

Cision Nexus

G-Cloud 15

Service Definition

Cision Nexus: Social and traditional media monitoring, content marketing, analytics, and engagement

Lot 2b Software as a Service (SaaS)



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1. Introduction

Our Team

At Cision Group, our team brings together experienced data scientists, technologists, and client success specialists dedicated to helping public sector organisations understand and engage with the public conversation. We combine deep expertise in social listening, AI-driven analytics, and digital communications with a strong commitment to transparency, security, and service excellence.

Our UK-based team has extensive experience supporting government departments, agencies, and public bodies — providing actionable insight, responsive support, and strategic guidance. We work collaboratively with our clients to ensure every engagement delivers measurable value, insight, and impact.

In this document we will outline a top-level overview of our products, highlighting strengths which will enable you to enrich planning, execution & reporting, with a seamless & collaborative user experience.

What the Service Provides

Cision Nexus- offers a complementary suite of world-class, specialised products that people love to use.

Our suite is made up of 4 main solutions which can be bought separately or together with single-sign-on available between solutions. Each solution consists of a set of use-case-focussed products:

Consumer Intelligence

- Consumer Research: Understand your consumers, your brand, and your market
- Vizia: Embed data in the heart of your business

Social Media Management

- Publish: Manage all your content in one calendar
- Advertise: Create automated ad campaigns at scale
- Measure: Track your performance across channels
- Benchmark: See how you stack up against your competitors
- Influence: Discover influencers and manage your campaigns
- Engage: Use one inbox for all your interactions
- Audience: See all your audience data in one place
- Listen: Monitor the web for insights

Influence

- Discover: Use our database to find, review, compare and vet from over 30 million influencers globally
- CRM: Manage all of your influencers in one space
- Campaigns: Track your Influencers performance and report on the key KPI's

Media Monitoring

- **Unified Intelligence:** Combines media monitoring, social listening, and analytics for a complete view of communications impact.
- **AI Insights:** Uses advanced AI to detect trends, sentiment, and key topics in real time.

- **Measurable Results:** Delivers clear reporting to track reputation and campaign effectiveness.

Trajaan

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- **AI Insights:** Uses advanced AI to detect trends, sentiment, and key topics in real time.
- **Measurable Results:** Delivers clear reporting to track reputation and campaign effectiveness.

Overview of the G-Cloud Service

Cision Nexus provides a comprehensive media intelligence solution that enables organisations to monitor, analyse, and act on insights from both social and traditional media. It delivers actionable intelligence through an intuitive, user-friendly platform, designed to meet a wide range of use-cases—even for those with little or no SaaS experience.

Built on over 30 years of technology investment, our solution combines best-in-class media management with advanced digital consumer insights. Supporting nearly 100,000 global customers and powered by a team of over 4,800 experts, Cision Nexus represents the media suite of the future.

This proposal will first outline the core features and capabilities of our platform, followed by an overview of our service offerings.

1. Consumer Research and Vizia (BCR)

2. Social Media Management

3. Influence

4. Cision One Media Monitoring

5. Trajaan

Consumer Research and Vizia (BCR)

Consumer Research Overview: With our blend of data engineering, artificial intelligence, and in-house expertise in market research and brand strategy, we are uniquely placed to help organisations like yours bring the voice of the customer into the heart of your decision making. We do this by bringing structure to consumer conversations, enabling you to find valuable, actionable insights. You're then able to put this power into the hands of everyone in your organisation. We call this Consumer Intelligence. Within our Consumer Intelligence solution is our flagship research product, Consumer Research.

The best data coverage

Only BCR provides the most comprehensive, compliant source of real-time social and online conversations:

- Trillions of posts available in our archive
- Over 100m sites covered
- Historical data back to 2010

- Half a billion new posts collected for you to analyse every single day
- Reliable data quality due to our industry-leading spam filters and intelligent crawlers
- Request new sources and see them live in the platform within 72 hours
- Full firehose data from X, Reddit, and Tumblr
- The best compliant coverage of Facebook and Instagram

The smartest AI

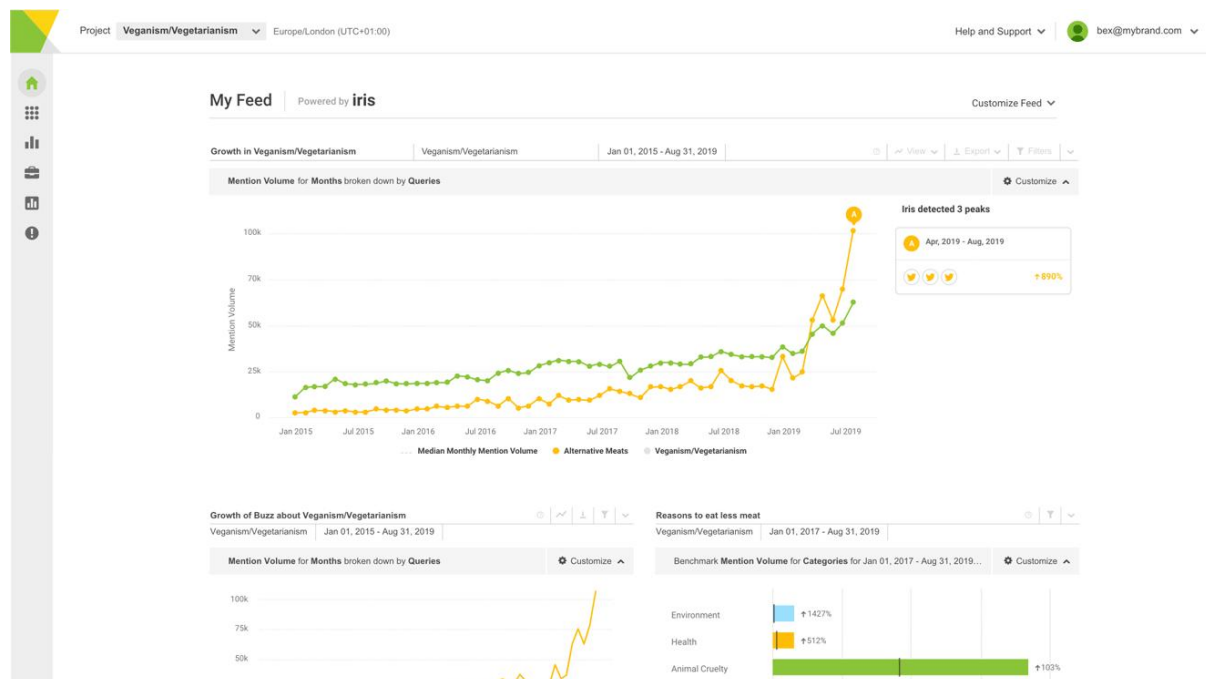
Only BCR has spent 15 years developing industry-leading AI specifically optimised for analysing fast-changing, unstructured data:

- Peak detection: Proprietary AI peak detection and explanation
- AI-Search: Automatically finds relevant data for brands, products, people or topics
- Custom classifiers: Machine learning text analysis and categorization at scale
- Image analysis: Detects objects, actions, scenes and logos
- Signals: Smart alerts that can detect and warn you about shifts in your data in real-time

The most powerful analytics

Only BCR provides the tools to reliably answer questions about digital consumers and craft compelling stories with your data:

- Flexible UI: Breakdown and filter your data with complete freedom and thousands of combinations
- Customizable Dashboards: Choose from 50+ bespoke visualisations
- Social Panels: Understand the behaviour and opinions of large, custom audiences
- Fast, Scalable Platform: Simultaneously analyse and compare multiple huge data sets at speed



Data Coverage (more information)

BCR has been collecting and indexing its global social data since 2008. This means that we have a database exceeding 1.3 trillion posts, and that figure is growing.

