



## MASTER SERVICES AGREEMENT

THIS **MASTER SERVICES AGREEMENT** (the “**MSA**” or “**Agreement**”) has been entered between the Parties.

## **1. Introduction**

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- 1.1 Puzzel is a leading provider of cloud contact centre solutions. Puzzel’s solution enables organisations to create rich journeys for their customers and users, with a mix of live and self-serve experiences and to unlock the contact centre’s full potential with smarter workforce management.
- 1.2 The Customer now wishes to obtain Puzzel’s services on the terms and conditions set out in this Agreement, which term shall include this MSA and all its appendices (the “**Appendices**”) from time to time.
- 1.3 As of date of the Agreement, the Parties have agreed on the following Appendices:
- |              |   |
|--------------|---|
| Appendix 1.1 | Service Appendices (Order Form(s) and Statement of Work(s)) * |
| Appendix 2   | Product Description   |
| Appendix 3   | Fees  |
| Appendix 4   | Puzzel General Terms (the “ <b>General Terms</b> ”)           |
| Appendix 5   | Service Level Agreement (the “ <b>SLA</b> ”)                  |
| Appendix 6   | Data Processing Agreement (the “ <b>DPA</b> ”)                |
- \* *Additional Order form(s), and Statement of Works shall be numbered in consecutive order, beginning with 1.1.*
- 1.4 In the event of contradictory terms between the MSA and/or the Appendices, the MSA shall take precedence over its appendices and the appendices precedence over each other in the order listed above, unless otherwise provided for in the Agreement or in the Appendix. Within the same category, a more recent or newer document shall take precedence over an older document.

## **2. The Services**

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Puzzel hereby agrees to provide the services to the Customer as agreed to by the Parties from time to time in duly executed order form(s), Statement of Work(s) (each a “**SOW**”) or other services as otherwise agreed to by the Parties in accordance with this Agreement). Each such service or work is hereinafter called a “**Service**” and jointly the “**Services**”. Each Order Form, SOW, or agreement on Additional Services constitutes a “**Service Appendix**” and forms an integral part of the Agreement.

## **3. Term**

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This Agreement shall commence on the date it has been signed by both Parties and remain in force until the first anniversary of the Effective Date (as defined in the Order Form). Unless otherwise agreed or if terminated in accordance with clause 10 of the General Terms (*Early Termination and Suspension*), the Agreement shall automatically renew for consecutive terms of twelve (12) months each time unless terminated by either Party in writing at least three (3) months before the end of the respective term.

## **4. Fees**

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- 4.1 The Customer shall pay the fees set out in with Appendix 3 (Fees), or as otherwise set out in applicable Service Appendix (the “**Fees**”).

## **5. Contact Persons**

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- 5.1 The Parties hereby appoints the following persons (or a duly appointed and presented replacement of such person) as their representative to agree to any matters regarding the Services and the Agreement, including the right to delegate such powers (in whole or in part) to any other person and to receive notices under this Agreement (each a “**Contact Person**”).

- 5.1.1 For Puzzel:  
 Name: Jo Sverre Lindem (CCO)  
 E-mail: jo.sverre.lindem@puzzel.com
- 5.1.2 For the Customer:  
 Name: Stephen Carter (Operations Director)  
 E-mail: stephen.carter@tsg.com

## **6. Confidentiality**

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- 6.1 Each Party agrees
- 6.1.1 not to disclose information about the other Party and/or its activities which is either marked confidential at the time of disclosure or which is reasonably deemed to be of confidential or proprietary nature ("**Confidential Information**") without the prior written permission from other Party;
  - 6.1.2 to use the Confidential Information solely for the purposes of fulfilling its obligations under this Agreement; and
  - 6.1.3 to keep the Confidential Information secure and take no lesser security measures and degree of care to protect the Confidential Information than it applies to its own confidential or proprietary information.
- 6.2 The Parties agree that permission under clause 6.1.1 shall not be unreasonably withheld for the use of the other Party's name, logo, trademark and/or brand in its general marketing activities, provided that such activities are carried out with due respect for the other Party and never in a negative way. Unless otherwise explicitly prohibited by the Customer, Puzzel may name the Customer as its customer to other potential customers.
- 6.3 Notwithstanding clause 6.1 above, each Party shall be allowed to disclose Confidential Information to its directors and employees and any sub-contractor or other third party who are directly involved in the provision or receipt of the Services, and then only on a need-to-know basis;
- 6.4 The obligations of confidentiality set out in this clause 6 shall not apply to:
- 6.4.1 Confidential Information which, at the time of receipt, is or becomes at any time after that date, within the public domain (other than as a result of a breach of this clause 6); or
  - 6.4.2 Confidential Information which the discloser can show was obtained, free from any restrictions as to its use or disclosure, from a third party who was free to divulge it.
- 6.5 Neither Party shall be in breach of this clause 6 where it is required to disclose the other Party's Confidential Information by a court or regulatory authority of competent jurisdiction. Where a Party is so required to make such a disclosure, it shall, where practicable and/or permissible, consult with the disclosing Party as to the terms, content, and timing of the disclosure, and shall use reasonable endeavours to limit the scope of the required disclosure and to maintain the confidentiality of the disclosed Confidential Information to the extent possible.

## **7. Miscellaneous**

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- 7.1 This Agreement constitutes the entire Agreement between the Parties and supersedes and extinguishes all previous agreements, promises, warranties, representations, and understandings between them, whether written or oral, relating to its subject matter.
- 7.2 The Agreement may not be assigned or otherwise transferred by either Party without the prior written approval of the other, provided however that either Party may always assign this Agreement to its Affiliates (as defined in the General Terms).
- 7.3 No failure or delay by a Party to exercise any right or remedy under this Agreement or by law shall constitute a waiver of that or any other right or remedy.
- 7.4 No variation of this Agreement shall be effective unless it is in writing and signed by the Parties or appointed Contact Persons.

- 7.5 If any provision of this Agreement or part thereof is or becomes invalid, illegal or unenforceable in any respect, it shall be deemed deleted but that shall not affect the validity and enforceability of the rest of this Agreement. Instead, the Agreement shall be amended, construed and/or interpreted in a way which most closely resembles the Parties intentions before the invalidity, illegality, or unenforceability.
- 7.6 Nothing in this Agreement is intended to create a partnership, joint venture or relationship of principal and agent between the Parties, and neither Party shall have the authority to act in the name or on behalf of or otherwise to bind the other in any way.

## **8. Applicable Law and Dispute Resolution**

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- 8.1 This Agreement and any dispute arising out of or in connection with this it shall be governed by and construed in accordance with the laws of England and Wales.
- 8.2 In the event of a dispute arising out of or in connection with this Agreement, each of the Parties shall use all best endeavours to consult and negotiate with each other, in good faith and, recognising their mutual interests, attempt to reach a settlement of the dispute to the satisfaction of both Parties. If the Parties do not reach such a settlement within two (2) weeks, the dispute shall be managed in accordance with clause 8.1, and each Party irrevocably agrees that the courts of England and Wales shall have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this Agreement.
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## Appendix 1(SOW) – Statement of Work for Set-Up Services (Project no [\*\*])

This Statement of Work (the “**SOW**”) forms an appendix to the Master Service Agreement (the “**Agreement**”) entered into between Puzzel and the Customer on December 20<sup>th</sup> 2022.

In addition to any defined terms in this SOW, any capitalised term in this SOW shall have the meaning attributed to it in the Agreement or its Appendices. In the event of any conflict, the terms and conditions of this SOW shall prevail.

### 1 Project Overview

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#### 1.1 Introduction

Puzzel is pleased to provide this Statement of Work ('**SOW**') for set-up services (the “**Project**”).

#### 1.2 Methodology; Puzzel Project Manager

Puzzel embraces a proven implementation methodology that minimises time to value and maximises best practise, focusing all implementation stakeholders, both in Puzzel and the Customer, on a successful outcome.

Key to this process is the *Puzzel Project Manager*. The Puzzel Project Manager act as the Customer's primary point of contact for the duration of the project and are responsible for:

- Scheduling the Project resources involved in this project and managing their performance,
- Managing the project budget as specified in this SOW, including any change management required
- Leads and schedules project meetings with the Customer's team
- Identifies and mitigates risk, managing and tracking issue resolution
- Develops and provides regular updates to the Implementation Plan

#### 1.3 Project Phases

##### 1.3.1 Discovery and Design Phase

During the discovery and design phase the requirements laid out in this SOW are expanded into a detailed solution design. The deliverables are as follows:

- Provide recommendations and examples to drive optimal customer outcomes
- Document success metrics, including baseline measures for the project, in partnership with the Customer
- Facilitate, manage, advise and document detailed solution design
- Identify opportunities to utilise best practise and maximise value
- Provide insights into technical related issues as required
- Liaise with single sign on (SSO) experts as necessary
- Design of integration into any 3<sup>rd</sup> party solutions

##### 1.3.2 Configuration Phase

The configuration phase is where the detailed solution design is brought to life with the following deliverables:

- Instance configuration of agreed scope defined in the solution design
- Configure and consult on all Puzzel related technical items in accordance with Customer call flows, queues and modules
- Collaborate with the Customer technical contact to provide integration assistance, documentation and assist with initial technical training on the integration
- Build and troubleshoot 3<sup>rd</sup> party API integrations

### 1.3.3 Testing Phase

The testing phase allows Customers to verify that the solution has been configured in line with the solution design with the agreed outcomes. The deliverables are as follows:

- Puzzel undertakes full solution testing of all modules and components against the solution design to ensure compliance
- Test any API calls
- Once this is complete Customer will undertake user acceptance testing relative to the solution design

### 1.3.4 Go-Live Phase

Once the solution is ready to go-live Puzzel will work with the Customer for a smooth launch of the configured and tested solution. This is a project milestone with the following deliverables:

- Go live support (virtual and/or on site)
- Floor walking (optional)
- Post go-live support for up to 10 days providing necessary assistance to the Customer's project team before handover to customer care and project completion

### 1.3.5 Training

Our experience shows the optimal time for training varies from project to project, depending on the customer. The Puzzel Project Manager is able to determine when training is best provided. For further information on training please refer to section 3.

## **2 Solution Scope**

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### **2.1 Enablement Scope**

- a) Implementation of subscribed modules and functionality

Chatbot

- b) Consulting services (details outlined in Section 1.3)
- i) Project Management
  - ii) Scoping & build of solution
  - iii) Integration consulting
  - iv) Testing and go-live support
  - v) Remote delivery for the entirety of implementation
  - vi) Post go live support for maximum 10 days
  - vii) Options
- c) Training Services
- i) Training will be delivered remotely as described in Section 3. Training courses included in scope are described in Section 5 (1).

The following items are not included in Enablement Scope under this SOW.

- Customized integrations with tools and platforms not specified above
- Additional call flows, queues or modules not specified above
- Additional training and consultancy services not specified above.

If the Customer desires any other Services, a scoping discussion will be required followed by a change order in which any such services and associated fees are agreed.

### **2.2 Assumptions**

The Enablement Scope in Section 2.1 and pricing are based on the following assumptions:

- Project management total weeks and Puzzel consulting team hours will commence starting at project kick-off, to be scheduled within two (2) weeks of contract signature.
- Initial project timeline (Section 4) is based on Puzzel's understanding of the project scope. Any changes to the initial project timeline might be subject for a Change Order.
- This scope assumes a project scope of [INSERT ESTIMATED HOURS] total hours provided by the Puzzel project team. Should the project exceed this amount by 20% for a fixed fee project scope, a change order will need to be agreed to address the change in scope.
- All implementation meetings, checkpoints, workshops and training sessions will be conducted remotely.
- If the Customer exceeds the estimated Project scope listed in Section 2, a Project scoping discussion will be needed and additional scope will need to be addressed in a change order, a template for which is outlined in "Exhibit A" appended to this SOW.
- Hours will be tracked in 30-minute increments and will be tracked by each resource for documentation purposes.
- Customer will be allowed up to 3 "no-shows" for the entire project duration. Upon the 4th no-show during a project, the project will be put on hold and resources removed from the project until the Customer agrees to an updated Implementation Plan. A "no-show" is defined as a meeting in which both parties accept the meeting invitation but the Customer does not attend within 15 minutes of the meeting start time and provides no communication or rescheduling before the meeting starts.
- All project planning and documentation will be done using the Puzzel's collaborative planning tool and access will be provided to the Customer Project Manager as needed.
- Timely delivery and execution of the project are contingent upon both Parties adherence to all scheduled reviews, revisions, sign-offs and meetings. Changes by the Customer to the scope of work, late approvals by the Customer, project kick-off delays caused solely by the Customer, or the Customer's delays in providing the requested inputs may result in a change to the Implementation Plan and/or agreed fees. The example project plan in Section 4 is based on a 48-hour turnaround for Customer approvals and feedback during normal business hours, Monday-Friday, 8am-5pm CET.
- Puzzel will provide support for any API development in the form of documentation and phone guidance.
- Puzzel will provide support for the SSO developers in the form of documentation and phone guidance.
- Puzzel is not responsible for how the API developers utilize the API or the end result of integration.
- Puzzel is not responsible for any fees that the integration partner may charge to activate an integration.
- "How To" documents are not customized to the Customer specific account or configurations.

Where any of these assumptions are not met then the enablement scope and pricing may be subject to change.

