

# **Security Awareness Training**

Service Definition Document

**G-Cloud 14**

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# 1. Introduction

This is a service definition document for our G-Cloud service, Inspired eLearning powered by VIPRE. Below you will find information about how to use this document and what the document contains. It is important that you read this introduction section to get the best experience from this document and ensure you find the information you need quickly and easily.

## 1.1 Document Sections

This document has the following sections:

[Section 1 - Service Information](#) contains essential information about our Inspired eLearning powered by VIPRE service, the functionality, security, and brief aspects of pricing.

[Section 2 - G-Cloud Alignment Information](#) details how our services and company align with the G-Cloud buying process and provides typical information to help you understand how to buy, configure and consume our services, and how to leave our services should the need arise.

[Section 3 - About Our Company and Our Services](#) provides information specific to VIPRE Security Group and how we can solve the problems faced by customers in the public sector.

## 1.2 How to Use This Document

This service definition document is an active document which means you can click on the links we provide to move around the document viewing only those specific sections you are interested in during the different phases of your G-Cloud buying process. There are also links to enable you to return to this section to speed up the reviewing process.

## 2. Service Information

### 2.1 Section Introduction

In this section we describe Inspired eLearning powered by VIPRE and you will find information about our service functionality, including key features and benefits, aspects of security and brief pricing.

Inspired eLearning powered by VIPRE is a VIPRE Security Group brand and part of Ziff Davis Inc. (NASDAQ: ZD). As part of VIPRE Security Group, an award-winning global cybersecurity, privacy and data protection company, we are committed to delivering eLearning solutions of the absolute highest quality, ones which don't simply check a box, but which drive positive and measurable changes in organisational culture as well.

We deliver solutions that help clients nurture and enhance workforce skills, protect themselves against cyberattacks and regulatory violations, and maximise the return on their investment in organisational training with our eLearning for employees.

### 2.2 Inspired eLearning powered by VIPRE: Security First Solutions Overview and Assurance

In today's smart, connected and increasingly automated world, public sector organisations face the growing risk of exposure of sensitive data or falling victim to cyber threats. Employees are susceptible to falling for phishing and social engineering attacks and are often not aware of (or following) Information Security policies. Additionally, they may not be aware of when or how to report cybersecurity incidents and may not be following compliance regulations. That threat means that an organisation's security processes need to be top of mind for employees and is also why increasing employee knowledge is mission critical to protecting public sector organisational integrity and public trust.

Inspired eLearning powered by VIPRE Security First Solutions is our end-user Security Awareness Training platform. Customers can choose from three pre-packaged Security Awareness Training course libraries which include up to 44 curated Courses and Videos: Select, Preferred, Elite. We also have eight Compliance Training packages available, as well as individual courses available.

By packaging the power of enterprise-grade software into simplified, targeted, and easily deployable solutions, Security First Solutions will help your organisation reduce human-

related security incidents by educating your employees to recognise today's cyber-attacks. Powered by automation capabilities, Inspired eLearning has built 15+ years of enterprise cyber security expertise into three new, off-the-shelf solutions to help organisations of any size or experience create a blueprint for a Security First organisation.

- **Bolster Your Phishing Defence with PhishProof**

Simulate e-mail and USB phishing with our advanced phishing simulation engine, PhishProof.

- **Know Your Security Awareness Strengths and Weaknesses with CyQ™**

Uncover valuable insight about your employees' security awareness knowledge using our Cybersecurity Quotient (CyQ) assessment engine and identify individuals, departments, or at organisation level who and where to focus your security education program.

- **Professionally Curated Security Awareness Programs**

We understand there isn't a one size fits all program for security awareness. With our integrated learning paths, you can choose our fully scheduled pre-built programs which include education, phishing simulations, and knowledge checks or you can fine-tune any of our programs with the topics and simulations that fit your organisational needs.

- **Measure Your Improvement with StatZen™**

StatZen features four quadrants covering licence utilisation, exam scoring, phishing preparedness, and course status. Each of these equips administrators with the means to tell a story to the executive suite on how their organisation's training efforts are attaining ROI.

- **Global Workforce Ready**

Security First programs come with 17 off-the-shelf translations to keep your experience uniform. With the option to add additional translations, you can rest assured your employees have the ability to get program content delivered to them no matter where they call home.