While other social listening tools must go out and retrieve data upon a query, BCR has immediate, and totally unlimited, access to all historical data because it has been stored and indexed over time.

Social media: Full firehose access to X (formerly Twitter), Bluesky, Tumblr, and Reddit as well as data from Instagram, Facebook, LinkedIn and more.

News: Coverage of hundreds of thousands of online news outlets including add ons for print and paywalled content. Some of these include CNN, Associated Press, The Guardian, Google News, Washington Post, BBC News, Forbes, Reuters, Fox News and Huffington post. Further exclusive payroll sources can be included within your subscription at an additional cost through our Lexus Nexus add-on.

Reviews data: Direct customer feedback from thousands of review sites including Google Reviews, Amazon, Glassdoor, and Trustpilot.

Forums: Niche audience and question data from thousands of online communities and Q&A forums.

Blogs: Coverage of millions of blogs including Wordpress, Wordpress, Medium, Blogger and all comments powered by Disqus.

Broadcast: Combine brand mentions found on radio and TV with online data.

Add any website: If there's a website you need to track - just ask! We can add additional sites within 72 hours. Some of the major website that we cover include AdWeek, Buzznet, CafeMom, Crunchyroll, DailyStrength, Digital Spy, Douban, DXY.cn, EnglishBaby, Geni, Green Man Gaming, GirlsAskGuys, Goodreads, GovLoop, Gutefrage, Gumtree, HR.com, Investing.com, Last.fm, LibraryThing, LiveJournal, Meetup, Microsoft, Mixi, MocoSpace, MouthShut, Mubi, MyHeritage, Myspace, NASDAQ, Ning, PatientsLikeMe, Partyflock, Plurk, Rakuten, Ravelry, Reuters, ReverbNation, Skyrock, SimplyFlying, SoundCloud, Stage32, Taringa!, Travellerspoint, TV Guide, Untappd, Vampirefreaks.com, Viadeo, Wattpad, WeHeart It, WriteAPrisoner.com, Wikipedia, Wikivoyage, Yahoo, Xanga, Xfinity, XING, Zoo.gr, and millions more.

Data Quality

Insights are only reliable if you trust the data.

We've built smart spam-filters that automatically exclude irrelevant mentions, helping you to find what really matters. Plus, our intelligent data crawlers only track relevant sites that contain insightful conversations, not junk.

Real Time

Seeing conversation as it happens is vital. It allows you to monitor and respond to opportunities and threats before they grow.

Consumer Research updates every second, meaning you can conduct minute-by-minute analysis and receive email alerts without any lag.

Unique Partnerships

Cision is a Twitter/X Official Partner meaning our users get complete access to Twitter data historically and in real-time. We also have Facebook Marketing partnership, Instagram partner, WhatsApp Business partner, Messenger Partner, LinkedIn Marketing Partner, Zendesk partner and many more.

Cision leads the industry with new and unique partnerships, including full firehose data from Reddit, Tumblr, and exclusive coverage to dozens of sites.

Tailored Coverage

As a customer, you can add to our site coverage as, unlike other providers we own our data crawlers meaning we can add any additional sites you need within 72 hours.

Language Coverage

Comprehensive language capabilities within BCR can be used for social analysis. Consumer Research supports language search in +180 different languages, and automatic topic and sentiment analysis of 26 of these.

Additionally, language agnostic searches can be setup, allowing you to search in any of the world's languages (without automatic topic and sentiment extraction). Translation services are also available through our Analysis Services group.

Sentiment & Emotion - AI

Our sentiment analysis is based on cutting edge AI research in the fields of Deep Learning and Natural Language Processing (NLP).

Our data scientists are pioneering the use of Transformer Architecture Language Models (AI models famous for being able to suggest how any text should be completed) to determine sentiment in social data.

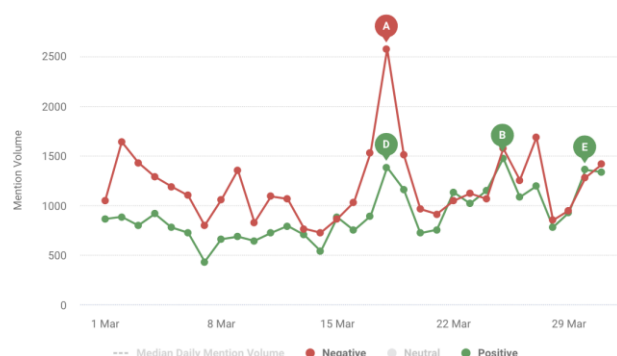
Models are pre-trained on billions of words, to have a deep general knowledge of over 100 languages before being applied to sentiment analysis, offering a more sophisticated understanding of context, slang, and dialects.

We then evaluate each supported language against millions of documents across a wide range of data sources. We officially support sentiment in over 40 evaluated languages but can classify posts in any language.

The accuracy for most queries in supported languages can be expected to range between 60-75%.

Emotion Analysis provides an additional layer of contextual analysis. Utilising the 'Ekman 6' (from the psychologist Paul Ekman) basic human emotions: anger, fear, disgust, joy, surprise, sadness.

Users are able to go beyond basic positive and negative net sentiment to examine the prevalence of underlying feelings and measure the impact of these sub-components within conversations.