## 2.3 Roles & Responsibilities

The project will require the coordination of several resources across the organization. The following is a typical outline from the Customer team.

### Customer Team

Resource Duties	
<b>Project Owner</b>	Oversight of the entire project. Owns the timelines, alignment of stakeholders, and enablement of the Customer team.
<b>Technical Resource</b>	Responsible for the technical implementation of Puzzel into the Customer's technical environment, and any additional technical requirements
<b>Executive Sponsor</b>	Ensures strategic alignment within the organization and the change management of deploying Puzzel

Ensures strategic alignment within the organization and the change management of deploying Puzzel.

### Puzzel Team

Puzzel will provide the resources listed below to assist with delivering the items listed under Sections 1 (Project Overview) and 2 (Scope Solution). The resources will perform the Project and provide the deliverables to the Customer remotely unless specified as onsite in Section 2.1. Puzzel may assign any combination of these resource types based on the needs of the project.

Resource Role	
<b>Puzzel Project Manager / Solution Architect / Implementation Engineer</b>	Oversees project plan development & execution, leads initial kickoff and weekly meetings, mitigates risk management, and provides project documentation. Liaises with other Puzzel resources as needed throughout the project. Provides consulting on best practices, workflow design, sequences, metrics, change management and guidance for overall success for go-live. Provides office-hours post launch as purchased.
<b>Trainer</b>	Delivers the training as specified in section 3
<b>Executive Sponsor</b>	Provides leadership support and visibility at key intervals throughout the project to help ensure Customer onboarding success.

## 2.4 Customer Responsibilities

Throughout the project, Puzzel team members will provide guidance and support to the Customer, but successful completion of the project is dependent upon the Customer complying with its responsibilities. Customer responsibilities include:

- Providing all requested content to Puzzel per the project timeline in Section 4 of this SOW
- Creating Customer specific guides or playbooks if desired
- Importing and or creating Customer specific data in the Puzzel System.
- Puzzel Project travel costs incurred as needed or requested throughout the implementation. This includes travel for kick-off, onsite, in-person training and other travel as scoped. Air trips exceeding 7 hours in duration will be booked in a premium cabin by default.
- Identifying the Customer Project Manager/Project Sponsors/Executive Sponsors
- Designating subject matter experts as needed
- Providing stakeholders for the following on-boarding steps:
  - Design and scoping
  - Testing and Q&A
  - Training
  - Go live
  - Handover to customer care
- Configuring of integrations whether standard or custom
- Providing Customer resource to complete integrations
- Configuring of Customer-side of SSO as needed
- Customer acceptance testing
- Overseeing User validation
- Ensuring User participate in training
- Providing project sign-off at go-live

## 3 Training Services

Training is where Users are educated in how best to use the features and functions of the Puzzel System to deliver success criteria goals. Different courses are available to upskill Users with a focused, structured and interactive learning approach.



Dependent on the Customer's requirements, training can be delivered and supported in a face-to-face environment or a virtual classroom. Both methodologies will provide participants with an interactive learning experience that includes activity sessions.

To ensure Users learn effectively:

- The full course confirmation will be sent direct to each participant via email at least one week prior to the start of the course. Course confirmation details will include details of the training venue, start and finish times or alternatively log in details for the virtual training.
- Please ensure that participants have ample warning that they will attend training and are able to focus fully on this during the complete time they are involved.
- All training sessions have a maximum number of attendees to ensure good quality training and the opportunity to support delegates. The maximum number varies dependent on the type of course, length of training and complexity of learning being delivered.
- If the maximum number of attendees is exceeded, the trainer will cancel the session and the Customer will be charged a cancellation fee (the full cost of training session).
- All face-to-face training must be delivered in a suitable training environment and remains the responsibility of the Customer.
- For face-to-face delivery of training all travel and expenses will be billed in addition to the training costs and covered by the Customer. For the avoidance of doubt, the travelling time will also be billed.

## 4 Project Timeline

Milestone	Services and Deliverables	Completion Date
1	Onboarding Kickoff	Within two weeks of signature
2	Discovery and Design phase complete	X weeks post kick-off
3	Onboarding configuration complete	X weeks post kick-off
4	Onboarding group training complete	X weeks post kick-off
5	Solution go-live	X weeks post kick-off
6	Project complete	X weeks post kick-off
7	Transition to Customer Success	X weeks post kick-off

## 5 Pricing & Commercial Terms

The fees for the Project and related deliverables are outlined below.

### 5.1 Project:

☐ The Project will be delivered on time and materials basis at an hourly rate of 1 400,- [INSERT].

OR

☐ The Project will be delivered on fixed price terms at a price: YYY,- [INSERT].

### 5.2 Training:

Description	Unit price	#	Price

## 6 Change Management

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According to the Puzzel delivery process, once a design has been agreed the system will be built according to the design. Any changes requested by the Customer that deviate from the agreed design will be subject to the change control process set out in this Section 6. The following process is related to functional/configurational modifications requested that are not part of the agreed design. Any additional modules or features required will be automatically referred to the account management team.

All change requests must be documented by the Customer in a change request form (see Exhibit A to this SOW) and sent to the Puzzel project team for review.

All changes will be classified by Puzzel into the following categories: **Minor**, **Standard** and **Major**. These classifications are directly linked to the effort required by the Puzzel team to implement these changes. Puzzel will determine which one of these categories the change is classified as. All changes will be reviewed by the Puzzel team and based on the category of the change and the timeframe given for the change to be made, the Puzzel team will communicate if and then when the change will be made.

**Minor** – Changes are classified as Minor if the change requires less than an hour's implementation work. Minor changes will be reviewed by the Puzzel Project Manager and are unlikely delay the project go live date (subject to when the change is requested).

**Standard** – Changes are classified as Standard if the change requires less than a day's implementation work. Standard changes will be reviewed by the Puzzel Project Manager and could have a delay the project go live date.

**Major** - Changes are classified as Major if the change requires more than a day's implementation work. All major change requests will be reviewed by the Project Manager and the account manager. There is likely to be delay the go live date. Puzzel may, at its sole discretion, schedule the Major change after go live.

**EXHIBIT A****Change Order Template**

The following Change Order Request relates to the Statement of Work dated [MM/DD/YY] and Master Services Agreement between [CUSTOMER NAME] ("**Customer**") and Puzzel ("**Company**").

<b>Change Order Number:</b>	
<b>Customer Request Initiator:</b>	
<b>Request Date</b>	
<b>Change Request</b>	
Description:	<ul style="list-style-type: none"> <li>• X</li> <li>• X</li> <li>• X</li> <li>• X</li> </ul>
Rationale:	
Scope:	<ul style="list-style-type: none"> <li>• X</li> <li>• X</li> <li>• X</li> </ul>
Timing:	
Cost:	

**Customer**

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

**Puzzel**

Signed: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_



Puzzel's **Contact Centre Packages** give you the flexibility of choosing the right channel mix to support a wide range of customer service environments and evolving customer expectations. Resolve, Impress and Power, help support agents during live interactions. Power not only looks at supporting Agents but Managers too with tools such as performance management and Agent scheduling.

## Contact Centre Packages

## Comparison table

		Resolve	Impress	Power
<b>Channels</b>				
Voice	Provide support to your customers via phone calls.	✓	✓	✓
Web Chat	Provide support to your customers via chat with a human agent.		✓	✓
Email	Provide support to your customers via email by using this functionality that allows you to redirect any of your email addresses to a single email channel in Puzzel. Emails will be routed to a single team which is integrated into a queue in the contact centre. If additional functionalities are required, check out our Case Management in the add-on section.		✓	✓
Social Messaging	Expand the communication channels with your customers by adding Facebook and Messenger direct messages and Trustpilot reviews.		✓	✓
SMS	Expand the communication channels with your customers by adding phone messages.		✓	✓
Omnichannel routing	All interactions coming from any channel are routed by a skill-based engine, so that the customer interaction is always handled by the best qualified agent.		✓	✓
<b>IVR</b>				
Basic	An IVR menu lets the caller choose which department or agent they want to talk to. The menu is customised to each organisation's needs and comes with multiple options. The basic IVR allows you to use pre-recorded messages only.	✓	✓	✓
Text to speech	Puzzel's neural Text to Speech [TTS] capability converts written text into spoken words on the fly using the speech synthesis technology that can be used instead of a pre-recorded message in an IVR. It is a powerful way to add a human touch to your communication approach while reducing the time you spend on recording messages.		✓	✓
Voice Bot	<p>Puzzel's Voice Bot is an Intelligent Virtual Assistant [IVA] that understands human speech and can extract meaningful intents as well as sentiments during a phone conversation and uses synthesised voice to respond to the queries. It can be programmed to respond to a wide range of queries in a personalised, engaging, and human-like support to achieve faster resolution times. The Puzzel Voice Bot can be used for routing a caller to an appropriate queue without the need for complex IVR menu options.</p> <p>*The voice bot includes the configurator tool. The usage of this product requires additional charges for conversational minutes.</p>			✓
<b>Voice</b>				
Call Recording	<p>Incoming and outgoing calls from Puzzel Contact Centre can be recorded, and the recording files can be made available in the Media Archive available in the admin portal.</p> <p>* The standard storage length of 30 days is included but fees will apply for additional space.</p>	✓	✓	✓
Softphone	Softphone enables agents to answer calls via their internet browser and internet connection, without using an external phone, landline or mobile.	✓	✓	✓
Callout	Agents can make an outbound call to a phone number from the agent application using the softphone capability or the phone number used to login.	✓	✓	✓
Audio Management	Puzzel enables you to record, upload, and manage your sound files. You can record files from your phone or computer and upload them in the admin portal. This feature can also be useful for compliance and training purposes.	✓	✓	✓
Access Number	An access number is the number that routes the caller to the Puzzel solution. Normally, this is the number dialled by the caller. However, in some cases callers may be routed to this number through an access number managed by another	✓	✓	✓

	operator. A typical access number for a Puzzel solution is national and has no geographic location (often referred to as an 'NGN', non-geographical number).			
Silent Monitoring	Silent monitoring gives selected users (supervisors) the ability to listen in conversations between callers and agents, using the agent's phone number (landline or mobile) or softphone. Neither the caller nor the agent will hear the supervisor during the call.	✓	✓	✓
Call-back from phone queue	Call-backs are commonly offered via the IVR when the customer first arrives in the queue. Agents can also schedule call-backs to a customer.	✓	✓	✓
Call-back from website	You can add a "Call Me" button to your website. When your customers submit the "Call Me" option a queue tag is added to the Puzzel queue. The callback takes place when this tag comes first in line. Agents can also schedule callbacks to a customer.	✓	✓	✓
Scheduled call-back	When a scheduled call-back is ordered with a scheduled time, this task is added to the queue's 'waiting room' and is shown in column Scheduled until the scheduled time, and then it's moved into queue and shown as in queue.	✓	✓	✓
SMS call-back	Your customers can also request a call back by SMS. The SMS is set up to route your customers' requests to the relevant call-back queue.	✓	✓	✓
Agent Application				
Agent Assist	Agent Assist is an integrated widget within the Agent App which makes it easier for agents to interact with customers across all channels. Agent Assist displays all customer information including contact details and context including interaction history.	✓	✓	✓
CRM Pop	This functionality triggers a CRM system (or any other system) by using information captured in Puzzel, or as a result of an external lookup so that the information is displayed to agents during live interactions.	✓	✓	✓
Agent Widget API	Agent Widget API provides a gateway to many functionalities of the Puzzel Agent App, enabling organisations to integrate its functions into their CRM, helpdesk, mobile and ERP apps. This allows agents to work on the same interface without switching between different systems.	✓	✓	✓
Switchboard	The switchboard tab allows agents to quickly forward a phone call to other agents, queues or to external contacts. Agents can see the status of the queue and the agent availability. The tab also shows to the agent relevant information about external contacts and enables them to quickly transfer calls. The tab includes many shortcut keys so that agents don't have to continuously use the mouse.	✓	✓	✓
Catalogue	This feature allows agents to easily find contacts and their calendar information with the possibility to sync the Teams status. The Catalogue allows different methods for contact and calendar import and synchronization.	✓	✓	✓
AI				
AI-powered Agent Knowledgebase	During a chat conversation with customers agents can receive suggestions from the knowledgebase. The query is automatically analysed to extract best matching suggestions from the knowledgebase content. Agents can use the article as a response to the customer query or make changes to it before sending it to the customer.		✓	✓
AI-powered Interactions Analytics	The Interaction Analytics module includes customer sentiment analysis and automatic suggestions to agents during live conversations. The bot can gather the context of the conversation and provide the agent with conversational guidance. By giving step-by-step instructions of how to handle a customer conversation, the bot acts as an Intelligent Virtual Assistant for the agent.  * This module includes analysis of written conversations only, for analysis of calls a voice transcription module needs to be purchased as an add-on.		✓	✓

