose of this SLA, **“Business Impact Events”** shall mean Low Impact Events, Medium Impact Events, High Impact Events or Critical Impact Events as defined as follows:

Categorisation	Definition	Examples
<b>Critical Impact Events (P0)</b>	An incident of critical severity resulting in a total outage of the Origin Platform or Services, or a significant degradation rendering the platform inaccessible. This includes complete cessation of data ingestion pipelines and severe disruption of real-time data delivery across all EDPs. Additionally, defects that render the system completely unusable, cause data corruption, security breaches, or major financial risk, or block essential user scenarios with no workaround.	<ul style="list-style-type: none"> <li>• Unable to log in to Origin UI</li> <li>• Unable to submit report</li> <li>• Unable to search Campaign and Brand</li> <li>• Cannot download report</li> <li>• Can download report but no data showing</li> </ul>
<b>High Impact Events (P1)</b>	An incident of high impact occurs when the Origin Platform is affected or there is disruption to the Services, where any impact can be circumvented. This includes partial degradation of the platform, delayed data synchronization, and partial disruption of real-time data delivery across the platform. Additionally, defects that significantly impact key user scenarios, requiring substantial workarounds, or that cause frequent errors affecting business processes.	<ul style="list-style-type: none"> <li>• MC can log in, but not all brand and advert data is available</li> <li>• MC can create report but date range Limited</li> <li>• MC can create report but with limited demographics</li> <li>• Not impacting all MC (on everything mentioned on High Business impact Level)</li> <li>• Failed single report</li> </ul>
<b>Medium Impact Events (P2)</b>	An incident of medium impact occurs when there is no material effect on the Origin Platform and/or Services. This includes low degradation of the platform, slight delays in data synchronization, and no disruption to real-time data delivery across the platform. Additionally, defects that do not prevent scenario completion but impact usability, involve non-essential functionality, or are edge-case issues.	<ul style="list-style-type: none"> <li>• MC can log in and submit report but taking some time to complete</li> <li>• Email notification not received</li> </ul>
<b>Low Impact Events (P3)</b>	An incident of low impact occurs when there is minimal effect on the Origin Platform and/or Services. This includes very slight and/or inconsistent degradation of the platform. Additionally, defects that do not affect essential functionality, are infrequent, or involve minor usability issues.	<ul style="list-style-type: none"> <li>• Bad formatting on downloaded report</li> <li>• Minor UI glitches (formatting and appearance)</li> </ul>

3.2. Where Business Impact Events are either identified by Origin or notified to it by Measurement Consumer or other third parties involved in Origin, Origin will evaluate and categorise such Business Impact Event in accordance with the above. Following categorisation by Origin, Origin shall send an Acknowledgement to the Measurement Consumer that had identified such Business Impact Event if applicable, and shall use reasonable endeavours to Resolve in accordance with the following:

PRIORITY RATING	RESOLUTION TIME
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P-0 (Critical)	1 Working Day
P-1 (High)	3 Working Days
P-2 (Medium)	10 Working Days
P-3 (Low)	20 Working Days

3.3. If Measurement Consumer identifies a Business Impact Event, it shall email Origin at: [originsupport@isba.org.uk](mailto:originsupport@isba.org.uk).

#### 4. SCHEDULED AND EMERGENCY MAINTENANCE

- 4.1. All scheduled maintenance shall be communicated by Origin at least 2 Working Days in advance of carrying out such scheduled maintenance. Any disruption to the Origin Platform arising from scheduled maintenance or resulting from an unexpected interruption in data supply from third-party sources (such as EDPs) shall be excluded from the calculation of Availability under this SLA.
- 4.2. Emergency maintenance may be carried out and Origin shall give Measurement Consumer reasonable notice of such emergency maintenance. Any disruption as a result of emergency maintenance performed shall not count towards measures of Availability or Service Levels contained herein.

#### 5. EXCLUSIONS AND EXCEPTIONS

5.1. Resolution and Availability as set out in this SLA may be adjusted in cases where:

- Additional information is required from the reporting party reporting a Business Impact Event;
- External dependencies (e.g., third-party services) impact Resolution or Availability;
- Appropriate and timely decisions from ISBA stakeholders are required for Resolution; and/or
- Force Majeure Events prevent timely Resolution or impacts Availability;

and, Origin will not be liable under this SLA or the Agreement for any such adjustments, delays or unavailability arising from the same.

- 5.2. Origin is built using the Halo project, part of the WFA ([link](#)) (“**Halo**”). Therefore, Origin shall not be liable under the Agreement or this SLA to the extent it breaches the same due to the operability or performance of Halo.
- 5.3. Origin will not be liable under this SLA or the Agreement for any failure, error, act or omission which is beyond its control including, without limitation, any lack of data from third-party providers (for example but not limited to the Enterprise Development Partners, Halo, Kantar, TechEdge or EDPs), act or omission of Measurement Consumer or any Force Majeure Event.

**DATE: JUNE 2025.**