

SERVICE POLICY

by



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VERSION HISTORY

Version	Publish Date	Author	Notes
v1.0	2023-06-12	Mert Yıldırım mert.yildirim@pointr.tech	<ul style="list-style-type: none">Final version
v1.1	2023-08-09	Mert Yıldırım mert.yildirim@pointr.tech	<ul style="list-style-type: none">Removed “Hardware Extra Care” Plan. It is part of the “Priority Support” plan by default.
v1.2	2024-09-12	Mert Yıldırım mert.yildirim@pointr.tech	<ul style="list-style-type: none">Updated “1. Scope” section and escalation diagram to support Customer Success organization.
v1.3	2025-11-...	Mert Yıldırım mert.yildirim@pointr.tech	<ul style="list-style-type: none">Replaced Pointr Docs cross-references with dev.pointr.techEnd of life section updated to support version 9

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1. OVERVIEW

Pointr **Service Policy** (“Service Policy”) describes the policies and procedures under which Pointr provides technical support services for:

- Pointr Mobile SDK (iOS/Android)
- Pointr Web SDK
- Pointr Cloud CMS
- Pointr Rest API
- Pointr Map Scale®
- Pointr Express™
- Pointr Deep Analytics

Product (“Product”) to its **Customers** and **Partners** (each, a “Client”), **Technical Support** (“Technical Support”) is provided pursuant to the separate license agreement under which Client has purchased **License Agreements** (“License Agreement”). All is subject to License Agreement. Technical Support is provided via Pointr’s online support channels, including but not limited to email and teleconference.

a. Scope

Technical Support is intended to provide assistance to Clients for issues and questions that are unable to be addressed with the content provided in the [Pointr Docs](#). Coverage will include delivery, project and customer success management team support with timeframes based on contracted **Support Plan** (“Support Plan”) and **Incident Priority** (“Incident Priority”) schedules. Technical Support includes, but is not limited to:

- Basic Product configuration issues, such as troubleshooting Client configuration settings
- Configuration, operation and/or connectivity issues related to one or more Products
- Application Programming Interface (API) operation and connectivity
- Pointr Mobile SDK and/or Pointr Web SDK operation and connectivity
- Pointr Cloud & Deep Analytics operation and connectivity
- Pointr Map Scale® & Express™ operation and connectivity
- Product(s) version updates and upgrades
- Bluetooth beacon operational validation (where Priority Support Plan is procured)

b. Exclusions

Pointr holds no responsibility or obligation to support issues relating to, though not limited to the following:

- Client End Application (aside from SDK Integration support)
- Hardware not under contract with Pointr
- Customizations or modifications to Product(s) by any party other than Pointr (unless otherwise specified in the “Client Contract”)
- Any items not explicitly included in applicable Statement of Work (SOW)
- Defects or failures in Product(s) resulting from Client’s software or hardware or third party software or hardware or both
- Defects or failures in Product(s) due to factors beyond Pointr’s commercially reasonable control
- Training, customization, integration beyond standard deployment process or issues resulting from 3rd party applications
- Any features or services not directly designated as production ready (alpha, beta, demo, etc.)
- Any modifications to software or hardware not expressly approved by Pointr
- Performance issues that are a result of actions or inactions of Client or third parties, caused by factors outside of Pointr’s reasonable control, including but not limited to acts of God, acts of government, acts of terror, acts of civil war or natural disasters (flood, fire, earthquake, etc.)

Pointr will make commercially reasonable efforts to fix defects and other errors in the Product(s), as well as respond to Incidents as described in this Service Policy. Client acknowledges that it may not be possible for Pointr to correct every defect and error, or resolve every issue. Client will provide information and access to client resources as reasonably required for Pointr to provide support. Pointr will be excused from any non-performance of its obligations hereunder to the extent any such non-performance is attributable to Client’s failure to cooperate as set forth herein.