Contact Centre Management				
Call Flow Tool	This feature allows you to visualise and design the IVR customer journey. It's easy to use with the drag and drop UI.  *This capability requires certification.	✓	✓	✓
Performance Management	Puzzel Performance Management provides a single, standardised framework for tracking and managing all metrics across your contact centre. You can create targeted KPIs based on your channels and business queues and visualise your performance against these goals in real-time. Additionally, an agent widget is available so that agents can monitor their own performance.			✓
WFM	Workforce Management automates agent forecasting and scheduling so that your organisation is always efficiently and effectively staffed. Puzzel WFM is a multi-tenant cloud application that tracks and shows agent adherence by the minute allowing you to have visibility of how agents work in the office and in remote.			✓
Media Archive	In Media Archive you can find information about single calls, (including recording and transcriptions if purchased) chats, chat logs and emails. Standard storage time is 30 days  *For engage package is voice only. ** Additional storage time is at extra cost.	✓	✓	✓
Customer List Search	This capability allows to import any list containing an input key with one or multiple values into the Puzzel solution. The list can then be used for routing purposes, blacklist numbers and for many other use cases. The list can be uploaded via FTP, updated through manual entries via the admin portal or be created by Puzzel as a static list.	✓	✓	✓
Insights				
Dashboards	This feature enables contact centre managers to gather and visualise all their KPIs in one place. You can build your own dashboards incorporating any of the traffic, queue and agent performance data available within your Puzzel solution.	✓	✓	✓
Reporting & Statistics	On the Puzzel Admin Portal you can generate reports and configure custom reports. You can also set to automatically send at a certain time a list of reports to a list of recipients, within and outside your organisation.	✓	✓	✓
Integrations				
Access to Puzzel Marketplace	With Puzzel you have access to a marketplace that includes pre-built integrations with major AI building service for conversational UI, internal communication tools, major social media platforms, CRMs, workflow automation tools, workforce optimisation tools and data analytics systems.	✓	✓	✓
E-Task API	This API allows you to integrate Puzzel with your CRM or any system you use that contains customer details. The purpose is to assign users with tasks like actions to perform for some customers or generate a report. With this integration Puzzel can assign tasks, including deadline, to agents or queues with the correct skills to perform the task.	✓	✓	✓
MS Teams	Integrating Microsoft Teams with Puzzel Contact Centre allows your agents to easily collaborate with their colleagues by making calls and send messages without leaving the agent app.	✓	✓	✓
SMS Gateway	Use our extensive API to enable Puzzel SMS messaging in your business platforms.			✓
Puzzel Bot Gateway	This is a hub that allows you to connect different bot frameworks to Puzzel. This hub includes several ready-built connectors for various bot frameworks and an API that allows you to connect generic bot frameworks. By using the Bot Gateway, you can create a seamless handover from chatbot conversations to human agents.			✓
Admin				
User Management	Create and maintain users in the Puzzel Contact Centre admin portal.	✓	✓	✓

Access Control	Configure access rights for other admin users.	✓	✓	✓
User Group & Profiles	You can group agents based on skills and configure profiles for these groups.	✓	✓	✓





Puzzel's **Digital First** is for CCaaS teams looking to improve their channel management strategy and customer satisfaction. These packages aim to deliver proactive and personalised self-service while reducing costs by automating manual and repetitive tasks.

## Digital First Packages

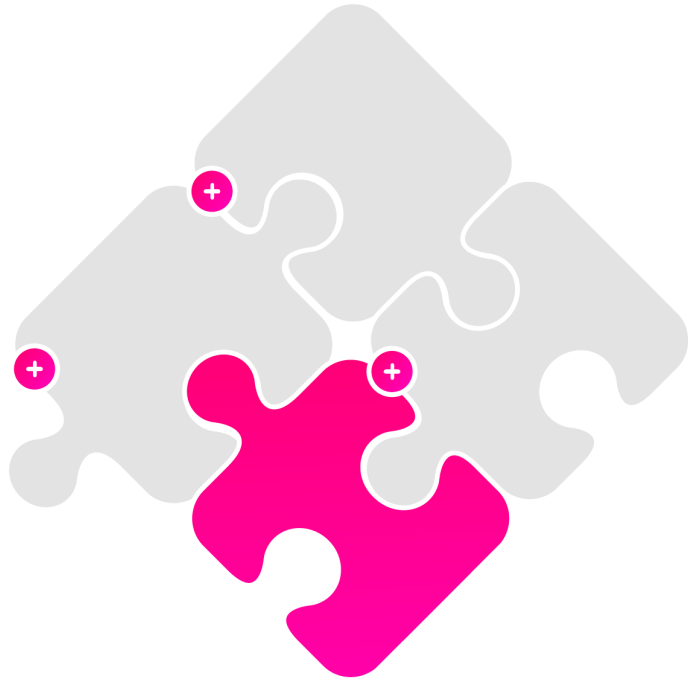
Comparison table

		Discover	Embrace
<b>Channels</b>			
Web Chat	Provide your customers with chat support with a human agent. (EUWA)	✓	✓
Social Messaging	Expand the communication channels with your customers by adding Facebook and Messenger direct messages and TrustsPilot reviews	✓	✓
SMS	Expand the communication channels with your customers by adding phone messages.	✓	✓
<b>Self-service</b>			
Smart Chatbot	Use the Smart Chatbot as a first line of support. Built on advanced conversational AI and NLU service, Puzzel Smart Chatbot can quickly identify the customer problem, answer most common questions, ask further questions to identify the issue, perform look-ups, help with a login and get more information for the human agent to process the issue faster.		✓
	To increase self-serve uptake, make your knowledge base available to customers on your website. By creating a customer profile based on their digital behaviour (what pages they visit and action they take) a bot is capable to present to them useful		✓

Consumer Knowledgebase	articles for their research / need. Customers will proactively be assisted by the bot with articles including enriched content (text and videos). This feature can be available in Puzzel Digital Engagement or embedded on your website.		
Agent Application			
Agent Assist	Agent Assist is an integrated widget within the Agent App which makes it easier for agents to interact with customers across all channels. Agent Assist displays all customer information including contact details and context including interaction history and digital behaviour (website pages visited).	✓	✓
AI-powered Agent Knowledgebase	During a chat conversation with customers agents can receive suggestions from the knowledgebase. The query is automatically analysed to extract best matching suggestions from the knowledgebase content. Agents can use the article as a response to the customer query or make changes to it before sending it to the customer.	✓	✓
AI-powered Interactions Analytics	The Interaction Analytics module includes customer sentiment analysis and automatic suggestions to agents during live conversations. The bot can gather the context of the conversation and provide the agent with conversational guidance. By giving step-by-step instructions of how to handle a customer conversation, the bot acts as an Intelligent Virtual Assistant for the agent.		✓
CRM Pop	This functionality triggers a CRM system (or any other system) by using information captured in Puzzel, or as a result of an external lookup so that the information is displayed to agents during live interactions.	✓	✓
Agent Widget API	API access provides a gateway to many functionalities of the Puzzel Agent App, enabling organisations to integrate its functions into their CRM, helpdesk, mobile and ERP apps. This allows agents to work on the same interface without switching between different systems.	✓	✓
Channel Management			
Real-time website user behaviour	Real time analysis of your website visitors' behaviour. This capability allows to establish dynamic and proactive engagement (via chat, knowledgebase and any available channel) rules that trigger content and sends visitors to the right channel.	✓	✓
Channel Management	You can segment your website visitors based on their behaviour (pages visited and actions taken). You can set up engagement rules and triggers that guide them to the most efficient channel for their specific enquiry / task.	✓	✓
Dynamic Banners	Give your customers the experience of a personalised journey by adding to your website banners that provide customers with content relevant to their digital behaviour like pages visited and website search. The content provided will help guiding them on the website.	✓	✓
Dynamic Banner Behaviour	Your website banners can dynamically change content and channel selection based on specific parameters like time, queue thresholds, etc.	✓	✓
Dynamic Banner Content	Your website banners can dynamically change content based on visitors' digital behaviour. Connecting Digital Engagement to your marketing systems allows you to provide your website visitors with personalised offers or things like FAQ content.	✓	✓
Contextual routing	Use rules to define how and to which agent a customer interaction should be routed based on visitor's digital behaviour including the nature of the request.	✓	✓
Automatic Load Management	Dynamically close a queue that is at full capacity and redirect customers to other channels with open capacity. This capability reduces the risk of long wait times for customers in need of support.	✓	✓
Chat banner control	This capability allows you to control on what pages of your website a chat invite is available to your website visitors.	✓	✓

Customer Engagement Resources			
Chat conversation copy	You can set Puzzel to automatically send via email the chat conversation to customers who wish to retain a copy.	✓	✓
Save Chat conversation as PDF	You can set Puzzel to save the chat conversation as PDF in situations where it's not considered secure to send a copy via email.	✓	✓
Mobile Optimised	Responsive design on smartphones and tablets.  *The standard version is included in the packages. For more customisation additional charges apply.	✓	✓
Contact Centre Management			
Proactive Interaction Rules	On the Digital Engagement admin portal, you can autonomously define proactive, contextual, and targeted interaction (via chat, knowledgebase and other available channels) rules to engage your website visitors.	✓	✓
Bot trainer	This tool allows you to build NLU models and conversational workflows for your bot by using a drag and drop UI.		✓
Multi-skill Groups	You can divide agents in groups based on their skills, with the option to have an agent in multiple groups. You can also connect them to the proactive interaction rules by using the contextual routing.	✓	✓
Customisable design	You can customise the design of chat and website banners to follow your brand identity. You can do yourself or buy from us.  *The standard version includes logo, font, colour. For more customisation additional charges apply.	✓	✓
Insights			
Customer engagement reporting	This feature enables contact centre managers to visualise metrics related to customer engagement on the website, including information of website pages that trigger customer's request for support.	✓	✓
Dashboard	This feature enables contact centre managers to gather and visualise all their KPIs in one place. You can build your own dashboards incorporating any of the traffic, queue and agent performance data available within your Puzzel solution.	✓	✓
Reporting & Statistics	On the Puzzel Admin Portal you can generate reports and configure custom reports. You can also set to automatically send at a certain time a list of reports to a list of recipients, within and outside your organisation.	✓	✓
Integrations			
Access to Puzzel Marketplace	With Puzzel you have access to a marketplace that includes pre-built integrations with major AI building service for conversational UI, internal communication tools, major social media platforms, CRMs, workflow automation tools, workforce optimisation tools and data analytics systems.	✓	✓
E-Task API	This API allows you to integrate Puzzel with your CRM or any system you use that contains customer details. The purpose is to assign users with tasks like actions to perform for some customers or generate a report. With this integration Puzzel can assign tasks, including deadline, to agents or queues with the correct skills to perform the task.	✓	✓

MS Teams	Integrating Microsoft Teams with Puzzel Digital Engagement allows your agents to easily collaborate with their colleagues by making calls and send messages without leaving the agent app.	✓	✓
SMS Gateway	Use our extensive API to enable Puzzel SMS messaging in your business platforms.		✓
Digital Engagement Bot Gateway	This is a hub that allows you to connect different bot frameworks to Puzzel. This hub includes several ready-built connectors for various bot frameworks and an API that allows you to connect generic bot frameworks. By using the Bot Gateway, you can create a seamless handover from chatbot conversations to human agents.		✓
Admin			
User Management	Create and maintain users in the Puzzel Contact Centre admin portal.	✓	✓
Access Control	Configure access rights for other admin users.	✓	✓
User Group & Profiles	You can group agents based on skills and configure profiles for these groups.	✓	✓
Dynamic shortcuts	You can configure shortcuts, by using a "drag & drop" functionality, to make links, documents, videos and other media available to agents based on their skill group.	✓	✓



We know that one size doesn't fit all.  
That's why we give you a selection of **add-ons** so that  
**you can customise the package of your choice based on  
your specific needs.**

## Puzzel's selection of add-ons

		Discover	Embrace	Resolve	Impress	Power
Live Share						
Video Call	Video enables you to serve customers live and face to face, regardless of their location, making it a highly convenient and effective channel for solving problems and building rapport. It provides a friendlier and more personal customer experience than a phone call or web chat interaction and improves accessibility by enabling agents to use sign language and other visual aids.	◆	◆	◆	◆	◆
Co-browsing	This feature allows your agents to co-browse with customers to help them navigate your website or assist with tasks like fill out web forms and make purchases. During transactions, all sensitive details such as passwords and payment details are obscured for the customer's security.	◆	◆		◆	◆

