

Service Level Agreement

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Tactful Ltd · Company No 10279888 · The Venture Centre, Stirling House, Cambridge Innovation Park, Denny End Road, Waterbeach, Cambridge, United Kingdom, CB25 9PB

1. Purpose

This Service Level Agreement ("SLA") establishes a common understanding for providing support for the Tactful AI product with regard to service delivery and time windows. It defines the levels of service, response times, and resolution targets that Tactful Ltd commits to for all customers.

2. Support Hours

Standard support is available during the following hours:

- **Working days:** Sunday to Thursday
- **Working hours:** 09:00 – 17:00 UTC
- **Excludes:** Public holidays

Critical issues (Severity 1) are monitored 24/7 with automated alerting and on-call engineering response.

3. Support Channels

- **Email:** support@tactful.ai
- **Help Centre:** support.tactful.ai
- **Real-time status:** status.tactful.ai

4. Severity Levels

Severity	Definition	Example
S1 — Critical	Platform is down or a core function is completely unavailable, affecting all users	Complete service outage, data loss, security breach
S2 — Medium	A significant feature is impaired but the platform remains operational	Channel integration failure, reporting delays, partial functionality loss
S3 — Low	Minor issue or cosmetic defect with a workaround available	UI display issue, non-critical feature request, documentation query

5. Response and Resolution Targets

Standard Support

Severity	First Response	Target Resolution
S1 — Critical	1 hour	4 hours
S2 — Medium	4 hours	2 business days
S3 — Low	1 business day	4 business days

Priority Support

Available to customers on Enterprise plans or with a Priority Support add-on.

Severity	First Response	Target Resolution
S1 — Critical	30 minutes	2 hours
S2 — Medium	2 hours	1 business day
S3 — Low	4 hours	2 business days

6. System Availability

Tactful Ltd guarantees **99.5% uptime** for managed cloud instances on Enterprise plan subscriptions, measured on a monthly basis. This excludes:

- Scheduled maintenance windows (communicated at least 48 hours in advance);
- Force majeure events beyond Tactful's reasonable control;
- Issues caused by the Customer's infrastructure, integrations, or third-party services; and
- Features explicitly labelled as Beta or Early Access.

7. Scheduled Maintenance

Planned maintenance is performed during low-traffic windows and communicated to affected customers at least 48 hours in advance via email and the status page. Emergency maintenance may be performed with shorter notice when required to address critical security or stability issues.

8. Escalation Process

If a support issue is not resolved within the target timeframe, customers may escalate:

1. **Level 1:** Support Team Lead — via support@tactful.ai with “ESCALATION” in the subject line
2. **Level 2:** Head of Customer Success — contacted by the Support Team Lead
3. **Level 3:** VP of Engineering — for unresolved critical issues persisting beyond 2× the target resolution time

9. Customer Responsibilities

To enable Tactful Ltd to meet the service levels defined in this SLA, the Customer agrees to:

- Provide accurate and complete information when reporting issues;
- Designate authorised contacts for support communication;
- Respond to Tactful's requests for additional information in a timely manner;
- Maintain their own systems and integrations in accordance with Tactful's published requirements; and
- Report issues through the designated support channels.

10. Amendments

Tactful Ltd reserves the right to update this SLA. Material changes will be communicated to customers at least 30 days in advance. Continued use of the platform after the effective date of changes constitutes acceptance of the updated terms.

11. Contact

For support enquiries: **support@tactful.ai**

For SLA-related questions: **legal@tactful.ai**