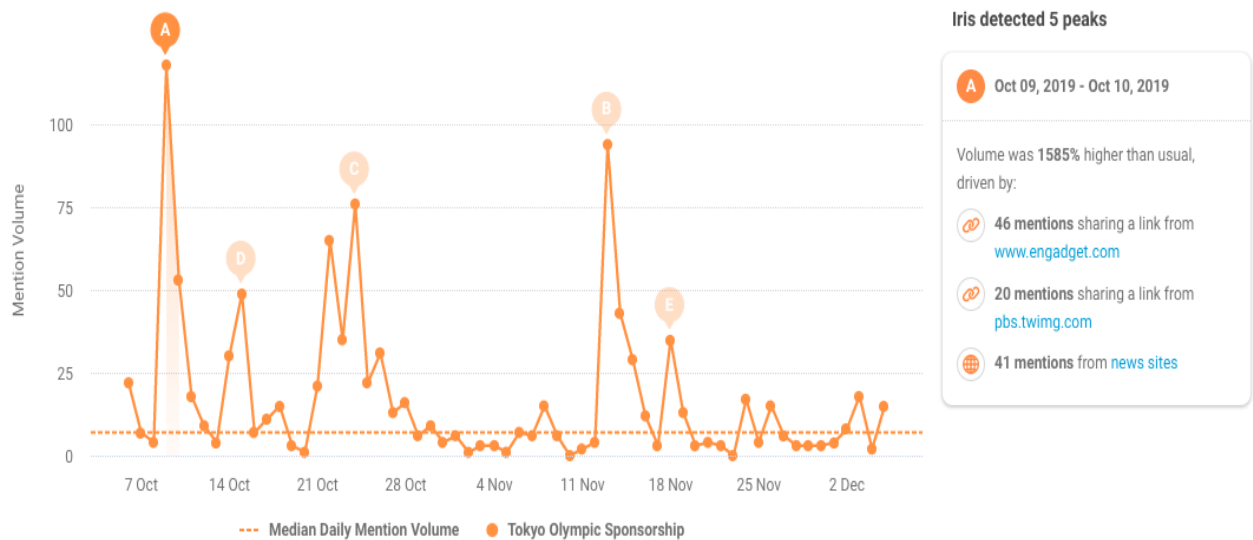


Iris AI - The Brandwatch AI Assistant

Iris is the smartest and fastest way to discover insights from BCR. Iris automatically analyses any peaks in your data set and explains what has caused conversation to grow.

Iris compares the volume of each point on your chart to the median volume for the series. Any points that deviate significantly from the median are marked as a peak.

After detecting a peak, Iris will automatically search for drivers of that peak. Iris will look for a number of root causes.



Summarise Mentions - AI

Click on any data point and 'summarise mentions' to receive a short and digestible paragraph summarising conversations and posts.

This means you will be able to understand spikes in sentiment, conversations about your organisation, or even news stories, all in a matter of seconds.

This will help you save time scanning through mentions to find and action game-changing insights for your organisation faster than ever.

Demographics, Geography and Location

Cision provides a variety of demographic and psychographic tools that help users to better understand the audience of any given conversation. You can then

Mentions

AI summary BETA

- 1 Increased demand for environmentally conscious products and brands.
- 2 Greater awareness and adoption of recycling practices, particularly with plastics and packaging.
- 3 Move towards using sustainable materials in packaging and fashion, such as bamboo and organic cotton.
- 4 More emphasis on reducing or eliminating environmental impact in manufacturing processes.
- 5 Greater focus on energy efficiency and renewable energy sources in homes and businesses.

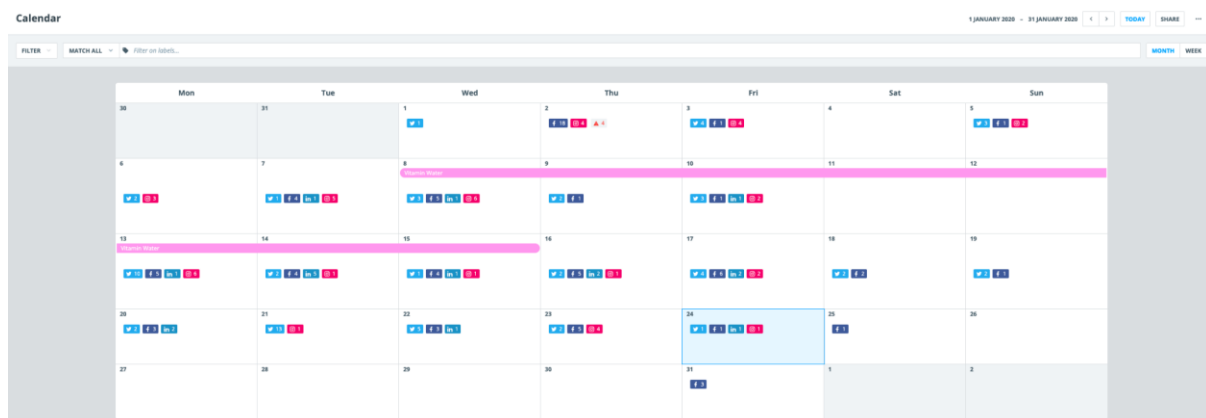
segment different queries by this criteria. The demographics section of the platform provides a breakdown of gender. The geography section visualises the country, region, city or even street of any particular audience.

Image Analysis

As the trend towards visual conversation continues, it is now paramount to unlock the insights within image data, and Cision is at the forefront. With logo recognition and tracking, Cision has developed proprietary artificial intelligence image analysis around action, object, and scene recognition to allow users the key advantage of detecting otherwise invisible 'share of eye', and the additional depth of context which images bring in a way that even text often cannot.

- Facebook (Also ads)
- Instagram (Also ads)
- LinkedIn
- Twitter

Scheduled posts can subsequently be viewed, alongside drafts and previously posted content, so you can get a proper overview of what you have planned across all of your channels and networks.



With the Content Calendar, you can get an overview of all scheduled posts, previously posted content and drafts through a monthly or weekly calendar view. Additionally, you can export the Content Calendar in .xsl or .csv formats and share the content with individuals outside of the organisation through a URL link where people can preview what content will look like when it goes live. You are also able to leave notes on those planned pieces of content for easy collaboration across departments and users who don't have access. The calendar view is highly customizable, allowing users to get an overview on different levels thanks to its dynamic filters:

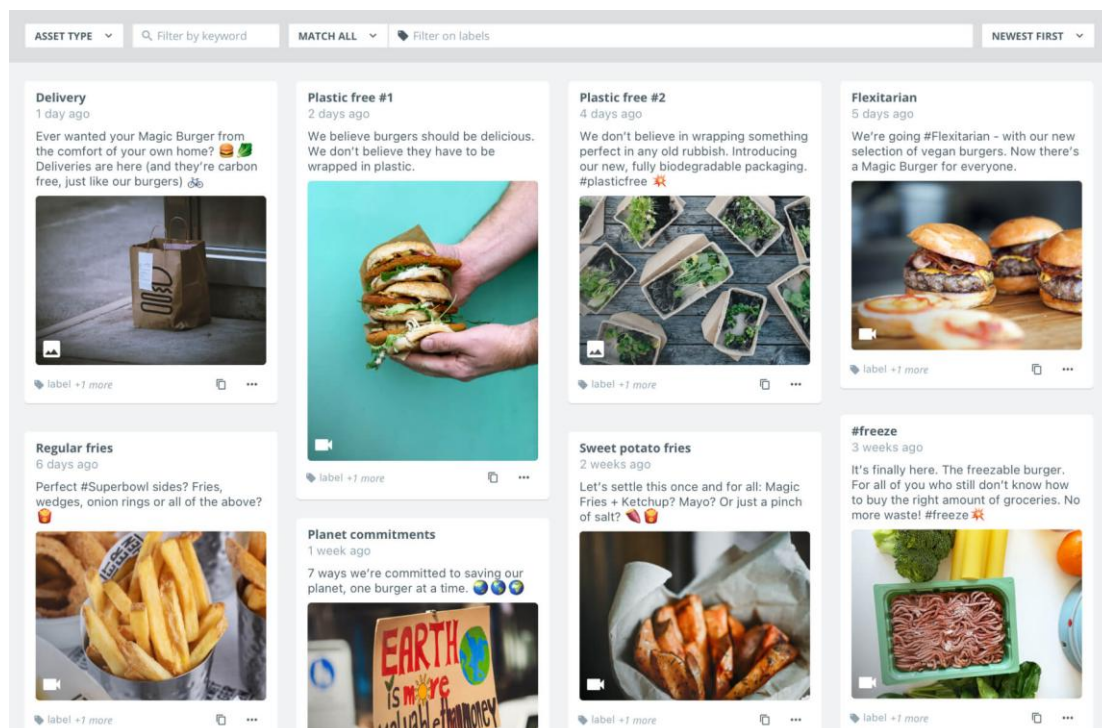
- Team
- Channels
- Labels
- Tags
- Visibility (dark posts)
- Promotion

- State (published, scheduled, waiting for approval, draft)

The Content Calendar ensures that you are always in control of what content is scheduled towards what channels at what time. Once a post has been created in the content calendar, you'll be able to perform the following actions:

- open it up to edit it
- Copy or delete it
- Reschedule it (without having to click into it)

With the Content Calendar in Publish you can easily plan and organise content across above mentioned social media channels. Each post can be categorized via labels which allow you to easily get an overview of content within concrete pillars or campaigns. The platform also gives users access to a Content Pool, which facilitates content production on an ongoing basis. The Content Pool works as an inspiration and material storage for the entire organization, even across teams and markets. That means you can copy your most engaging content and publish it directly to other networks or create and save content as stock for later use (Here you can also filter by labels)



Also, the Campaign Planner enables you to align on objectives across campaigns (E.g. online and offline), create reminders, and generate campaign specific asset stocks by linking to the content pool. Governance flows within Publish will as well help your organisation in managing content and ensure a consistent tone of voice.]

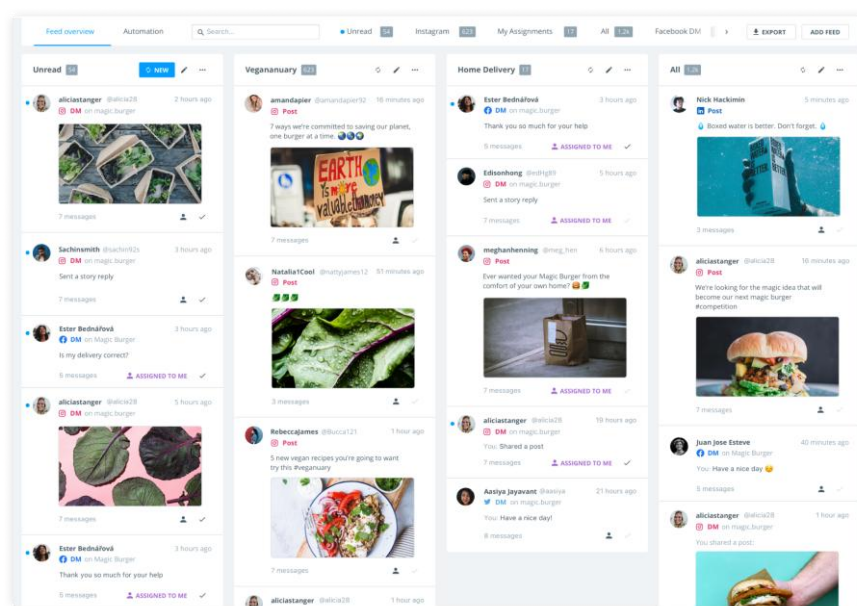
Social Media Management is an intuitive platform that enables easy management and governance across your entire organization. Our tiered permission structure provides a consistent approval flow where different user roles and teams can have different levels of access to the platform. At the same time, it is a powerful collaboration platform that enables team collaboration and task management across all modules. With our governance layer, it is possible to give new users lower access levels requiring approval of publications. It is also possible to group channels by teams, to ensure that your

users only have access to relevant channels. The platform also comes with a Content Pool for you to share and repurpose content to ensure that posted content is on brand and with a consistent tone of voice.

Engage

The Engage tool allows you to see and respond to all messages on your Social Media networks without leaving the platform. The messages will show in a multi-feed format and the platform settings are highly customisable, enabling you to create streams based on various filters:

- Network (FB/Twitter/Linkedin/Youtube/Instagram)
- Channel
- Message (DM, fan post, dark posts etc.)
- Assigned to
- Labels
- Keywords
- Sentiment
- Priority



Also, Engage automatically detects spam based on previous activity, blacklisted words, and excessive formatting, allowing you to delete users and thereby moderating your communications.

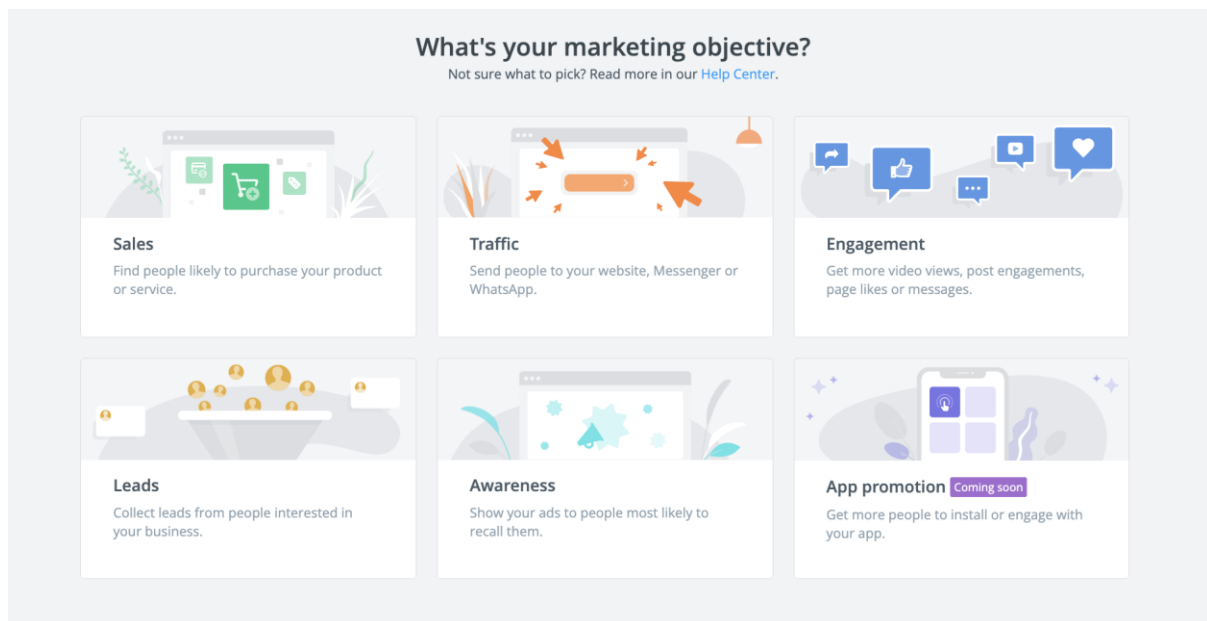
Using the Unified Inbox within Engage ensures that you always answer to the most important queries first, and that messages are allocated to employees with the relevant expertise. Every tweet or interaction that is assigned can be assigned to another user/team with a note. You will also be able to send interactions through to email addresses of people who aren't using the platform. Once the individual who responds to the query, they can click 'mark as read' to indicate that the ticket has been finalised.