Screen share	This feature allows your agents to share their screen with customers. The screen share allows customers to share their whole screen or an open application. The screen share does not require consumers to download any application. The feature can be combined with video chat or void voice, to create a complete virtual meeting experience	◆	◆		◆	◆
Customer interaction Resources						
Dialler	This feature allows contact centre managers to upload a file with numbers to a Dialler campaign queue so that and when this campaign is active and agents are logged on, the queue starts calling. This is a useful capability for outbound campaigns.			◆	◆	◆
Voice Transcriptions	This feature helps delivering higher quality customer service by gaining insight into past voice interactions with customers. The voice transcription feature will transcribe all recorded voice calls and create transcriptions automatically that will be made available to the agents within the Agent Assist via interaction history. Before being served to the agents, the transcriptions are subjected to analysis for the purposes of extracting relevant topics or keywords and then automatically tagged with conversations. This enables Agent Assist to suggest relevant topics to the agents based on historical conversations.			◆	◆	◆
Extra Recording Storage	Incoming and outgoing calls from Puzzel Contact Centre can be recorded, and the sound recording files can be made available in the Media Archive available in the admin portal.			◆	◆	◆
Case Management	This product provides you with the ability to manage written interactions in a secure and efficient way. Each e-mail, SMS or social media request in the queue will automatically be converted into a support ticket and assigned a unique ticket ID. This is then filtered, categorised and distributed to the right team, agent or automatically handled. Case management allows you to also build and run email and SMS campaigns. Case Management provide you with reports that can be automatically emailed to you and others in the organisation.	◆	◆	◆	◆	◆
Customer Hub	This feature is available within Case Management and helps you improve your customers' experience of the email channel. Customers who are required to use email in order to get customer support, often find themselves lost in long email threads, waiting for days to receive a response without any way to check the status of their inquiry. Customer Hub gives your customers a central place where they can create a case by sending you a message and track the status of the inquiry until it's resolved. Customers receive an email notification when an agent has replied so they can simply follow the link in the email their received to access Customer Hub and check their messages.	◆	◆	◆	◆	◆
Schedule a Meeting	Offer your customers and website visitors the option to book video calls or face to face meetings with your sales advisors and subject matter experts. This feature includes the option to book meetings for different departments and purposes.	◆	◆			
SMS notifications for meeting booked	Support meeting bookings with SMS notifications to confirm date and time of booked meetings	◆	◆			
PCI Phone Payment	This capability enables your business to take secure keypad payments through phone. Agents can process card payments without seeing or hearing financial details, while			◆	◆	◆

	still in conversation with the customer. This enables you to de-scope your contact centre from the PCI DSS regulations by keeping the sensitive financial data outside of your environment.					
Identity & Verification	The ID&V Authentication module allows you to securely verify the identity of a customer during an interaction on a phone or a chat, in a visually assisted step-by-step manner. It supports BankID in Norway and Sweden, Finnish Trust Network (FTN) in Finland and NemID in Denmark.	◆	◆	◆	◆	◆
AI and Self-Service						
Consumer Knowledgebase	<p>This feature helps you improve your digital services and self-serve uptake by making your knowledge base available to customers on your website. By creating a customer profile based on their digital behaviour (what pages they visit and the action they take) our smart bot can present to them useful articles for their research or that could answer their questions. Customers are proactively assisted by the bot with articles including enriched content (text and videos) to make it accessible to a wider audience and make the consumption effortless.</p> <p><small>*For customers using Contact Centre packages, the addition of this product requires additional service delivery charges.</small></p>	◆		◆	◆	◆
Digital Engagement additional domains and interfaces	This feature allows you to use your Digital Engagement functionalities, like co-browsing and video calls on multiple website domains.	◆	◆			
Puzzel Smart Bot	<p>This AI-based product, a key feature of the Embrace digital package, can be added to Contact Centre packages. It allows you to use the same NLU models to train either the chat bot or the voice bot. This is a compiled library of Cognitive Services including:</p> <ul style="list-style-type: none"> <li>• Language recognition</li> <li>• Translation</li> <li>• NLU/NLP Classification Services</li> <li>• NLU/NLP Entity recognition Services</li> </ul> <p><small>*Please note that this product is included in the Power package as voice bot configurator tool</small></p>			◆	◆	
Puzzel Smart Bot additional intent models	<p>This feature allows you to train your bots for additional languages, communication style and interaction logic with the customer.</p> <p><small>*Please note that this feature can be bought with Contact Centre packages only to support voice bot.</small></p>		◆	◆	◆	◆
Contact Centre Management						
Puzzel WFM	Workforce Management automates agent scheduling and forecasting so that your organisation is always efficiently and effectively staff. Puzzel WFM is a multi-tenant cloud application that tracks and shows agent adherence by the minute allowing you to have visibility of how agents work in the office and in remote.	◆	◆	◆	◆	
	This product helps QA teams deliver quality assurance that has a positive impact on agents' performance so that they can exceed customers' expectations. Receive the	◆	◆	◆	◆	◆

Puzzel Quality Assurance	interactions to review automatically in your inbox, quickly identify which agents need support and which skills they need to improve. Empower agents to improve their performance by enabling them to understand their score, feedback on evaluation and receive a <u>coaching program</u> tailored to their needs.					
Customer Insight	Customer Insight, available within the admin portal, helps you create customer surveys for any channel in a few minutes, gather feedback from any channel in one place, visualise detailed and aggregated results. Quickly identify trends and outliers and link customers' feedback to agents' performance.	◆	◆	◆	◆	◆
Performance Management	Performance Management, available within the admin porta, provides you with a single, standardised framework for tracking and managing all metrics across your contact centre. You can create targeted KPIs based on your channels and business queues and visualise agents' performance against these goals in real-time.	◆	◆	◆	◆	◆
Raw data	If you require custom reporting outside of the historical reports and real-time dashboards available as standard, Puzzel's raw data provides access to call event and request records extracted from Puzzel's database. This data is then made available in a separate SQL databased placed in Puzzel's environment that only you have access to via SSL.			◆	◆	◆
Text to speech	Puzzel's neural Text to Speech [TTS] capability converts written text into spoken words on the fly using the speech synthesis technology that can be used instead of a pre-recorded message in an IVR. It is a powerful way to add a human touch to your communication approach while reducing the time you spend on recording messages.			◆		
Voice Bot	Puzzel's Voice Bot is an Intelligent Virtual Assistant [IVA] that understands human speech and can extract meaningful intents as well as sentiments during a phone conversation and uses synthesised voice to respond to the queries. It can be programmed to respond to a wide range of queries in a personalised, engaging, and human-like support to achieve faster resolution times. The Puzzel Voice Bot can be used for routing a caller to an appropriate queue without the need for complex IVR menu options.  *The voice bot includes the configurator tool. The usage of this product requires additional charges for conversational minutes.			◆	◆	
Digital Engagement Internal Authentication Service	This feature allows you to authenticate a user against a set of usernames and passwords maintained in your own instance of an IDP (Identity Provider) server. Passwords are encrypted and cannot be decrypted.	◆	◆			
Digital Engagement External Authentication Service	This feature allows you to accept authentication information from a third-party application. The authentication information is a username, or a digital record of a user's credentials. This plug-in passes requests for resources configured for external authentication directly to the configured external authentication provider.	◆	◆			



Outbound and Sales						
Sales Intelligence	<p>Sales Intelligence helps you improving customer service and sales agents' productivity by automating manual tasks, like dialling and looking for customer info, so that they have more time to focus on customers' conversations that bring real value to the whole experience. The standard version of the product can be customised with the purchase of a series of add-ons:</p> <ul style="list-style-type: none"> <li>• Calendar integration for field reps that allows agents in the office to book meetings for field employees;</li> <li>• Meeting Geo Optimisation that allows agents to book meeting for field employees by optimising their travel time between appointments;</li> <li>• Local ID number that shows to the receiver a local number regardless of the location of the agents calling;</li> <li>• Third-party integration with Scrive that allows agents to send contracts and customers to sign them;</li> <li>• Third-party integration with PCI-Pal that allows agents to take phone payments (UK only).</li> </ul>	◆	◆	◆	◆	◆
Third-party Integration Modules						
Salesforce	Puzzel Agent Application is seamlessly integrated into Salesforce through SSO. Agent logged on to Salesforce can interact with customers via phone, chat and emails through Puzzel Agent Application. This will help them to use the customer information available in the CRM system while utilising the contact centre capabilities from Puzzel.	◆	◆	◆	◆	◆
Zendesk	The out of the box integration with Zendesk allows agents to handle Puzzel calls within Zendesk. Phone support from Puzzel is a useful extension, as tickets are automatically created for every inbound/outbound call within Zendesk support. Thanks to this capability agents can immediately start taking notes about the call and capture relevant information to solve the customer issue.	◆	◆	◆	◆	◆
Dynamics CRM	This integration allows you to bring the Microsoft Dynamics environment into the Puzzel platform. Agents can view, add, edit, and search customer details from within Puzzel and detailed added to Puzzel are stored directly into the Dynamics CRM system without having to switch between applications. The Dynamics CRM widget contains a click-to-call button so that agents can make the call within Puzzel. Calls made from within Puzzel will automatically be logged as an activity in Dynamics.	◆	◆	◆	◆	◆
Presence Hub (NO, SK, DK)	The Presence Hub project allows Puzzel to show real time status on employees' mobiles, along with Catalogue appointment data. Employees must have mobile phone subscriptions adapted to Puzzel's Presence Hub, and integration between the mobile operator and Puzzel needs to be in place.			◆	◆	◆

Digital Engagement Bot Gateway	This connector allows you to integrate Digital Engagement with other bot frameworks. Makes it possible to configure proactive and seamless, BOT-supported digital customer journeys based on an external Bot-service.	◆			◆	◆
Puzzel Bot Gateway	This is a hub that allows you to connect different bot frameworks to Puzzel. This hub includes several ready-built connectors for various bot frameworks and an API that allows you to connect generic bot frameworks. By using the Bot Gateway, you can create a seamless handover from chatbot conversations to human agents.				◆	◆
Google Analytics	This API allows to automatically send website visitor behavioural data from Puzzel to Google Analytics.	◆	◆			
Digital Engagement Generic API	Provides access to the Digital Engagement Message broker system through a number of generic API's; CRM, Messaging, Desktop Plugin, APP and more.	◆	◆			
WhatsApp	Expand the communication channels with your customers by adding WhatsApp.	◆	◆		◆	◆
Single Sign-on	Users can log on to Puzzel agent application and admin portal without entering username and password when users are authenticated in their host system.	◆	◆	◆	◆	◆
SMS Gateway	Use our extensive API to enable Puzzel SMS messaging in your business platforms.	◆		◆	◆	
Digital Engagement Hosting						
Digital Engagement Dedicated Hosting	For customers that require physical separation of data the Puzzel Digital Engagement solution can be hosted on a dedicated, private tenant in Puzzel Hosting Centre, also called "Private Cloud"	◆	◆			
Digital Engagement Account Specific TURN server	This item gives you an account specific TURN Server for WebRTC communication; video meetings and Screen share	◆	◆			
Digital Engagement Local Data Storage	This item allows you to store specific data on your site (on premise)	◆	◆			
Digital Engagement Test Instance	This item allows you to get a copy of your solution on a separate account in Puzzel Hosting Centre	◆	◆			
Traffic and Connectivity						
Puzzel Express Connect SIP Trunk	Puzzel Express Connect SIP Trunk works with VoIP phone systems (Voice Over Internet Protocol) and is based on is based on the Session Initiation Protocol (SIP) protocol: RFC 3261, RFC 2543. Puzzel Express Connect SIP Trunk enables a prolonged lifetime of previous investments in your Enterprise PBX solution and integrates the agents' local client (desktop- or softphone) to the Puzzel Contact Centre Solution.  *Priced for minimum 50 agents. One license is valid for a capacity of up to 5 concurrent voice channels.			◆	◆	◆
Puzzel Partner Connect SIP Trunks	Partners that are a telco provider or already have a telco partner can use a SIP trunk to transfer calls from their platform back and forth to the Puzzel Contact Center platform. Puzzel offers several SIP trunk connectivity options.			◆	◆	◆

	Puzzel require that all of the Partners Customers use the Same trunk for communication, using a x-header or similar to separate the Customers to their solution and invoice. If is also imperative that the Connectivity on the Partner/Customer side is of a good quality with the Necessary performance and capacity.					
Multi-carrier option (UK only)	This feature allows for service numbers to be re-routed in case of problems. When a problem is detected with a provided access point to the Puzzel platform on your primary network carrier automatically switched to a secondary carrier.			◆	◆	◆
Puzzel Private VPN Trunk for Partners	Puzzel Private VPN Trunk extends the Partners Private Network across a public network and enables partners to install data routers in Puzzels' Data Centers to send and receive data (calls) across shared or public networks as if their platform where directly connected to Puzzels' platform. Private VPN is considered the Connectivity option that has the Highest Quality of Service (QoS) as the Capacity is dedicated and always available for the Parties. Puzzel offers various custom configuration and encryption options. The Partners VPN provider delivers pre-configured routers to Puzzel for the purpose connection. Since Puzzel has a multi-site platform, the Provider must deliver one for each site.			◆	◆	◆
Telenor IPT Partner Connect (Norway only)	This capability connects Puzzel Contact Centre and enables necessary trunk capacity to the partner solution. The voice traffic to agents, other employees and service-platforms connected to the partner solution is routed directly to the Partner from Puzzel without any traffic fees. The voice traffic to external recipients are also routed to and handled by the Partner. Puzzels' Partner, invoice the customers for external calls on existing Traffic Agreement unless otherwise agreed.			◆	◆	◆
Telia NO Partner Connect (Norway only)	This capability connects Puzzel Contact Centre and enables necessary trunk capacity to the partner solution. The voice traffic to agents, other employees and service-platforms connected to the partner solution is routed directly to the Partner from Puzzel without any traffic fees. The voice traffic to external recipients is also routed to and handled by the partner. Puzzels' Partner, invoice the customers for external calls on existing Traffic Agreement unless otherwise agreed.			◆	◆	◆
NetNordic Partner Connect SIP Trunk	This capability connects Puzzel Contact Centre and enables necessary trunk capacity to the partner solution. The voice traffic to agents, other employees and service-platforms connected to the partner solution is routed directly to the Partner from Puzzel without any traffic fees. The voice traffic to external recipients is also routed to and handled by the Partner. Puzzels' Partner, invoice the customers for external calls on existing Traffic Agreement unless otherwise agreed.			◆	◆	◆
Premium SMS (Norway only)	Charge for goods & services via SMS. Your customers find the invoice on their mobile subscription bill. Only available for Puzzel Norway customers.			◆	◆	◆
Gold access number	A gold access number is a phone number in a format that is easier to remember. Ideal for companies where inbound calls is a critical part of their business.			◆	◆	◆

## Appendix 3 – FEES

This APPENDIX 3 - FEES form an integral part to the Master Service Agreement for the use of Services (as defined in the Master Service Agreement) provided by Puzzel to the Customer (as defined in the Master Service Agreement).