### 2.2.1 Features and Benefits

Our Security First Solutions include:

- » Unlimited Phishing Simulations with multiple Templates and remedial courses
- » Fully customisable Phishing Templates and campaign Landing Pages
- » Award winning Security Awareness Training content
- » Gamification and Adaptive Learning Training Course content
- » Integrated Learning Paths: Expertly curated training programs for continuous learning
- » Cybersecurity Quotient (CyQ): User assessment test and Knowledge Gap Report
- » Customisable Training Content including Text, Audio, Video, Graphics, Exams, and more (fees apply)
- » Languages: 17 Off-the-shelf Translations
- » PhishHook: suspicious email reporting tool for Outlook and Gmail
- » StatZen™ Advanced Reporting
- » Active Directory Integration
- » USB Baiting Simulations
- » Reporting API

By using Inspired eLearning powered by VIPRE, we can help your organisation:

- » Test users' susceptibility to phishing and USB baiting
- » Create custom Phishing Campaigns to suit your organisations' needs
- » Train users about cybersecurity risks and threats
- » Motivate users with high production quality, relevant and relatable content
- » Increase learning retention with gamified, Test-Out, and adaptive learning options
- » Automatically enrol users into preset or custom learning paths
- » Identify weaknesses in security knowledge and determine recommendations for remediation
- » Track progress and measure the organisation's susceptibility to cyberthreats
- » Utilise 40+ high quality language translations, including 17 free options
- » Prevent human-related security breaches due to employee error

Customers also have the option of choosing our courses as SCORM Packaging, where they can download SCORM courses and load them into their own Learning Management System.

## 2.3 Security

We are committed to implementing leading data protection standards, and we have adopted significant governance measures, corporate policies and operating procedures to do so. We abide by “privacy by default” and “privacy by design”.

We have a comprehensive Information Security policy that applies to all of Ziff Davis, and our divisions and brands are committed to transparency in their collection, use, retention and sharing (if applicable) of data. In support of this commitment, each Ziff Davis division or brand has a separate privacy policy with clear terms about how that division or brand collects, uses, retains and shares data and pursuant to which legal basis.

## 2.4 Service Pricing

We licence our service based on the number of users within the organisation.

Contact our sales teams for more information on the product and pricing. They will provide you with all the necessary details regarding purchasing options, contract terms, and pricing structures.

## 3. G-Cloud Alignment Information

### 3.1 On-Boarding and Off-Boarding Processes

#### 3.1.1 On-Boarding

Security First Solutions are provided as a cloud service. Customers can choose either SCORM Packaging, where they can download SCORM courses and load them into their own Learning Management System, or they can choose to have us host the training in our cloud iLMS platform.

We can arrange a demonstration of our service to showcase its features and capabilities and help you understand how our service can meet your specific requirements.

Following the demonstration, we can provide you with access to review our Content via a Content Review Portal, and for customers wishing to use our cloud iLMS Platform, you can trial any features that you would like to via a Proof of Concept (POC) which is tailored to your organisation's needs. This POC will allow you to test our service in a real-world environment and ensure that it fits your use cases.

After the POC phase, our team will assist you in configuring and implementing the service according to your preferences and requirements.

For customers choosing our cloud iLMS platform to host the training, onboarding support is provided including remote deployment assistance and comprehensive documentation. This includes key Getting Started information that is provided in our admin User Interface and Pre-Deployment technical information which is included in our technical knowledge base. Our teams will assist you in configuring and implementing the service according to your preferences and requirements. We provide Technical Support by phone and email and also offer Managed Services via a dedicated team of Technical Account Managers (fees apply).

#### 3.1.2 Off-Boarding

Upon leaving our services, customers using our cloud hosted platform can use standard Reporting features to export information including learner enrolments, course completions and phishing susceptibility.

In the event that you need to discontinue our services, we offer a straightforward off boarding process. Simply reach out to your VIPRE Account Manager and they will guide you through the necessary steps to terminate your subscription.



We securely delete customer account information after 30 days.

## 3.2 Backup/Restore and Disaster Recovery Provision

Our services are hosted on AWS Cloud in Ireland and backups are performed daily. We have a SOC2 Certificate.

We have an established DR policy in place and more information about our corporate Information & Data Security Practices is available by clicking on the Information & Data Security Practices section of our website here: <https://www.ziffdavis.com/esg-policies>

## 3.3 Service Management Details

### 3.3.1 Service Levels

Customers can view the status of Inspired eLearning powered by VIPRE plus any other VIPRE Security Group services and subscribe for notifications of service outages at our status page here: <https://status.vipre.com/>

#### Target Service Level Response Times

VIPRE Security Group Technical Support aims to handle all submitted Incidents in accordance with the target service times for the relevant Severity Level as outlined below.