The platform also supports 'automation' rules whereby you can create a rule that ensures certain messages/message types/interactions automatically get assigned to a particular user within the

team. Automation allows you to create 'if this then that' workflows in turn enabling automatic labelling and assigning of new Engage content. For example: If an interaction contains the word 'unacceptable' then the query is automatically assigned to a certain user or team.

Advertise

This module supports the ability to create, manage and monitor all advertisement for Facebook & Instagram. Through our Advertise module, you will be able to create, edit, pause, adjust and get insights into every campaign, ad set and ad with engagement metrics. This includes the ability to reply to comments that come from these engagements as well.



Measure

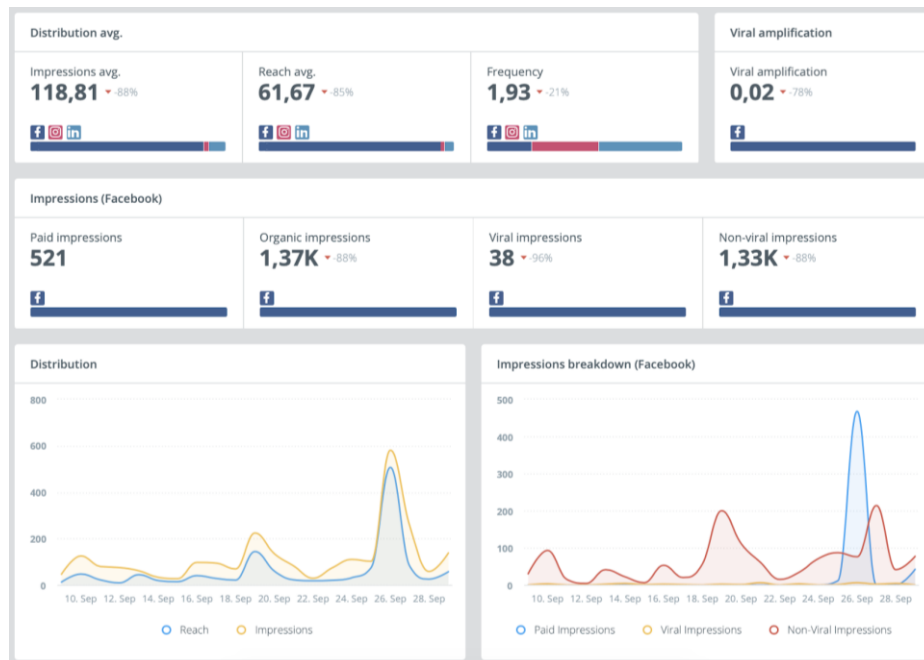
Measure offers fully customisable dashboards/widgets to monitor real time social media analytics for Facebook, Instagram, Twitter and LinkedIn.

Thanks to our improved number-crunching algorithms, the dashboards can handle all your channels, with no limitations on how many you can include.

The Widgets are designed to work in a cross-network way. They can handle KPIs from channels on Facebook in the same Widget as Channels on Instagram, for example. The Widgets can be resized, reordered, and repositioned by dragging and dropping. The Widgets can aggregate data both as totals and averages.

Any Widget can be added to any Dashboard.

Choose from a wide range of new KPIs, in addition to the ones we already support. There is a range of engagement specific metrics included across all 4 of your major networks i.e. engagement rate, weighted engagement rate, average engagement rate etc (FB, Instagram, Twitter and LinkedIn)



Benchmarking

Through the Benchmarking tool, you'll have the ability to benchmark your own social channels and posts across (FB, Twitter, Instagram and Youtube) against any competitor or unowned channels. We support measurement and insights in terms of Fans (growth, conversations, engagement), Branded posts (all posts/est. reach and impressions/promoted and organic, as well as, engagement), User posts (volume of interactions, sentiment of interactions and response time), Share of Voice, Image (objects and colours of competitor posts and how that relates to engagement) and comparison of campaigns. From an individual competitor channel report, we support additional metrics such as timing of posts and how that relates to engagement, post types and word cloud from the page.

Compare Sports: Overview

PROFILE	FOLLOWERS	GROWTH ^	POSTS	AVG. ENG.MNT.	MOST ENGAGING POST	MOST ENGAGING HASHTAG
	481.6K ▲ 8.1K	1.7% ▼ 35.2%	31 ▼ 13.9%	595 ▲ 6.6%	GIVEAWAY 🎁 Let's SCALE things up with another giveaway! For your chan... ENGAGEMENT: 857	mood 10 - 788
	10.6M ▲ 130.6K	1.2% ▲ 1.1%	18 ▲ 28.6%	655 ▼ 1.7%	Dream on 🌙 @selenagomez in Cali Chase. ENGAGEMENT: 948	PUMABALMAIN 1 - 258
	366.8K ▲ 4.4K	1.2% ▲ 62.4%	24 ▲ 41.2%	310 ▲ 42.2%	The Big Apple calls for a big shoe. Snag a pair of our limited-edition NYC... ENGAGEMENT: 624	Kinvara10 2 - 613
	3.3M ▲ 38.8K	1.2% ▲ 129.0%	5 ▼ 44.4%	290 ▲ 24.5%	newbalancehoops ** Watch this space. OMN1S: 10.23.19. ENGAGEMENT: 478	wegotnow 2 - 276
	7.9M ▲ 76.1K	0.97% ▼ 9.0%	22 ▼ 4.3%	244 ▼ 34.2%	Defining the future of spacewear. In partnership with @virgingalactic, we... ENGAGEMENT: 671	projectrock 1 - 434
	832.2K ▲ 7.7K	0.93% ▲ 0.63%	13 ▼ 7.1%	225 ▼ 1.3%	"The entire city is full of energy and awe. No matter where you are along... ENGAGEMENT: 323	racedayready 1 - 253
	94.4M ▲ 853.7K	0.91% ▼ 41.4%	6 ▲ 100%	354 ▲ 20.0%	"I run to prove to any human in this universe that there are no limitations... ENGAGEMENT: 543	justdoit 4 - 387
	2.4M ▲ 15.7K	0.66% ▲ 0.99%	12 ▲ 9.1%	370 ▲ 22.9%	Always in demand. #SportTheUnexpected ... ENGAGEMENT: 786	sporttheunexpected 10 - 786

3. Influence

Influence is the essential end-to-end influencer marketing platform.