### 1. General

- 1.1 This Appendix sets out the Fees for the Services to be provided by Puzzel to the Customer. For additional Services or Puzzel Developments, Fees can also be set out in individual Service Orders.
- 1.2 In addition to any defined terms in this Appendix 3, any capitalised term in this Appendix 3 shall the meaning attributed to it in the Agreement or the General Terms.
- 1.3 All Fees are exclusive of VAT and any other taxes.

### 2. Subscription Fees

As from the Effective Date, the following Subscription Fees will apply

Package	User (type & quantity)	Fee
		£
		£
		£
<b>Support Plan</b>		
<b>Upgrade Options</b>		
<b>TOTAL ANNUAL SUBSCRIPTION FEE*</b>		£

*\* To be paid annual in advance*

### 3. Communication Fees\*

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User details	Inbound	Outbound to UK Landline	Outbound to UK Mobile	Outbound to NGN
Logged on with Puzzel softphone	£0.00	£0.01	£0.08	£0.05
Logged on to UK Landline	£0.00 **	£0.01	£0.08	£0.05
Logged on to UK Mobile	£0.08	£0.01	£0.08	£0.05
SMS	NA	NA	£0.04	NA

Pricing per minute. Full list of rates for other countries is available on request.

*\* Communication Fees to be paid monthly in arrears*

### 4. Change Request Fees\*

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For a description of Puzzel standard Change Requests offers, please see Appendix 5 (SLA)

Standard Change Request	£105.00
Quick Change Request	£210.00
One Day Change Request	£320.00
Urgent Change Request	£680.00
Technical Support Hours outside Change Requests	£325.00
Soundfile Recording	£55.00

*\* To be paid monthly in arrears*

### 5. Set-Up Fee\*

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Set-Up Fees will be charged at £140.00 per hour.

*\* Unless otherwise agreed, Fixed Set-Up Fees to be paid in advance and Set-Up Fees on Time & Materials basis to be paid monthly in arrears*

## 6. Training\*

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Type of Training	
On Request	Pricing on request

*\* Training Fees to be paid in advance*

## 7. Indexation

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The Fees may be increased annually in accordance with any increase in the retail price index (RPI). Such change may be made in January each year, provided however that no change shall be take place before the 1<sup>st</sup> anniversary of the Effective Date (i.e. if the Effective Date is 1 March Year 1, no increase may take place before end of January Year 3).

## Appendix 4 – General Terms and Conditions for Puzzel’s Services

THESE GENERAL TERMS AND CONDITIONS (the “**Terms**”) form an integral part to any agreement (the “**Agreement**”) for the use of Services (as defined below) provided by Puzzel.

### 1. Definitions

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In addition to any terms defined in the Agreement and/or any of its appendices, the following terms shall have the meaning set out below.

<b>“Additional Service”</b>	means any services provided by Puzzel outside the Services;
<b>"Affiliate "</b>	means any company or other business entity controlling, controlled by or under common control with a Party, where "control" means direct or indirect ownership of 50% or more of the votes or shares in such corporation or other entity;
<b>“Change Request”</b>	has the meaning set out in clause 5.1 below
<b>"Customer Data"</b>	means data, content or other material(s) processed through the Services and originating from the Customer or any End Users;
<b>"Customer Equipment"</b>	means any device, technology, software, services, or ancillary facilities (other than licenced and provided by Puzzel to the Customer) the Customer may from time to time use to make and/or receive communications with End Users;
<b>"Data Protection Law"</b>	means any from time-to-time applicable laws and regulations relating to the processing of personal data under this Agreement, such as (for EU and EEC) Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, (for UK) the Data Protection Act 2018, as applicable;
<b>“End User”</b>	means anyone communication over the Services with the Customer (Puzzel and its sub-contractors excluded);
<b>"Effective Date"</b>	means the date in the set out in the relevant Service Appendix.;
<b>"Fees"</b>	means the fees payable by the Customer to Puzzel in respect of the Services or Additional Services
<b>"Force Majeure Event"</b>	shall have the meaning set out in clause 15.1 below;
<b>"Implementation Plan"</b>	means the plan of activities for any set-up services to be provided by Puzzel as set out in the SOW;
<b>"Intellectual Property Rights"</b>	means any and all patents, utility models, rights to inventions, copyright and related rights, moral rights, trademarks and service marks, business names and domain names, goodwill, rights in designs, rights in computer software, database rights, rights to use, and protect the confidentiality of, confidential information (including know-how and trade secrets) and all other

	intellectual property rights, whether registered or unregistered, and including all applications and rights to apply for and be granted, renewals or extensions of, and rights to claim priority from, such rights and all similar or equivalent rights or forms of protection which subsist or will subsist now or in the future in any part of the world;
<b>"Log-In Credentials"</b>	has the meaning set out in clause 3.1.8 below;
<b>"Maintenance Window"</b>	means a period during which the Puzzel System is undergoing maintenance in accordance with clause 8 below;
<b>"Maintenance"</b>	means maintenance operations to the Puzzel System, as described in clause 8 below;
<b>"MSA"</b>	the Master Service Agreement between the Customer and Puzzel, to which these Terms form an Appendix
<b>"Order"</b>	means any order from the Customer for a Service;
<b>"Persistent Service Level Failure"</b>	has the meaning set out in Section 9.2 below;
<b>"Puzzel Developments"</b>	shall have the meaning set out in clause 7.2 in these Terms;
<b>"Puzzel System"</b>	means the system of communications software and equipment owned, licensed and/or operated by Puzzel, which enable Puzzel to deliver the Services to the Customer;
<b>"Services"</b>	means the communication and information technology services provided by Puzzel under these Terms, as more particularly described in a Service Appendix;
<b>"Set Up Fee"</b>	means the fee for setting up the Service for the Customer and completing the Implementation Plan, as specified in an SOW;
<b>"SLA"</b>	means the service level agreement set out in Appendix 5 ( <i>Service Level Agreement</i> );
<b>"Subscription Fee"</b>	means the fixed fee to be paid by the Customer for the right to use the Services;
<b>"Term"</b>	means the period from the Effective Date until the Agreement expires or is terminated in accordance with the provisions of the Agreement;
<b>"Third-Party Add-Ons Terms"</b>	means all terms and conditions (including licence terms) governing the provision and/or use of Third-Party Add-Ons;
<b>"Transitional Services"</b>	Has the meaning set out in clause 10.2 below; and
<b>"User"</b>	means (i) an employee, contractor, agent, or other representative of the Customer with access to the system under the Customer's subscription to the Services (whether as a named person, a concurrent user, a pooled resource or otherwise) and (ii) any system (including but not limited to API, Wallboard or Chatbot) listed as a User by the Customer.

## 2. Puzzel's Undertakings

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2.1 Puzzel shall:



- 2.1.1 provide the Services as set out in the relevant Service Appendix;
  - 2.1.2 provide the Services with reasonable skill and care and in accordance with the provisions of these Terms;
  - 2.1.3 use all commercially reasonable endeavours to ensure that the Services are provided in accordance with the SLA and any performance dates specified in an Implementation Plan (if applicable);
  - 2.1.4 obtain and maintain any necessary licences, permits or clearances reasonably required to operate the Puzzel System and provide the Services and to perform its obligations under these Terms; and
  - 2.1.5 use its best efforts to prevent any intrusion of viruses, Trojan horses, worms, software bombs or similar items or computer programs into the Puzzel System or Customer Equipment.
- 2.2 Puzzel is not responsible for any delays, delivery failures, or any other loss or damage resulting from the transfer of data over general communications networks and facilities including the internet, or otherwise outside Puzzel's control, and the Customer acknowledges that the Services may be subject to limitations, delays and other problems inherent in the use of such communications facilities.

### 3. Customer's Obligations

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- 3.1 The Customer shall:
- 3.1.1 use the Service(s) for its own purpose only and may not resell, sub-license, or otherwise transfer any Service(s) to a third party unless provided for by this Agreement or otherwise approved by Puzzel;
  - 3.1.2 provide Puzzel with necessary co-operation and all necessary information as may be required by Puzzel in order to provide the Services, including but not limited to security access information and configuration services;
  - 3.1.3 inform Puzzel with at least fourteen (14) days' notice of any expected peaks in generated traffic (such as in connections with campaigns or similar) or planned actions which are likely to reduce the Customer's capacity to handle incoming traffic to give Puzzel the chance to take measures to handle such peaks, increases or capacity reductions (for the avoidance of doubt, Puzzel will not be liable for problems, malfunctions, or errors attributable to such peaks in traffic or reductions in capacity and always reserves the right to limit or suspend the Service if, in the reasonable opinion of Puzzel, the peak or reduction is likely to cause material disruptions to or problems in the Puzzel System or services provided to other Customers);
  - 3.1.4 as soon as reasonably practical inform Puzzel of any accidents or technical problems likely to affect the Services or the Customer's capacity to handle incoming traffic;
  - 3.1.5 comply with all applicable laws and regulations with respect to its activities under these Terms;
  - 3.1.6 carry out all other Customer responsibilities set out in these Terms in a timely and efficient manner, provided that in the event of any delays in the Customer's provision of such assistance as agreed by the Parties, Puzzel may adjust any agreed timetable or delivery as reasonably necessary;
  - 3.1.7 ensure that its Users use the Services in accordance with the conditions of these Terms and shall be responsible for any User's breach of these Terms and take all reasonable precautions to prevent unauthorised access to or use of the Services and shall notify Puzzel without undue delay of any unauthorised access or use;
  - 3.1.8 ensure that its Users do not share User-ID or password ("**Log-in Credentials**") with any unauthorised person or permit any unauthorised person to access the Service and shall be responsible for any unauthorised access or usage that occurs due to misuse of Log-in Credentials;
  - 3.1.9 use its best efforts to prevent any intrusion of viruses, Trojan horses, worms, software bombs or similar items or computer programs into the Puzzel System;

- 3.1.10 ensure that its network and systems comply with the relevant specifications provided by Puzzel from time to time; and
- 3.1.11 be solely responsible for procuring, maintaining and securing its network connections and telecommunications links from its systems to Puzzel's data centres, and all problems, conditions, delays, delivery failures and all other loss or damage arising from or relating to the Customer's network connections or telecommunications links or caused by the internet.
- 3.2 The Customer may not:
  - 3.2.1 circumvent or disable any technological feature or security measure embedded in the Service(s) or the Puzzel System;
  - 3.2.2 use the Service(s) in ways which will or risks disrupt or impair Puzzel's provision of services to other customers, including the generation of unreasonably high volumes of traffic not informed of beforehand in accordance with clause 3.1.3 above;
  - 3.2.3 use the Service(s) to transmit illegal content, for spamming or unsolicited marketing or advertising activities, or to perform fraudulent activities (including bypassing of phone identification systems); and
  - 3.2.4 port any individual telephone numbers used for the provision of the Service(s), unless approved by Puzzel (such approval not to be unreasonably withheld or delayed);
- 3.3 The Customer acknowledges and agrees that the Services are provided on an "as is" and "as available" basis and that the Services may from time to time contain minor bugs and errors. The Customer understands and agrees that software completely free of errors cannot be attained within the software industry and that such minor bugs and errors shall not entitle the Customer to compensation. For the avoidance of doubt, this clause 3.3 shall not excuse or relieve Puzzel of its undertakings or liabilities under the SLA.

#### **4. Increases in number of Users**

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The Customer may increase the number of Users at any time. Any increase in the number of Users will apply for the rest of the Term and Fees will be adjusted accordingly. For the avoidance of doubt, such increase shall not constitute an Additional Service.

#### **5. Additional Services; Change Requests**

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- 5.1 Additional Services (including set-up services and Transitional Services) may be ordered at any time by the Customer.
  - 5.1.1 Additional Services listed as "Change Requests" on Puzzel's website or which, in Puzzel's discretionary opinion, is estimated to take less than two (2) hours to implement (each a "**Change Request**") can be requested directly by the Customer in the Puzzel System in accordance with Appendix 5 – SLA.
  - 5.1.2 Additional Services which are not Change Requests may be ordered by a separate Service Appendix or as otherwise as instructed or confirmed by Puzzel. When necessary due to the complexity or volume of the Additional Service, Puzzel and the Customer will agree on an individual SOW to supplement the Service Appendix.
- 5.2 An order for Additional Services shall become effective upon Puzzel's confirmation and shall continue for the remaining duration of the Term, unless expressly agreed otherwise by the Parties in relevant Service Appendix.
- 5.3 The Customer shall pay all travel costs and expenses reasonably incurred by Puzzel in providing any Additional Services. Such costs and expenses shall be evidenced by Puzzel providing relevant receipts or, alternatively, agreed in writing in advance.
- 5.4 If performance of an Additional Service is delayed as a result of the acts or omissions of the Customer, Puzzel shall be entitled to charge the Customer for costs reasonably incurred by Puzzel as a direct result of such delay, including, if applicable, rescheduling costs. If such delay continues for more than thirty (30) days, Puzzel may terminate this Agreement and/or the relevant Service or Additional Service in accordance with clause 9.