Severity	Response	Updates
Low	Within 8 Hours	Daily
Medium	Within 24 Hours	Updated as agreed with Customer/ Partner
High	Within 24 Hours	Updated as agreed with Customer/ Partner

Our technical support team is dedicated to exceeding our SLA guarantees by providing exceptionally quick responses to all inquiries. While our SLA commits to responding within 8 hours for high-severity incidents and 24 hours for medium and low-severity issues, our

average response time is under 2 hours across all severity levels. This rapid response rate reflects our commitment to delivering superior service and support, ensuring that our customers and partners receive timely and effective solutions to their inquiries.

### 3.3.2 Service Constraints

Our services are designed to be as accessible as possible, with 24-hour email support available every day of the year to ensure that help is always at hand. Similarly, our phone support dial pad offers a 'follow the sun' approach, meaning that customers can get assistance over the phone at any time of the day.

### 3.3.3 Service/General Support details

Customers can contact us, access our Knowledge Base, submit a Support Ticket and check Ticket Status on this page: <https://www.vipre.com/contact/>

24/7 Support is also provided by Phone and Email:

- ◆ UK: [+44 800 093 2578](tel:+448000932578)
- ◆ Email: [uksupport@vipre.com](mailto:uksupport@vipre.com)

Customers that purchase Managed Services provided via a dedicated team of Technical Account Managers are provided with specific contact details at the start of their contract.

## 3.4 Training

For customers choosing to use our cloud iLMS platform to host the training, onboarding support is provided including remote deployment assistance.

In addition, we have the following online resources available:

- VIPRE Technical Support Site:
  - Visit the Knowledge base, explore our forums and create support tickets:  
<https://helpdesk.vipre.com/>
- Product Technical Support information: <https://support.inspiredelearning.com/help>
- In-portal product Getting Started Guide

## 3.5 Invoicing Process

Our invoicing process is as follows:

- Contact VIPRE by phone, email, or web.
- Arrange a meeting with a VIPRE Account Manager / Sales representative.
- Request product and service information.
- Arrange a demonstration and/or trial period as required.
- Request a quote.
- Accept quote and place order.
- Receive invoice and pay within specified timeframes.

VIPRE will invoice Customer for all Fees. Invoices may be delivered to Customer by email to the Customer Representative's email address and are due and payable in line with terms.

Full invoicing terms are available in our Terms of Service document which is available upon request.

## 3.6 Termination Terms

In the event of termination, both parties are required to adhere to the specific clauses outlined in the agreement. This includes the fulfilment of any outstanding obligations and responsibilities, as well as the exercise of rights granted up until the point of termination. For a comprehensive understanding of these terms, please refer to the detailed clauses found in our Terms of Service document which is available upon request.

## 3.7 Customer Responsibilities

Customers should refer to the Terms of Service and Acceptable Use Policies for a detailed list of their obligations, these are both available upon request.

Below is a summary of Customer responsibilities:

- » **Equipment and Services.** Customer is solely responsible for obtaining, provisioning, configuring, maintaining and paying for all equipment (including without limitation computer hardware, software, internet access and telephone lines) and services necessary for Customer and Users to access and use the Services.
- » **Customer Representative.** Customer will designate from time to time an individual (the "Customer Representative") who will act as its primary contact regarding the performance of this Agreement.
- » **Customer's Email Administrator.** Customer will designate one (1) User as its mail administrator (the "Mail Administrator") who is responsible for Customer's technical

installation and use of the Services and is authorized by Customer to request and receive from VIPRE technical support regarding Services.

- » **Permitted Users:** Customer will restrict access to and use of the Services to its Users, and at all times maintain a record of the number of Users in order to disclose same in accordance with Clause 4.8.
- » **Acceptable Use:** Customer is solely responsible and liable for Customer's and Users' use of the Services and any and all acts and omissions by Customer and Users.
- » **Security and Passwords.** Customer and its Users are required to use a username and password.
- » **Content and Export Laws.** Customer is solely responsible and liable for the content of communications sent or received by Customer and Users using the Services.
- » **Customer Information and Assistance.** Customer will promptly notify VIPRE if it exceeds the number of Users set out in the Order Form and will provide to VIPRE all information requested by VIPRE regarding performance of the Services or to verify the number of Accounts or Users.

## 4. About Our Company and Our Services

### 4.1 About Us VIPRE Security Group

VIPRE Security Group, part of Ziff Davis Inc. (NASDAQ: ZD), is an award-winning global cybersecurity, privacy and data protection company.