Discover the right influencers for your brand, manage them in a dedicated CRM, and automate campaign post tracking and reporting.

Influence supports all the premier social media platforms such as YouTube, Facebook, Instagram, X, Twitch and TikTok.

Discover Influencers

Identify the perfect influencer for your campaign by searching an influencer database of 30M+ influencers on Instagram, YouTube and TikTok. Dynamic filters and sorting can be used to find influencers with attributes or audiences that match your criteria, including setting upper or lower bounds and percentages:

- Followers (min / max)
- Subscribers
- Views
- Account type
- Engagements (average / rate)
- Growth
- Location (audience or influencer)
- Language (audience or influencer)
- Age (audience or influencer)
- Gender (audience or influencer)
- Keywords (influencer)
- Topics (influencer)
- Interests (audience or influencer)
- Brand affinities (audience or influencer)
- Ethnicity (audience)
- Partnerships
- Audience Type
- Lookalikes (find influencers with similar audiences or who post about similar topics to one you input)
- Account & Bio Text
- Other Platforms (If the influence also has an account on Snapchat, Facebook, X, LinkedIn, YouTube, TikTok, Tumblr, Instagram, Twitch, Pinterest)
- Publishing activity

Influencer Reports

Once you find an influencer you want to analyze in more detail you can create an influencer report.

The report is split into three main categories: Account, Audience, and Posts, each of them including subdivisions such as Account Analytics, Audience Age & Gender, Audience Location, or Follower Quality.

Authenticating Influencers

You can send a link to any influencers you are planning to work with to authenticate in Influence. This will provide even more data on their account such as impressions and video views.

Influencer CRM

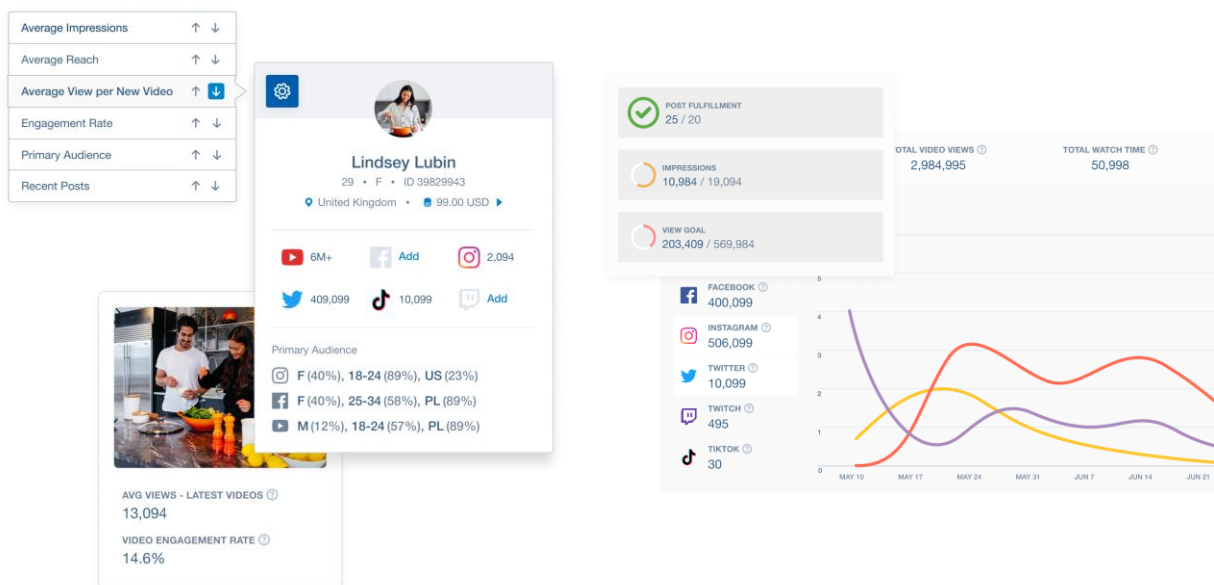
Manage influencer relationships in your private CRM. You can add influencers you find in Discover or add them manually to our database.

Here you will be able to keep records of all the key information you need when working with your roster of influencers including:

- Profile - Personal details, contacts, management and representation etc
- Accounts - which social media accounts they own
- Payment details
- Post rates - for each type of post
- Campaign history - details of campaigns you have worked with them on
- Contracts
- Messages - keeping track of all communication with the influencer
- Documents
- Notes - your own team's notes relating to your work with the influencer

You can communicate with influencers directly from the platform, to inform them about new campaigns, send contracts and upload documents.

Save time building pitch materials by easily generating influencer lists. Export your list as a CSV, PPTX, or PDF file or share real-time data with anyone via a live link.



4. Cision One Monitoring & Database

1. Media Monitoring Module

- Provides continuous tracking of social, online, broadcast, and print media.
- Delivers automated alerts and real-time reporting on coverage relevant to defined topics, campaigns, or keywords.

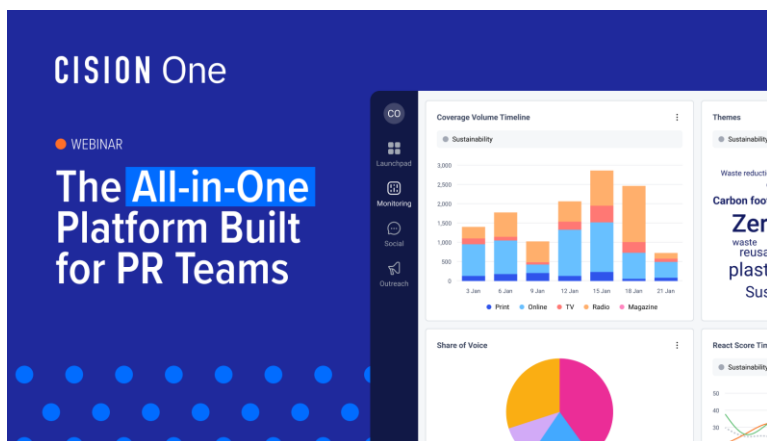
- Supports configurable dashboards and role-based access, ensuring teams can monitor and act on relevant information efficiently.
- Cloud-based architecture ensures scalable access for multiple users and secure storage of historical media data.