## 6. Third Party Products and Services

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Puzzel may from time to time offer products and services from third parties ("**Third Party Add-Ons**"). Such Third-Party Add-Ons are subject to separate agreement between Customer and the supplier of the Third Party Add On and not part of the Services. Puzzel makes no representation, warranty or commitment and shall have no liability or obligation whatsoever in relation with the use of any Third-Party Add-Ons or other third-party products or services not included in the Services.

## 7. Changes in the Services

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- 7.1 Puzzel may always make such alterations to the Puzzel System or the Services that are required to ensure compliance with all relevant laws and regulations or is necessary for the continued use of the Services.
- 7.2 Puzzel will continuously make updates, upgrades, new versions, enhancements, modifications, improvements, inventions or developments to the Puzzel System or the Services ("**Puzzel Developments**"). If such changes do not materially alter the core features or functionality of the Services or alter the security of the Services, Puzzel will normally provide such Puzzel Developments to the Customer at the same time as they are made available to the general Puzzel customer base (in which case they shall be regarded as included in the Puzzel System).
- 7.3 To the extent that there is a change of sub-processors for personal data, such change will be handled in accordance with Appendix 6 (*Data Processing Addendum*).

## 8. Maintenance and Interruption

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- 8.1 Puzzel is entitled to perform repair and maintenance work on (or upgrade, update or enhance) its network, infrastructure, website(s) and/or the Services during the applicable Maintenance Windows.
- 8.2 Scheduled Maintenance Windows for the current year are published at <https://help.puzzel.com/announcements/scheduled-maintenance-windows>.
- 8.3 Puzzel shall, regardless of any scheduled Maintenance Window, be entitled to interrupt or suspend the Services to the extent necessary to undertake Maintenance operations (each such interruption or suspension also a Maintenance Window for the purpose of Appendix 5 - SLA):
  - 8.3.1 for operational testing, monitoring, preventive or curative repair or adjustment to be carried out either with respect to the Puzzel System as a whole or part thereof;
  - 8.3.2 to preserve the integrity of the Puzzel System or any part thereof or the overall quality of the Services; or
  - 8.3.3 to make alterations as described in clause 8.1 (*Maintenance and Interruption*) if such Maintenance, in the sole discretion of Puzzel, cannot wait until next scheduled Maintenance Window.
- 8.4 Puzzel shall use its reasonable endeavours to provide as much prior notice as is reasonably practicable to the Customer of any Maintenance and to minimise interruption or disruption to the use and operation of the Services resulting from any Maintenance.

## 9. Early Termination and Suspension

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- 9.1 The Agreement may be terminated immediately by either Party serving written notice on the other Party:
  - 9.1.1 if the other Party commits a material breach of the Agreement and that material breach, if capable of being remedied, is not remedied within thirty (30) days of written request to do so; or
  - 9.1.2 if the other Party is declared bankrupt, has a receiver or administrator appointed for it, passes a resolution for the winding up or a court order is made for its winding-up, makes any voluntary arrangement or composition with its creditors or otherwise applies to court for protection from its creditors or for company reorganisation, has an administrative order made in relation to it, ceases or threatens to cease to carry on its business, if an encumbrancer takes possession over all or any part of its

undertakings or assets, suffers an event analogous to any of the above events, or is otherwise deemed to be insolvent; or

- 9.2 The Customer may terminate the Agreement by serving written notice on Puzzel if Puzzel commits a Persistent Service Level Failure. For the purposes of this clause 9.2, “**Persistent Service Level Failure**” means a failure to meet the availability target Service Level as set out in Appendix 5 (*Service Level Agreement*) during any two (2) consecutive measurement periods as set out in the SLA. Such termination notice shall be made no later than thirty (30) days after the end of the last measurement period.
- 9.3 Puzzel shall be entitled to suspend the Services if the Customer is in material breach of its obligations under the Agreement and such breach is not remedied within thirty (30) days of Puzzel’s written notice to the Customer specifying the alleged breach. Any such suspension shall only continue for as long as the breach continues. The suspension of Services under this clause shall not affect any right of Puzzel to terminate the Agreement in accordance with what is otherwise set out in these Terms.
- 9.4 Puzzel shall be entitled to suspend the Services for a specific End User if Puzzel has reason to assume that End User
- 9.4.1 introduces virus, Trojan horse, worms, software bombs or similar items or computer programs into the Puzzel System or circumvent or disable any technological feature or security measure embedded in the Service(s) or the Puzzel System;
  - 9.4.2 uses the Service(s) in ways which will or risks to disrupt or impair Puzzel’s provision of services to other customers, including the generation of unreasonably high volumes of traffic; or
  - 9.4.3 uses the Service(s) to transmit illegal content, for spamming or unsolicited marketing or advertising activities, or to perform fraudulent activities (including bypassing of phone identification systems).

## 10. Consequences of Termination

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- 10.1 On expiry or termination of the Agreement (regardless when and how):
- 10.1.1 Puzzel shall cease to provide all Services to the Customer;
  - 10.1.2 all Services provided but not yet invoiced shall be invoiced by Puzzel and all invoiced but yet to be paid Fees and charges become due for payment;
  - 10.1.3 the Customer shall be entitled to a refund of Fees paid in advance for Services that have not been performed at the time of termination or expiration, provided that Puzzel may first deduct the amount of any Fees or charges then outstanding or as is reasonably expected to be incurred in connection with Transitional Services under clause 10.2 (if applicable);
  - 10.1.4 each Party shall at the other Party’s request destroy or deliver all copies of any Confidential Information of the other Party which remains in its possession or control at the date of termination or expiry; and
  - 10.1.5 each Party shall cease the use of any Intellectual Property Rights of the other Party and any Intellectual Property Rights of any third party granted under the Agreement and any licence granted under the Agreement shall immediately terminate.
- 10.2 To the extent reasonably required by the Customer, Puzzel shall assist the Customer in the set-up of its own services or the transition of services to a new supplier (“**Transitional Services**”). Such Transitional Services, including the remuneration thereof, shall be agreed to by the Parties in a Service Appendix before the commencement of such Transitional Services.
- 10.3 Expiry, termination, or suspension of the Agreement shall be without prejudice to either Party’s rights or remedies under the Agreement. Clauses which expressly or by implication have effect after termination or expiry of the Agreement shall continue in full force and effect.

## 11. Fees and Invoicing

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- 11.1 The Customer shall pay all invoices within thirty (30) days of the date of receipt. All invoices will be sent by Puzzel to the Customer by e-mail or e-invoice (as agreed).

- 11.2 All amounts payable by the Customer are net prices and expressed exclusive of any applicable VAT and similar taxes, which the Customer is liable to pay to Puzzel at the prevailing rate.
- 11.3 Late payment of any invoice will incur interest, accrued from the due date until payment of the overdue sum, according to applicable law. Any accrued interest may be added to the next invoice issued by Puzzel to the Customer.
- 11.4 In the event that the Customer intends to dispute an invoice (or part thereof), the Customer shall immediately notify Puzzel before the invoice due date. In the event the Customer fails to notify Puzzel prior to the invoice due date, the Customer shall be deemed to have accepted the invoice. The Customer shall always pay any undisputed part of the invoice on due time.
- 11.5 The Customer may not assert any credit, set off or counterclaim against Puzzel for withholding payment of any amount due by the Customer under the Agreement.
- 11.6 In the event of a suspension of the Services in accordance with clause 9.3 above, the Customer shall remain liable for all Fees as if the Services had not been suspended.

## **12. Intellectual Property**

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- 12.1 The Customer hereby acknowledges that all Intellectual Property Rights in and to the Puzzel System (and the platforms included within the Puzzel System), the Services and any Puzzel Developments (whether existing now or in the future) and all modifications to them belong entirely and exclusively to Puzzel or an Affiliate of Puzzel. Puzzel hereby grants to the Customer a non-exclusive, non-transferable licence to use the Puzzel System and Puzzel Developments to the extent necessary to receive the Services during the Term of these Terms and for no other purpose. The Customer shall not be entitled to copy, adapt, reverse engineer, or otherwise modify any elements included in the Puzzel System and the Puzzel Developments without Puzzel's prior written approval. Except as expressly stated in this clause 12, Puzzel does not grant the Customer any rights to Puzzel's Intellectual Property Rights.
- 12.2 Puzzel hereby acknowledges and agrees that all Intellectual Property Rights and other rights in and to all Customer Data are, as between the Customer and Puzzel, owned by the Customer and the Customer shall (as between the Customer and Puzzel) have sole responsibility for the legality, reliability, integrity, accuracy and quality of such data. Puzzel will only store, copy and use such data in so far as is necessary to perform its obligations under these Terms and shall not disclose it to any third party without the prior written approval of the Customer.
- 12.3 Puzzel warrants that use of the Services by the Customer shall not infringe the Intellectual Property Rights of any third party, providing that this warranty shall not apply to:
  - 12.3.1 any use of the Services in combination with any other system or services other than in accordance with these Terms; or
  - 12.3.2 designs, specifications, documents, data, information or other property in which Intellectual Property Rights subsist which are provided by or on behalf of the Customer.
- 12.4 Puzzel shall indemnify the Customer against claims, losses, and damages due to a breach of the warranty in clause 12.3 above, provided that the Customer:
  - 12.4.1 immediately notifies Puzzel in writing of the alleged infringement;
  - 12.4.2 does not agree to, permit, or settle any claims of alleged infringement without the prior written consent from Puzzel; and
  - 12.4.3 allows Puzzel to unilaterally defend, pursue and protect the Customer and/or Puzzel against the alleged infringement and gives Puzzel all reasonable assistance in such action.
- 12.5 The Customer is liable for any third party clearances required as well as costs incurred from its use of the Services (including but not limited to any content distributed through the use of the Service such as music and pictures).

## **13. Personal Data and Data Protection**

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Puzzel and the Customer acknowledge and agree that for the purposes of these Terms, Puzzel is a data processor in respect of any personal data which Puzzel processes on behalf of the Customer for the purposes of providing the Services, or in connection with performing these



Terms. Puzzel and the Customer shall in the performance of these Terms comply at all times with Data Protection Law and their respective obligations under Appendix 6 (*Data Processing Addendum*). The terms “data processor”, “data controller”, “data subject”, “personal data”, “processing”, “processes” and “process” used in these Terms shall have the meaning given to them in the relevant Data Protection Law.

#### 14. Limitation of Liability

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- 14.1 Save for any liability in relation to processing of personal data (which is governed by Appendix 6 (*Data Processing Addendum*)) and Service Level Failure (which are remedied under Appendix 5 (*Service Level Appendix*) and clause 9.2 (*Persistent Service Level Failure*) above), Puzzel's total aggregate liability to the Customer, whether in contract, tort (including negligence), breach of statutory duty or otherwise, shall be limited to the Subscription Fees paid by the Customer in the twelve (12) months preceding the event giving rise to liability or, if liability occurs before the first anniversary of the Term, the Subscription Fees to be paid for the first twelve (12) months according to the Agreement.
- 14.2 Neither Party will be liable to the other Party for any indirect, punitive, consequential, or other special loss arising in connection with the Agreement or the Services, nor in respect of any loss of profit, loss of goodwill or reputation, loss of business or business opportunity, loss of anticipated savings, or loss or corruption of data or information (regardless of the foreseeability of such types of loss).
- 14.3 The above limitations shall not apply to losses in respect of death or personal injury, fraud, fraudulent misrepresentation, gross negligence or wilful intent or any other liability which cannot be limited or excluded by law.

#### 15. Force Majeure

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- 15.1 Neither Party shall be responsible for any delay or failure to carry out any of its duties under these Terms to the extent such delay or failure is caused by an act, event, omission or accident beyond a Party's reasonable control, including (but without limiting the generality thereof) acts of God such as fire, flood, earthquake, windstorm or other natural disaster, a widespread epidemic (regardless of whether this is defined as a public health emergency of international concern or not), cyberterrorism and cybercrime (including hacking, malware and any other deliberate disruption of computer networks), actual or threatened terrorist attack, failure by a utility provider to provide services or an industrial dispute affecting a third party provider for which a substitute third party is not reasonably available (each a “**Force Majeure Event**”), provided that it shall take all reasonable steps to overcome and mitigate the effects of the Force Majeure Event.
- 15.2 If a Force Majeure Event which results in the non-delivery of a Service (or a material part thereof) continues for more than thirty (30) days, either Party may terminate the affected Service by giving seven (7) days' notice to the other Party.

#### 16. Changes to the General Terms

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- 16.1 Changes to these General Terms shall take effect upon sixty (60) days written notice to the Customer. Such notice shall clearly explain the intended change.
- 16.2 The Customer may request that the change shall not apply to it and that the current version of the General Terms shall instead continue to apply between the Parties, provided however that where the change is immaterial or to the benefit of the Customer, such request shall only be given if the Customer can show it has reasonable cause for the request.

#### 17. Notices

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- 17.1 Any notice or other communication given to a Party under or in connection with the Agreement shall be in writing and shall be delivered by post to the registered office of the Party and/or sent by email to the Contact Persons named in the Agreement (or such other person as is nominated by a Party as its contact person).
- 17.2 The notice or communication is deemed given:
  - 17.2.1 if sent by post, on the second working day after posting it; or

- 17.2.2 if sent by email, at the time of transmission, provided that, if it is sent on a day which is not a working day or after 4pm on any working day, it shall instead be deemed to have been given or made on the next working day.