2. INCIDENT REPORTING & RESPONSE PROCESS

a. Reporting Incidents

In order to expedite resolution time of Incidents, Pointr expects that Client will attempt to:

1. Verify that an Incident is systematically reproducible
2. Provide full description of the the issue and the expected results
3. List steps to reproduce the issue, along with relevant situational documentation such as screenshots or videos
4. Provide full verbose log files from Pointr SDK start, showing library version, specifying platform information (iOS/Android/Web) and environment settings (Dev/QA/Prod)
5. Share relevant code snippets (where applicable)

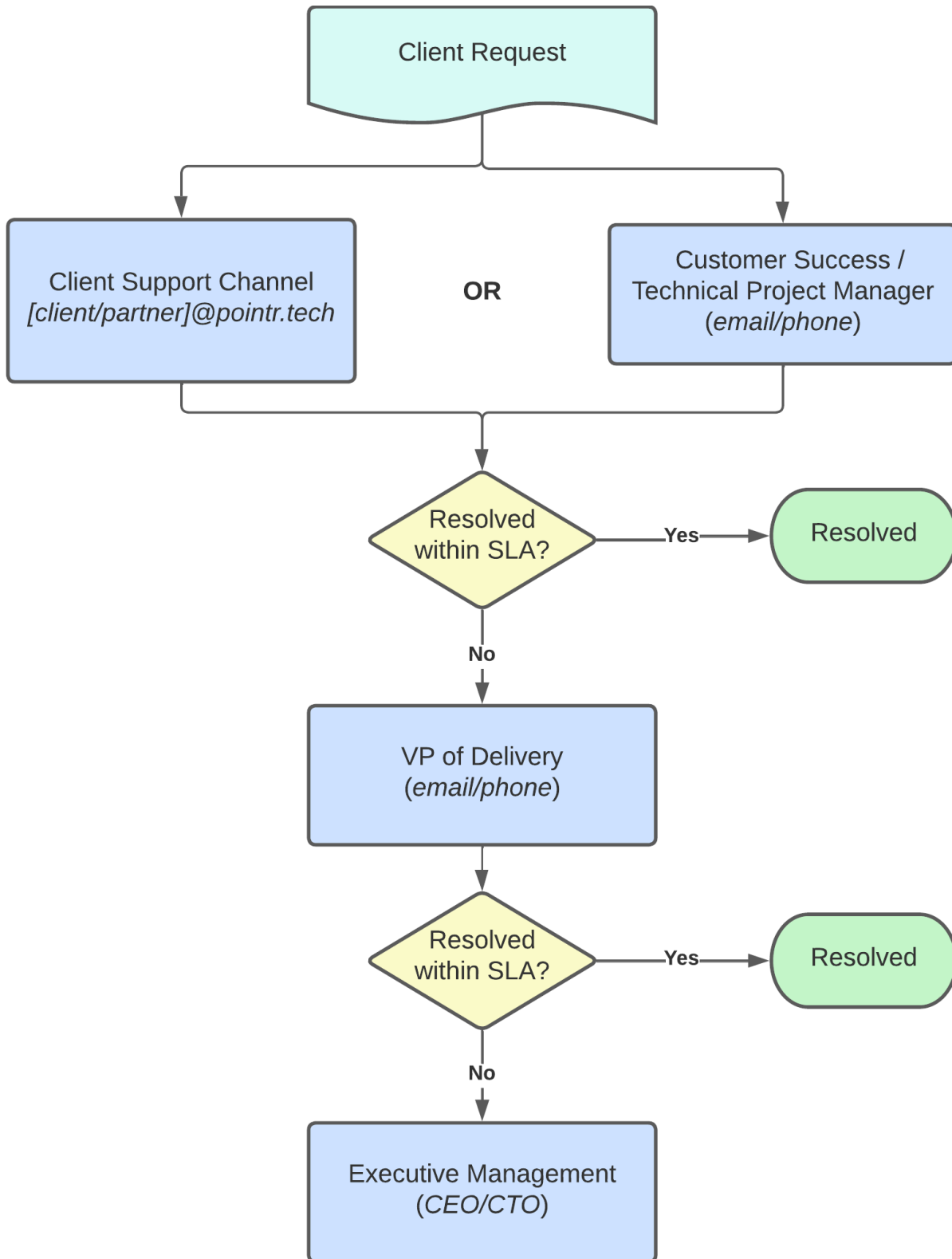
Unless otherwise stated in contract addendum, all Incidents should be documented online via Client support email group (clientname@pointr.tech). No other third party tools or applications are accepted to trigger **Acknowledgement Time** (“Acknowledgement Time”) stated in this Service Policy.

b. Responding Incidents

For each Incident raised by Client, Pointr will:

1. Confirm receipt of Incident
2. Set Incident Priority based on information provided by Client and in alignment with the Incident Priority table below. Pointr reserves the right to modify Incident Priority throughout the life of Incident.
3. Analyze Incident, verifying information provided is adequate
 - a. This may or may not require additional information to be provided by Client (system logs, screenshots, videos, etc.), in order to identify root cause of Incident
 - b. Failure to provide requisite additional information may result in delayed resolution that shall not be in violation of resolution target
4. Take reasonable action to respond to Incident within the time specified in alignment with Contracted Support Plan (defined below)
5. Provide Client direction and assistance in resolving the Incident
6. Keep a record of ongoing communications with Client

Any escalation requests will follow the flow below, if/when needed:



3. SUPPORT PLAN

a. Standard Support

Standard Support (“Standard Support”) is included (subject to fees) with all enterprise licenses. It is available during regular business hours based on Client region and which covers remote troubleshooting services for software and hardware related issues.

b. Priority Support

Priority Support (“Priority Support”) provides a comprehensive set of resources to enable your organization to avoid or reduce downtime and expedite the value of your investment through accelerated response times. The aim of this program is to provide 7x24 support for Critical and High Priority Incidents, which covers remote troubleshooting services for software, remote and on-site troubleshooting services for hardware related issues.

4. SERVICE LEVEL AGREEMENT

a. Incident Management

Incident Priority	Incident Description	Acknowledged. Time		Resolution Time	
		Standard	Priority	Standard	Priority
Critical (P1)	Product is experiencing functionality outages or inaccessibility for the majority of users (minimum 1,000 users). Alternatively, this may be an issue of data security or data breach.	4 Business Hours	2 Hours	1 Business Days	4 Hours
High (P2)	Product is experiencing functionality outages or inaccessibility for a significant portion of users. An alternative solution and/or workaround may be available.	2 Business Days	4 Hours	5 Business Days	1 Business Days
Medium (P3)	Product is experiencing functionality impairments. In this case, an alternative solution and/or workaround is available, though not preferred.	3 Business Days	1 Business Days	10 Business Days	5 Business Days
Low (P4)	Product is experiencing functionality impairments in non-core areas, or core areas are functioning in a non-desirable fashion. This includes tolerable and deferrable problems. An alternative solution and/or workaround is available, though not preferred.	10 Business Days	3 Business Days	Next Release	Next Release

b. Business Hours

- Americas: **8.00 AM - 8.00 PM (ET)**, Monday through Friday
(Excluding US Federal Holidays)
- EMEA and APAC: **6.00 AM - 6.00 PM (GMT)**, Monday through Friday
(Excluding UK and Turkey National Holidays)

c. Exclusions

In case of any general inquiries and proof of concepts without any commercial engagement, Client will not be a part of SLAs (Incident Management) as described in this Service Policy. Pointr will make commercially reasonable efforts to answer any general inquiries with respect to Product(s) within 10 - 15 Business Days. Client acknowledges that it may not be possible for Pointr to respond to every inquiry, or resolve every issue. Client will provide an adequate level of information and contact support email group (support@pointr.tech) for Pointr to provide support.

5. SUPPORT PLAN FEATURES

Plan Features	Standard Support	Priority Support
Knowledge Base Access (Pointr Docs)	Yes	Yes
Remote Support	Yes	Yes
On-site Support	No	Yes (Hardware Only)
Support Coverage Hours	Business Hours	24x7 (P1 & P2 only)
P1, P2 Incident Update Frequency	24h, 48h	8h, 24h
Hardware Coverage	Yes	Yes
Software Coverage	Yes	Yes
Service Performance Monitoring	Yes (Cloud only)	Yes (Cloud only)

a. Hardware Coverage

Pointr provides coverage, service, and/or maintenance, as defined herein, for all undisturbed hardware, under normal use and service, procured through and installed by Pointr (or an approved third party contracted by Pointr).

The coverage begins on the first business day following License Agreement activation and ends dependent on the License Agreement termination, so long as specified support level is continually paid. If the Support Plan is paused or ended, the coverage period will be immediately terminated. Support is subject to choice of hardware vendor. Not all hardware will be covered, or

some hardware may be covered for shorter than specified. Pointr may repair or replace hardware. If Pointr replaces the covered equipment, the original product becomes Pointr property and replacement product is Client property, with coverage for the remaining period of the plan.

Under Standard Support, Pointr offers 1 year hardware warranty by default, as well as remote troubleshooting services. Under Priority Support, Pointr offers hardware warranty based on the duration of the license (up to 5 years), and commits to provide on-site troubleshooting services upon Client request.