2. Analytics and Reporting Module

- Offers sentiment analysis, trend identification, and coverage summarisation across channels. Enables data export and integration with internal reporting tools.
- Supports evidence-based decision-making and performance measurement for communications initiatives.

3. Journalist and Media Database Module

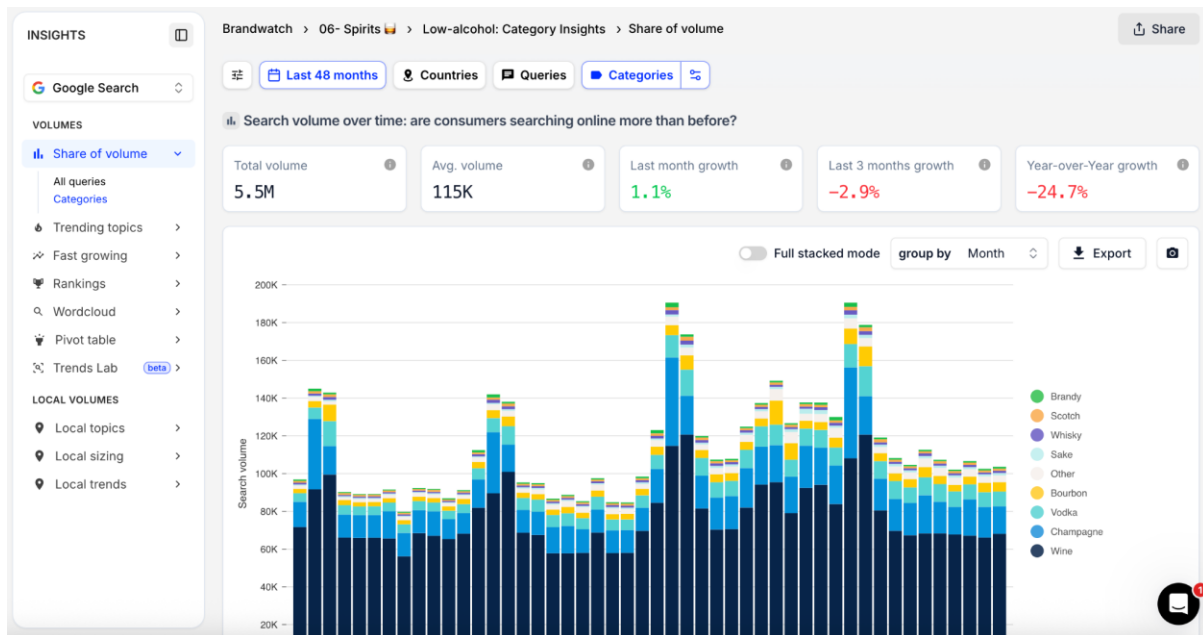
- Maintains detailed profiles of global journalists, outlets, and media contacts.
- Allows teams to identify the most relevant media contacts based on topic, region, or audience.
- Supports targeted outreach and relationship management while maintaining compliance with data protection standards.



5. Trajaan

Trajaan provides a cloud-based media monitoring and intelligence platform designed to track, analyse, and report on coverage across online, print, and broadcast media. Key capabilities include real-time monitoring, automated alerts, sentiment and thematic analysis, and configurable reporting dashboards. The platform also includes a media contact database, enabling teams to identify and manage relevant journalists and outlets efficiently.

Trajaan's cloud architecture ensures secure data storage, scalable user access, and multi-user collaboration, supporting audit-ready workflows and consistent communications management. Public sector clients use Trajaan to monitor policy coverage, track public sentiment, and inform communications strategies with timely, evidence-based insights.



2. Data Protection

Please see below for the FAQ around data protection for our customers and companies:

The purpose of this FAQ is to set out for customers of the Cision group of companies approaches data privacy compliance. If you have any questions that are not answered by this FAQ, please get in touch with your sales representative or customer success manager.

Questions regarding the Cision services

We have combined our 4 best-in-class companies (Brandwatch, Falcon.io, Stream and Paladin) to create a superior offering that maintains the same privacy standards that customers have come to expect from us.

The new suite of Cision Nexus services includes four main product sets – Consumer Intelligence, Media Intelligence, Influence and Social Media Management. Here is a description of each of our products.

Consumer Intelligence

Brandwatch Consumer Research (BCR)

BCR gathers millions of conversations from the public web relevant to our customers' businesses, industries or products. Using BCR helps customers to discover trends and sense their customers' sentiment.

Vizia

Vizia is a tool which lets customers produce marketing reporting by integrating key marketing data sources (e.g. Google or Salesforce) and creating visualisations which best represents their data.

Media Intelligence

Cision One is a unified media monitoring and analytics platform that tracks traditional and social media in real time, providing actionable insights, trend detection, and comprehensive reporting to help organisations measure and manage their communications impact.

Social Media Management

Publish

In this module, customers can plan and schedule content on all available networks – Facebook, Instagram, LinkedIn, Twitter. Customers can also connect ad accounts and create promoted posts for Facebook and Instagram.

Engage

This is a customer's social media inbox – any messages and comments that are sent to a customer's social channels will be displayed here. Customers can comment, reply, assign, create automation rules etc.

Measure

This is where we gather all the data and show customers how their social channels and posts are performing. Customers can create custom dashboards to better fit their needs on how they would like the data to be displayed. Customers can export the data.

Listen

Listen allows customers to search and see all public instances in which their brand (or products or competitors) have been mentioned so that they can see what is said about them, how often it is said and what the general sentiment around their brand is. It provides customers with real-time and actionable data so they can plan and execute their social media strategies.

Advertise

Advertise simplifies advertisement management and reporting for all our customers' channels and audiences.

Benchmark

Customers can compare their brands to competitors and industry leaders' social media activity and can also look at their own social media results and find out what works.

Influence

Influence is a comprehensive influencer marketing platform with three core components:

'Discover' allows our customers to search for new influencers and generate influencer reports.

'Influencers' allows users to manage their influencer contacts in a dedicated CRM.

'Campaigns' allows users to manage their campaign workflow, track influencer posts, and aggregate performance data.

Is there a Customer Data Processing Addendum?

You can find our Customer Data Processing Addendum, which covers any service you may obtain from Cision here: <https://www.cision.com/legal/customerdpa/>

Who are Cision Groups sub-processors?

We use a combination of Amazon Web Services, Google Cloud Platform, Linode, Aiven, Cloud Elements, OpenAI OpCo LLC & Zendesk.

How will Cision one inform customers of any intended changes concerning the addition to or replacement of any permitted Sub-Processor with a new Sub-Processor?

Customers can sign up to be notified using the email submission box at the bottom of <https://privacy.cision.com/Sub-Processors>.

Does Cision Nexus comply with the General Data Protection Regulation ("GDPR") and other relevant data privacy laws?

Yes.

Do the GDPR and other privacy laws apply to any of the Cision Group's services?