Our teams are located in 11 countries, with customers in nearly every nation worldwide.

VIPRE Security Group is a global organisation that protects millions of consumers and businesses including some very well-known brands. Backed by cutting-edge machine learning, one of the world's largest threat intelligence clouds and real-time behaviour monitoring, the VIPRE Security Group delivers unmatched protection against today's most aggressive threats.

### 4.2 Why Choose Us?

Our Training courses are created by a team of instructional designers that have more than 60 years of combined eLearning experience. Our experts use the ADDIE model and cinematic creation styles to create courses that appeal to adult learning processes, making our security awareness programs the most engaging and effective in the industry.

Every part of our courses is optimised for retention. With cinematic intros, smartly placed interactivities, and a conversational tone, we ensure learners are engaged from the moment the course starts. The relatable work environments and scenarios allow learners to view themselves in the training so they can apply their knowledge to their everyday lives.

We are proud to be the most awarded Security Awareness Training content provider in the industry.

### 4.3 Why Choose Our Services?

We prioritise several key areas to ensure that our service offers the best possible experience for our customers:

#### » **Quality Content**

Inspired eLearning powered by VIPRE's courses are created by a team of instructional designers that have more than 60 years of combined eLearning experience. Our experts use the ADDIE model and cinematic creation styles to create courses that appeal to adult learning processes, making our security awareness programs the most engaging and effective in the industry.

Every part of our courses is optimised for knowledge retention. With cinematic intros,

smartly placed interactivities, and a conversational tone, we ensure learners are engaged from the moment the course starts. The relatable work environments and scenarios allow learners to view themselves in the training so they can apply their knowledge to their everyday lives.

We include Gamification Training Course content which draws on learning principles backed by neuroscience and our breadth of experience.

We also include Adaptive Learning Training Course content. The adaptive instruction model allows the training to meet the learner where they are in their understanding and increases its return on investment (ROI) by keeping the learner engaged.

We are proud to be the most Awarded Security Awareness Training Provider in the industry.

#### » **Customisation**

We provide options for customisation in a range of areas:

- **Content:** Customisable Training Content including Text, Audio, Video, Graphics, Exams, and more
- **Phishing Simulations:** Fully customisable Phishing Campaigns, Templates and campaign Landing Pages
- **Learning Cadence:** Fully customisable Learning Paths including milestones and cadence
- **Branding:** Customisable branding in the end user Learner Centre

#### » **Scalability**

For our hosted iLMS (Learning Management System) customers, our cloud infrastructure is architected to be fully scalable meaning that we can accommodate organisations of any size.

#### » **Infrastructure**

We provide a robust and reliable Learning Management System and Phishing Platform which includes capabilities such as Reporting API, integration with Directory Services (Active Directory and Microsoft Azure), Integrated Learning Paths, and Reporting and Analytics.

#### » **Support**

Our service is fully backed by our excellent ongoing Technical Support teams who are available by phone and email. Our platform is maintained by a team of infrastructure experts and receives regular updates and upgrades.

Further to our product and service offerings above, at a corporate level our Ziff Davis Five Pillars of Purpose are areas in which we focus our efforts to support Ziff Davis employees, sustainably grow our businesses, care for the planet, and best serve our customers, clients, and shareholders. These include:

- Diversity, Equity & Inclusion
- Environment Sustainability
- Community
- Data Privacy & Security
- Governance

We issue an annual Diversity, Enquiry & Inclusion Report, more information is available here: <https://www.ziffdavis.com/esg>

Our Policies including Governance & Ethics, Social Policies and Environmental Policies are available here: <https://www.ziffdavis.com/esg-policies>

## 4.4 How to Buy Our Services

Reach out to our regional sales teams for more information on the product and pricing. They will provide you with all the necessary details regarding purchasing options, contract terms, and pricing structures.

Once you've decided to proceed, we can arrange a demonstration of our service to showcase its features and capabilities. This demonstration will help you understand how our service can meet your specific requirements.

Following the demonstration, we can provide you with a fully managed Proof of Concept (POC) tailored to your organisation's needs. This POC will allow you to test our service in a real-world environment and ensure that it fits your use cases.

After the POC phase, our team will assist you in configuring and implementing the service according to your preferences and requirements. We provide comprehensive support throughout the setup process to ensure a smooth transition. We provide 24/7 Technical Support by phone and email.

## 4.5 Our Service Portfolio (other services on G-Cloud)

Our other services available on the G-Cloud Digital Marketplace:

- Email Advanced Threat Protection
- Endpoint Detection & Response
- SafeSend