## Appendix 5 – Support and Service Level Agreement for Puzzel

This Support and Service Level Agreement (the “**SLA**”) forms an appendix to the Master Service Agreement (the “**MSA**” or the “**Agreement**”) entered into between Puzzel and the Customer.

### 1. Introduction

- 1.1 This SLA describes the support and service levels provided by Puzzel.
- 1.2 In addition to any defined terms in this SLA, any capitalised term in this SLA has the meaning attributed to it in the MSA and its Appendices.

### 2. Support Plans

Puzzel offers four different support plans (each a “**Support Plan**”):

Service	Description	Basic	Standard	Premium	Elite
Multi-Channel Support – Business Hours	Engage with Puzzel Support via Phone, Chat or Submit a ticket via Puzzel Help Centre during Business Hours*	✓	✓	✓	✓
Troubleshooting	Troubleshooting in accordance with the Time Targets (see below for Emergency Phone Support)	✓	✓	✓	✓
Platform Status	Visibility of the Puzzel platform availability status	✓	✓	✓	✓
Knowledge Base	Access to Knowledge Base on Puzzel Help Centre	✓	✓	✓	✓
Customer Hub	Open a ticket with Puzzel Support and visualise the status	✓	✓	✓	✓
Service Credits	Penalty/Credits on Breach of Service Level for the Puzzel Service		✓	✓	✓
Service Level Reporting	This reporting shows the Puzzel Platform availability and number and type of tickets raised with Puzzel Support		✓	✓	✓
Emergency Phone Support – Extended Hours	Troubleshooting critical incidents (P1 and P2) during Extended Hours**			✓	✓
Emergency Phone Support - 24/7	Troubleshooting critical incidents (P1 and P2) 24/7				✓
Phone Support – Extra hours	Early (08:00 – 10:00 CET) or Late (16:00 – 17:30 CET) access to our international Support Team				✓



		<b>*Business Hours</b>	<b>**Extended Hours</b>
Norway	Monday – Friday	08:00 – 16:00 CET	08:00 – 21:00 CET
Sweden	Monday – Friday	08:00 – 17:00 CET	08:00 – 21:00 CET
Denmark	Monday – Friday	08:00 – 16:00 CET	08:00 – 21:00 CET
UK	Monday – Friday	09:00 – 17:00 GMT	09:00 – 22:00 GMT
Finland	Monday – Friday	09:00 – 17:00 EEST	09:00 – 22:00 EEST

### 3. Guaranteed Availability

3.1 Puzzel guarantees the following Availability (as defined below):

<i>Puzzel Contact Centre</i>	99.99%*
<i>Other Puzzel Services</i>	99.9%

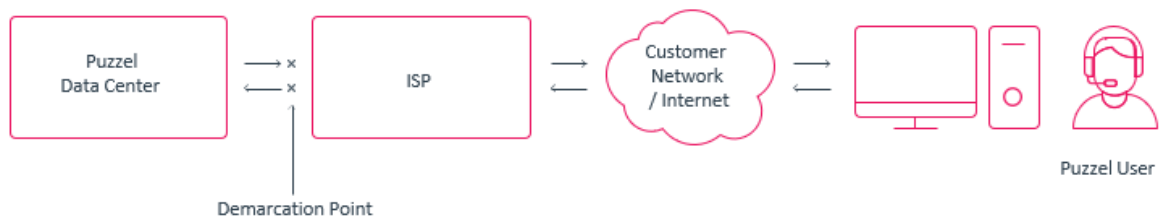
\* Workforce management, storage services<sup>1</sup>, voice bot and agent assist are included in Other Puzzel Services.

3.2 “Availability” is calculated as the total time (in minutes) when the Service is available to the Customer during a calendar quarter<sup>2</sup> divided by the total number of minutes in the same quarter, expressed as a percentage. For the avoidance of doubt, Puzzel is not liable for unavailability during any Maintenance notified at least 24 hours in advance.

3.3 The Service shall be deemed unavailable if there is a P1 Fault not caused by a circumstance outside of Puzzel’s reasonable control, including failure, defect or malfunction attributable to:

- Customer’s equipment and integrations or systems
- Internet connectivity from a Puzzel User to the demarcation point where Puzzel’s ISP physically connects to Puzzel’s Data Centre (Figure 1 - Internet)
- Voice connectivity from the End User to the demarcation point where a Puzzel interconnecting carrier physically connects to Puzzel’s Data Centre (Figure 2 - Voice & Voice over Internet)
- Voice connectivity from the demarcation point where a Puzzel interconnecting carrier physically connects Puzzel’s Data Centre to the End User. (Figure 2, demarcation point 1 - Voice & Voice over Internet)
- Voice connectivity from the demarcation point where a Puzzel interconnecting carrier physically connect to Puzzel’s Data Centre to the Puzzel User. (Figure 2, demarcation point 2 - Voice & Voice over Internet)

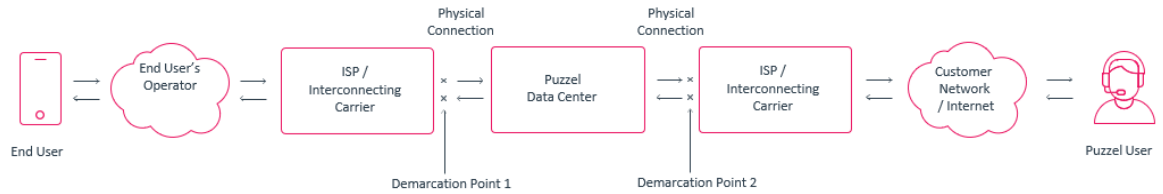
Figure 1 Internet Demarcation Point



<sup>1</sup> Puzzel storage services (such as Raw Data, Statistics, Media Archive, and FTP Storage) are continuously updated with real-time data but can experience rare delays up to 4 hours before the interaction is available in reports or media archive. Any delays exceeding 4 hours will be registered as an incident in accordance with Section 4 below.

<sup>2</sup> “Calendar Quarter” means Jan – Mar, April – June, July – September & October – December inclusive.

Figure 2 Voice and Voice over Internet Demarcation Points



## 4. Faults

### 4.1 Reporting

- 4.1.1 Deficiencies, errors, bugs, or other malfunctions in the Services (each a **"Fault"**) shall be reported to Puzzel's support at Puzzel Help Centre as soon as possible after the occurrence of the Fault.
- 4.1.2 Outside Business, P1 and P2 Faults must also be reported by telephone. However, the Customer is strongly advised to also report P1 and P2 Faults over telephone during Business Hours to ensure that the Fault will be properly addressed.
- 4.1.3 The following information is required when reporting a Fault (applicable target times in Section 4.3. can only commence when this information is provided):
- Customer name and customer number
  - Name, telephone number and email address of the person who reported the Fault
  - Fault details e.g. queues, DDIs, callers affected etc
  - Consequence of the fault
  - Time/date of fault
  - Attachments e.g. fault log, screen print etc.

### 4.2 Classification

Puzzel classifies all reported Faults according to Impact (Schedule 1) and Urgency (Schedule 2). Based on this classification, each Fault is given a Priority (Schedule 3).

Schedule 1 - Impact	Classification	Definition
	High	The Fault affects all Users and End-Users
	Medium	The Fault affects more than one User and/or End-Users.
	Low	Other Faults.

Schedule 2 – Urgency	Classification	Definition
	High	Application is unavailable and/or the Fault prevents communication between Customer and End-Users
	Medium	Application is available, but feature is not working as expected and no work around is available
	Low	Application is available, but feature is not working as expected, but work around is available

Schedule 3 – Priority	Urgency			
Impact		High	Medium	Low
	High	P1 (Highest)	P2 (High)	P3 (Normal)
	Medium	P2 (High)	P3 (Normal)	P4 (Low)
	Low	P3 (Normal)	P4 (Low)	P5 (Lowest)

#### 4.3 Correction

Once Faults are reported they are processed in accordance with the following time targets (where applicable “hours” for P1 and P2 Faults are dependent on applicable Support Plan):

Priority	Response Target*	Progress Update Frequency Target	Resolution Target Time**
P1	1 hour	Every hour	1 hour
P2	1 hour	Every 4 hours	1 day
P3	2 Business hours	On request	2 Business days***
P4	4 Business hours	On request	5 Business days***
P5	8 Business hours	On request	Not defined

\* Time from submitted Fault report to first response from Puzzel, as registered in Puzzel Case Management

\*\* Actual time to implement solution may be subject to appropriate Maintenance Window add/or product release.

\*\*\* Weekdays excluding bank holidays

## 5. Change Requests

- 5.1 Minor technical and functional changes in the Services can be requested by the Customer through the Help Centre. Urgent Changes Requests must be followed up with a phone call to Puzzel support (regardless of Support Plan).
- 5.2 Currently, Puzzel offers the following standardised Change Requests
  - One DDI/Queue/Skill
  - Existing position in queue messages applied (up to position 10)
  - No User exit (to existing queue or message)
  - One time module
  - Queue music
  - Four announcements e.g. welcome, closed, queue and emergency message
  - Statistics update (DDI number and queue added to existing reports)
- 5.3 Requests for a technical or functional change will be treated as a “Change Request” if Puzzel estimates that the requested change will take less than two hours to implement.
- 5.4 Change Requests require the following information to be provided:
  - Customer name and customer number
  - Change instructions
  - Urgency and go live date/time
  - Any requirements for testing the change
  - Attachments, for example scripts, .wav files, call flows

- 5.5 All Change Requests are subject to Puzzel's confirmation and will be processed according to priority and Puzzel's availability.
- 5.6 Change Requests are normally processed within the following time frames:

Urgency	Target
Standard Change	Completed within 5 Business Days
Quick Change	Completed within 3 Business Days
1 Day Change	Commences within 1 Business Day
Urgent Change	Commences within 1 Business Hour

- 5.7 Confirmed Change Requests will be invoiced according to Appendix 3 (*Fees*) or, if the price for the Change Request is not listed, as set out in Puzzel's confirmation.

## 6. Contact Details

- 6.1 For quick and efficient support, we refer to <https://help.puzzel.com> (Help Centre)
- 6.2 To contact Puzzel support by phone (subject to Support Plan), call:
- (DK) +45 70 80 70 80  
 (UK) +44 333 300 0066  
 (SE) +46 (0)8 4000 4000  
 (NO) +47 21 89 89 89  
 (FI) +358 942 72 27 00  
 (BG) +359 2 474 4545

## 7. Service Credits

- 7.1 Service Credits are applicable for Customers who have subscribed to Standard, Premium or Elite Support Packages. Only P1 Faults which occur and are covered by the purchased Support Package are included in the Service Credit calculation.
- 7.2 The Service Credit is a percentage of the quarterly (i.e. aggregated over three (3) months) Subscription Fees.

Service Credit	Puzzel Contact Centre	Other Puzzel Service
25%	Lower than 97% availability	Lower than 97% availability
10%	Lower than 99% availability	Lower than 99% availability
5%	Lower than 99.9% availability	Lower than 99.8% availability
1%	Lower than 99.99% availability	Lower than 99.9% availability

- 7.3 A Service Credit must be claimed by the Customer within three (3) weeks following the end of calendar quarter to which it applies, and where issued, will be credited on account.

## APPENDIX 6 – DPA

This DATA PROCESSING AGREEMENT (the “**DPA**”) has been entered into between Puzzel (the “**Processor**”) and the Customer (the “**Controller**”).

Controller and Processor are referred to individually as “**Party**” and collectively as “**Parties**”.

### 1. INTRODUCTION

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- 1.1 This DPA sets out the rights and obligations of the Controller and the Processor when Processor processes personal data (as defined below) on behalf of the Controller.
- 1.2 This DPA is established in accordance with United Kingdom General Data Protection Regulation (UK GDPR), Data Protection Act 2018 (2018 Act) the Privacy and Electronic Communications Regulations 2003 and any legislation implemented in connection with the aforementioned legislations and any applicable national law thereunder, and any legislation which may supplement or replace such legislation in the future (the “**Data Protection Legislation**”). Where data is processed in the European Union, the term “Data Protection Legislation” also includes Regulation (EU) 2016/679 of the European Parliament of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (EU GDPR) and any applicable national law thereunder, and any legislation which may supplement or replace such legislation in the future.