On-site troubleshooting is also available at additional cost even if the Client is under Standard Support. Pointr will provide remote troubleshooting sessions as well as on-site support where Pointr deems it necessary to remediate issues in person. Clients will be responsible for travel and hotel costs, with Technician/Engineer labor included as part of this plan.

Further coverage details about hardware coverage can be found in the [Pointr Hardware Support Policy](#).

b. Software Coverage

Pointr provides software troubleshooting, Web/Mobile SDK integration support, server/application maintenance and monitoring services, as defined herein, under normal use and service.

The coverage begins on the first business day following License Agreement activation and ends dependent on the License Agreement termination, so long as specified support level is continually paid. If the Support Plan is paused or ended, the coverage period will be immediately terminated. Support Plan is subject to choice of Product(s) within the scope of original deployment.

Under both Standard and Priority Support, Pointr offers unlimited software warranty dependent on Client version information, as well as remote troubleshooting services. This guarantees to make commercially and technically reasonable efforts to address any software issues with respect to the Product(s).

Further software coverage details of Standard and Priority License Programs can be found in the [Pointr Software Integration Policy](#).

End of Life

Beginning with Pointr Mobile SDK v9.0.x, Pointr Web SDK v9.0.x and Pointr Cloud v9.0.x, Pointr Map Scale v9.0.x, Pointr provides technical support on each version of the product for twelve (12) months after release. For an additional six (6) months, Pointr will assist in clarifying language in the documentation in an effort to help Clients upgrade to newer Product versions.

Product versions older than twelve (12) months have reached their End of Life and are no longer supported. They are also not assessed for potential security issues and do not receive any security updates. Provided that Pointr shall have given End User thirty (30) days' notice of such discontinuance; such discontinuance shall not be deemed a termination or a breach of this Agreement by Pointr. From and after the End of Life Date, if End User communicates to Pointr in a Notice given not less than ninety (90) days, it is good faith need to continue with a prior version of the Pointr Properties past such End of Life Date, Pointr and End User shall work together in good faith to create a solution for End User.

To ensure the safety of your data and deployments, Pointr encourages prompt updates to the latest product and SDK releases. Further support period and platform versioning scheme details can be found in the [Platform Versioning Scheme](#).

c. Hosting & Service Performance Monitoring Coverage

Pointr has tools and systems for monitoring website and service status, which will be enabled and reported back to the support email group provided by Client upon request. These tools report problems and failures in a real time environment that Pointr can respond to. If more than 30 minutes of downtime is expected from these reports, then Pointr will automatically provide a health check update.

Pointr delivers hosting services via Cloud (on Microsoft Azure platform of Pointr or Client) or On-Premise (on Client) based on deployment requirements, technical feasibility and compatibility of Product(s). The following metrics are applicable to Production instances only, and gradually decrease depending on the other types of Client environment(s).

- When using the cloud hosting option via Microsoft Azure platform of Pointr, Pointr targets 99% and 99.9% server uptime and availability for Standard and Priority Plan respectively, and will be able to provide server/application performance monitoring services.
- When using the cloud hosting option via Microsoft Azure platform of Client or on-premise hosting option, Pointr does not commit any server uptime and availability for both Standard and Priority Plan, and will not provide server/application performance monitoring services.

Any maintenance and software development will be carried out during out-of-hours in the Production environment. QA, Development or Demo environments are not determined as client facing environments hence in-hours maintenance may take place.

Further details about Pointr Cloud Servers can be found in the [Pointr Environment Definitions](#).

Service Credits

Pointr shall provide the Cloud Service and Maintenance Support to meet or exceed the agreed SLA. The Parties agree that payment or provision of the Service Credit is not a penalty and would not be used to terminate the service. Pointr shall use the necessary measurement and monitoring tools to measure and report its performance of the Cloud Service and Maintenance Support against agreed Service Levels as set out in the SLA. The Parties hereby agree that the financial compensation or the applicable Service Credit is to be applied as discount on upcoming hosting / support invoices.

Service credit will be calculated as follows:

- 5% of one month hosting value if service is below target and above 95%
- 10% of one month hosting value if service is below 95% and above 90%
- 20% of one month hosting value if service is below 90%

In the event that Pointr does not provide hosting services, a monthly hosting fee of \$1,000 will be assumed for the purposes of the % value calculation. For the avoidance of doubt, 5% of one month's hosting value will mean \$50 in the event that Pointr does not provide hosting services. If a dispute arises with respect to this Service Policy, Pointr will make a determination in good faith based on readily available logs, reports, records and other information.