### 2. DEFINITIONS

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The terms used in the DPA shall have the same meaning as assigned to them below and in the Data Protection Legislation, including but not limited to:

**personal data** which term shall mean any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;

**processing** which term shall mean any operation or set of operations performed with regard to personal data, whether or not performed by automated means, for example collection, recording, organisation, storage, adaptation or alteration, retrieval, gathering, use, disclosure by transmission, dissemination or otherwise making information available, alignment or combination, blocking, erasure or destruction;

**controller** which term shall mean anyone who alone or jointly with others determines the purposes and means of the processing of personal data;

**processor** which term shall mean a anyone who processes personal data on behalf of the data controller;

### 3. UNDERTAKING AND INSTRUCTION

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- 3.1 Processor undertakes to process the personal data that it has access to under the Master Service Agreement to which this DPA form an integral part (the “**Agreement**”) on behalf of Controller, for the purpose of fulfilling the Agreement and during the term of the Agreement.
- 3.2 Processor further undertakes:

- (a) To process the personal data in accordance with the Data Protection Legislation, the Agreement and any other documented instructions from Controller. Processor may, however, without instructions process information required by domestic law to which Processor is subject, but shall inform Controller of such requirement prior to processing, provided that Processor is not prohibited to give such information with reference to important grounds of public interest;
- (b) To keep the personal data confidential and not to disclose the personal data to any third parties or in any other way use the personal data in contradiction with the Agreement and the DPA. Processor shall also ensure that persons authorised to process the personal data have committed themselves to confidentiality or are under an appropriate statutory obligation of confidentiality;
- (c) To implement all appropriate technical and organisational measures necessary in order to ensure a level of security, as required pursuant to the Data Protection Legislation (Article 32 of the UK GDPR) and other measures necessary in order for Processor to comply with the security requirements set out in the Agreement and in Appendix 1;
- (d) To inform Controller of the technical and organisational measures it will implement in order to protect the personal data processed on behalf of Controller. In this context, see security instructions described in Appendix 1. If Processor makes changes that could affect the protection of personal data, Controller shall be informed of this well in advance before such changes are implemented;
- (e) To assist Controller, taking into account the nature of the processing, by implementing appropriate technical and organisational measures, insofar as this is possible, for the fulfilment of Controller's obligation to respond to and to fulfil requests from data subjects exercising their rights laid down in Chapter III of the UK GDPR;
- (f) To assist Controller in ensuring compliance with the obligations pursuant to Articles 32 to 36 of the UK GDPR and in accordance with the instructions in Appendix 1 (implement security measures, manage personal data breaches, conduct data privacy impact assessments and participate in prior consultations with the Commissioner) taking into account the nature of the processing and the information available to Processor; and
- (g) Processor shall immediately inform Controller if, in its opinion, an instruction issued by Controller infringes Data Protection Legislation..

#### **4. AUDIT**

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- 4.1 Processor shall grant Controller access to all information required in order to verify that the obligations set out in the DPA are complied with. Processor shall facilitate and participate in audits, including inspections, carried out by Controller or a governmental authority or by a third party authorised by Controller. If Controller uses a third party to carry out the audit, that third party shall not be a competitor of Processor and shall undertake confidentiality in relation to Processor's business information. Controller will reimburse the Processor for its reasonable costs associated with the audit unless the audit finds that the Processor has not complied with this DPA in material aspects, in which case the Processor shall carry its own costs, , provided however that any third party costs associated with audits of sub-processors' compliance with Data Protection Legislation shall be reimbursed in full. Upon Controller's request, Processor will provide a copy of the latest available ISO 27001 audit report.
- 4.2 Processor shall immediately inform and consult with Controller in the event that the

Commissioner initiates or takes any action in relation to Processor with regard to the processing of personal data under the Agreement or the DPA.

## **5. ENGAGING SUB-PROCESSORS AND TRANSFERS TO THIRD COUNTRIES**

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- 5.1 Processor is given a general authorisation to engage another processor for carrying out specific processing activities on behalf of Controller for the performance of Processor's processing of personal data under the DPA (hereinafter referred to as "**sub-processor**"). The sub-processors engaged at the time of entering into the DPA are listed in Appendix 1. However, Processor shall inform Controller of any plans regarding the engagement of new sub-processors, or replacement of sub-processors, so that Controller is given an opportunity to object to such changes.
- 5.2 If the Processor engages a sub-processor for the processing of personal data on Controller's behalf, Processor and the sub-processor shall enter into a written data processing agreement that meets the requirements on a data processing agreement stipulated in the Data Protection Legislation. Personal data may not be transferred to or processed in countries outside the EU/EEA or UK (and for EU/EEA only for as long as the transfer is based on adequacy regulations as set out in UK GDPR) unless the Controller has given its prior written approval. If Processor engages a sub-processor outside the EU/EEA or the UK (and for EU/EEA only for as long as EU/EEA maintains its adequacy status granted by the UK), legal grounds for the transfer to a third country shall be secured by Processor, for example through the afore-mentioned data processing agreement and shall include a so-called Data Transfer Agreement containing standard data protection clauses specified in regulations made by the Secretary of State or issued by the Commissioner, or corresponding decision replacing such decision. The Data Controller hereby consents to the Data Processor's transfer of Personal Data to third countries set out in Appendix 1.
- 5.3 Processor is liable, in all respects, for the sub-processor as for itself.

## **6. DAMAGES**

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Processor shall hold harmless and indemnify Controller for any direct damage suffered by the Controller due to Processor's processing of personal data in breach of the DPA or the Data Protection Legislation. For the avoidance of doubt, each Party shall bear its own administrative fines imposed on it.

## **7. TERM**

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- 7.1 The DPA is effective from its signing and for as long as Processor processes personal data on Controller's behalf.
- 7.2 In the event that Processor is in breach of its obligations under the DPA, and fails to remedy the deficiency within thirty (30) days of Processor being notified of the breach, or within the time period agreed between the Parties, Controller has the right to terminate the Agreement with immediate effect or the longer period of notice notified by Controller.
- 7.3 When the Agreement expires or terminates, Processor shall, based on Controller's instructions, delete or return all personal data to Controller, and delete existing copies unless storage of personal data is required pursuant to domestic law or, where applicable, European Union law or an EU member state's national law. Processor undertakes to actively seek instructions from Controller without delay. Personal data may be erased.

## **8. GOVERNING LAW AND DISPUTE RESOLUTION**

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Disputes regarding interpretation and application of the DPA shall be settled in accordance with

the provisions in the Agreement regarding dispute resolution.

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## APPENDIX 1

### INSTRUCTIONS FOR THE PROCESSING OF PERSONAL DATA

#### 1. THE PURPOSES OF THE PROCESSING

The purpose of the data processing under the DPA is for Puzzel to provide, maintain and support the Services to the Controller.

#### 2. CATEGORIES OF PROCESSING ACTIVITIES

The Processor delivers services that provide communication channels between the Controller's customers (End Users, as defined below) and representatives and/ or employees of the Controller (Users, as defined below) as further described in the Master Agreement. To deliver the agreed services, communication between the End Users and data controller may be logged, recorded, stored, organized and erased. The communication, including any personal data therein, may be accessed by the Processor to provide support and remediate service disruptions and deviations from the agreed services and for other trouble shooting-activities.

The data processor collects and registers personal data about employees and or representatives (Users, as defined below) of the data controller to provide the services to the data controller. The personal data of the Users may be used by the data processor to develop statistics and related tasks as further described in the Master Agreement.

#### 3. CATEGORIES OF DATA SUBJECTS

**End Users**, which means users contacting and communicating with the Controller through any of the communication channels provided through the Services.

**Users**, which means the employees or any other representatives of the Controller accessing the Services on behalf of the Controller.

#### 4. CATEGORIES OF PERSONAL DATA

##### Categories of personal data attributable to End-Users

- First and Last name
- Contact information (email, phone, address)
- Personal identification number (Used for identification and authentication)
- Electronic Communications Metadata (information connected to communications e.g. location (geo positioning data if service enabled), time of call, numbers called)
- Electronic Communications Data (encompass any information concerning the content transmitted or exchanged e.g. webchat transcript, voice recording/transcript, SMS transcript, email content and attachments)
- Digital identity verification data (depending on provider of trust services), such as IP-



address, make and version of mobile phone or computer, geo location, electronic identification (eID authentication)

#### Categories of personal data attributable to Users

- First and Last name
- Title, Position, and Organizational belonging
- Contact information (company, email, phone, physical business address)
- Competence/Skill
- Data related to scheduling and reporting
- Employee ID or another identifier
- Electronic Communications Metadata (information connected to communications e.g. location data (IP Address), time of call, numbers called)
- Electronic Communications Data (encompass any information concerning the content transmitted or exchanged e.g. webchat transcript, voice recording/transcript, SMS transcript, email content and attachments)
- User names and passwords

#### **5. PLACES WHERE THE PROCESSING ACTIVITIES ARE CARRIED OUT**

As provided for in Section 7 below.

#### **6. ERASURE OF PERSONAL DATA**

Personal data will be erased when it is no longer necessary to for the purpose it was originally collected or obtained, unless storage of the personal data is required pursuant to domestic law or, where applicable, European Union law or an EU member state's national law. The Processor will at least once a year erase such personal data that is deemed unnecessary. Erasure will take place at the latest when the Agreement expires or is terminated, or sooner upon the Controller's instruction. Erasure may be carried out automatically or manually.

Notwithstanding the above, personal data necessary for the establishment, exercise or defence of legal claims may be stored until such claims have been settled.

#### **7. SUB-PROCESSORS**

At the outset of this DPA, Processor uses the following sub-processors.

NAME	CVR	ADDRESS	DESCRIPTION OF PROCESSING	COUNTRY WHERE DATA IS PROCESSED
Processor and Sub-processors within the Puzzel Group*				
Puzzel AS	916 938 705	Fredrik Selmers vei 3, 0663 Oslo, Norway	Puzzel AS provides the services as	EU/EEA

NAME	CVR	ADDRESS	DESCRIPTION OF PROCESSING	COUNTRY WHERE DATA IS PROCESSED
			described in the Master Agreement. Puzzel AS is also responsible for applicable third-party sub-processors in relation to the services delivered to the data controller	
Puzzel AB	556579-4384	Gustavslundsvägen 145, 167 51 Bromma, Sweden	Puzzel AS subsidiary – Support Services	EU/EEA
Puzzel Malmö AB	556729-8970	Rörsjögatan 25, 211 37 Malmö	Puzzel AS subsidiary – Support Services. Speciality Video Call features. (Vergic)	EU/EEA
S2 Communications AB	556593-4386	Odinslund 2 753 10 Uppsala	Puzzel AS subsidiary – Support Services.	EU/EEA
Puzzel A/S	25254864	H.J. Holst Vej 5A, 2.sal, 2605 Brøndby, Denmark	Puzzel AS subsidiary – Support Services	EU/EEA
Puzzel Sofia EAD	204077170	5, Lachezar Stanchev Str., Sopharma Business Towers, B, 17th fl., Bulgaria	Puzzel AS subsidiary – Support Services	EU/EEA
Puzzel Oy	2876443-2	Bulevardi 21, HELSINKI, 00120 Finland	Puzzel AS subsidiary – Support Services	EU/EEA
Puzzel Ltd	4124967	22 Tudor Street, Blackfriars, London, EC4Y 0AY, UK	Puzzel AS subsidiary – Support Services	UK

NAME	CVR	ADDRESS	DESCRIPTION OF PROCESSING	COUNTRY WHERE DATA IS PROCESSED
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\* All Puzzel entities may be involved in the processing of personal data under the Services, either as Processor or sub-processors.

External sub-processors				
Boost.ai	917362394	Koppholen 6 4313 Sandnes, Norway	Chatbot service	EU/EEA
Microsoft Ireland Operations Limited	IE256796	One Microsoft Place, South County Business Park, Leopardstown, Dublin 18, D18 P521, Ireland	Cloud Infrastructure	EU/EEA
Signicat	989584022	Gryta 2A 7010 Trondheim, Norway	Identity & Verification services	EU/EEA
SOCIALREL8 LTD (trading as EVALUAGENT)	07851629	Digital City Bridge Street West, The Boho Zone, Middlesbrough, Cleveland, UK, TS2 1AE	Quality Assurance services	EU/EEA
Amazon Web Services EMEA SARL	LU 26888617	38 Avenue John F. Kennedy, L-1855, Luxembourg	Cloud Infrastructure for the Puzzel Ticketing service	EU/EEA

## 8. TECHNICAL AND ORGANISATIONAL SECURITY MEASURES

- 8.1 Processor undertakes to fulfil the following security measures:
- 8.2 The Processor shall appoint a person responsible for information security and privacy matters. The Processor shall hold an ISO 27001 or equivalent certificate.
- 8.3 The processor shall perform background verification in accordance with local laws and regulations prior employment. Personnel shall regularly be trained in how to protect personal data and how to identify, act upon and report vulnerabilities, threats, and incidents.
- 8.4 Access to personal data shall be restricted to those who need access to provide the agreed services. Secure login procedures shall be implemented together with a formal process for requesting and approving access. All employees, consultants, Users and others that may gain

access to personal data will be subject to non-disclosure undertakings.

- 8.5 The processor shall apply at least industry standard encryption at transit and rest for personal data together with firewalls and intrusion detection capabilities. IT systems processing personal data shall be protected from malicious code, log events and be monitored to ensure confidentiality, integrity and availability of the personal data. IT systems shall be patched with regular intervals and critical security patches shall be applied without undue delay.
- 8.6 Software shall be developed in a secure environment and be tested before deployed in the production environment. Production data shall not be used in test environments without approval from the Controller. Changes to the production environment shall follow a formal process applying segregation of duties and be performed in a controlled manner.
- 8.7 Physical security measures shall be in place to protect the confidentiality, integrity and availability of the personal data processed in the service. Backup and restore procedures shall be in place which ensure compliance with agreed SLA.

## **9. NOTIFICATION OF PERSONAL DATA BREACH**

Processor undertakes to report any personal data breach (security incident) to Controller without undue delay from discovery of the incident. Reporting shall be made by email to the contact person set out in the Agreement. The report shall contain the information that, under the Data Protection Legislation, shall be covered by the report to the Commissioner.