Yes. Privacy laws apply to the processing of personal data. Personal data means any information relating to an identified or identifiable natural person. Cision Nexus offers a variety of products, each of which require a different analysis under the GDPR and other privacy laws.

Many of our products are personal data agnostic. These include Consumer Research, Measure, Listen, Audience, Advertise, Influence, and Benchmark. These products are based on analyzing large sets of unstructured text data and images. However, while processing personal data is not the core point of these products, it is likely that there is personal data within the data that we collect. For example, some users on Twitter verify their accounts. Where a user's account is verified, that user's username and accompanying Tweets are personal data. Because of the difficulty in analyzing whether information is personal data on a post-by-post basis, the Cision Group chooses to treat its entire database as if it contains personal data.

Several of our products require or allow customers to provide data to us for processing that Cision would not otherwise have access to. These products include Publish, Engage, Vizia, Influence, Consumer Research and our Content Upload API. Some of these products allow customers to authenticate their owned accounts to measure or manage their activities. Others allow the customer to directly upload their own data set for analysis or visualization. If the data provided to us by customers includes personally identifiable data, then the GDPR or other privacy laws will apply.

Can customers upload special category or sensitive personal data to Cision Nexus?

The customer must ensure that its use of Cision services and its instructions regarding the Processing of any Personal Data comply with all Applicable Privacy Laws, and that Cision's Processing in accordance with the Customer's instructions will not cause Cision to be in breach of any Applicable Privacy Laws. Cision will inform the Customer if, in Cision's opinion, the Customer's instructions infringe Applicable Laws.

Customer will notify Cision if they intend to upload any special categories of data as part of using Cision services. Cision may refuse to process such data or impose any restrictions as are necessary, at the Customer's expense, to enable Cision to comply with its legal and contractual obligations.

Is the Cision Group a data controller or a data processor?

The Cision Group acts as a data controller and/or a data processor, depending on the services that it provides:

For many of its products, including Consumer Research, Measure, Listen, Audience, Benchmark, Influence, and Vizia, Cision makes decisions about which websites it crawls, what data it collects, and how and why this data is used in connection with its services. This decision is based on the fact that these services and any related processing are not specific to any particular customer and could not therefore be said to be only "on the instructions" of any such customer. Therefore, for the above products, Cision considers itself an Independent Data Controller under the GDPR.

Our customers then decide how to use this personal data independently, making them also Independent Data Controllers.

When customers upload or grant access to their own personal data to Cision, Cision is a Data Processor because Cision is only processing this personal data on the customer's behalf. The customer is only using Cision technology to create, access, or analyze their own data. Products that involve this Controller to Processor relationship include Consumer Research, Publish, Engage, Measure, Audience, Advertise, Benchmark, Influence, Vizia and the Content Upload API.

Can you explain more about the Independent Data Controller relationship between Cision and its customers?

Cision's customers are Independent Data Controllers in respect of the personal data which they process through the use of Cision's services. The reason is that, under the GDPR, a person must be a Data Processor or a Data Controller. A data processor processes data on behalf of the data controller. Since Cision's customers decide what to do with the personal data and do not process personal data on Cision's behalf, Cision's customers must be Independent Data Controllers under the GDPR for the Analytics Services.

What is the legal basis on which the Cision Group processes personal data for online content authors?

The primary legal basis on which Cision relies for processing personal data of online content authors is the legitimate interests of the data controller (Cision). This legal basis requires a balancing of the legitimate interests of the data controller with the interests or fundamental rights and freedoms of the data subject. The data that Cision processes is manifestly made public by the data subject themselves. Cision therefore believes that the interests, fundamental rights, and freedoms of data subjects are not prejudiced or overridden in the context of its processing of online data that is (1) publicly available and (2) can be made private at anytime by the data subject themselves. The data subjects have significant levels of control over the availability of their personal data on the underlying websites, including (e.g.) setting their Twitter account to private.

Where does the Cision Group store or export the personal data that it processes?

Cision sources much of its personal data from public sources which are hosted in the USA.

The different components of the Cision product suite are hosted in the USA, Belgium and the UK.

We use Amazon Web Services (AWS) in North Virginia USA for BCR (Brandwatch Consumer Research)

We use Google Cloud Platform (GCP) in Belgium for other BCR parts and Vizia..

We use data centres in the UK to store some analysis results and customer metadata.

If you decide to upload your own personal data to Cision it will be exported to the USA.

Are Cision systems that process personal data secure?

Yes. The Cision Group has the ISO27001 and SOC 2 certifications that cover the hosting, development and support for some of its applications and data. The information security management systems and servers that host the personal data within Consumer Research, Vizia, and Reviews are covered by an ISO27001 certification that is audited annually. The Cision Group has technical and organizational measures in place to protect against the unauthorized or unlawful processing of data and against accidental loss, destruction or damage of that data. Where the Cision Group uses third party cloud providers, those providers are industry-leading, including AWS and Google Cloud. In addition, the

Cision Group applies its own security policies and processes to the management and provision of any third party systems and services.

How does Cision group ensure its services comply with the GDPR and CCPA?

The Cision Group has a data protection officer responsible for privacy and compliance. The Cision Group has also distributed privacy compliance throughout the company, appointing privacy champions on its engineering, product, and people teams. These individuals are tasked with incorporating data protection by design and by default when developing services for the Cision Group. The Cision Group also implements Privacy Impact Assessments, where required, in accordance with the GDPR. For the purposes of data transfers, we are members of the Data Privacy Framework.

What are SCCs?

Standard Contractual Clauses (SCCs) are terms and conditions that organisations sending EU personal data from within the EU must have in place with organisations outside the EU that they are sending it to. These are published by the European Commission and are therefore the same for all organisations.

Cision has these SCCs in place with its customers and vendors.

On 4th June 2021, a new set of SCCs was published by the European Commission. These new SCCs require organizations to consider if and what additional technical safeguards will be necessary for the continued safe transfer of their various personal data sets.

Information Assurance

The Cision Group is compliant with the CCPA. The Cision Group is headquartered in England and has centralized its global privacy compliance with the GDPR.

Data Back-Up and Restoration, Business continuity statement/plan and Privacy by Design

Our security practices

The Cision Group takes the security of your information very seriously. We maintain a comprehensive security program to support regulatory compliance, preserve customer trust, and maintain the security, privacy, confidentiality, integrity, and availability of systems processing confidential information.

Our system infrastructure is only accessible by select IT and Engineering Operations team members and is monitored in real-time for system performance, issues, and errors.

Data centers and third-party hosting

Cisions Analytics uses a co-location model. Cision staff manage our dedicated systems which are hosted in a Tier 3-rated third-party data center, allowing us to maintain high application availability and physical security. This is supplemented by the use of public cloud services for selected business functions and some application components.

The majority of Vizia services and data are hosted in Google Cloud Platform (GCP) data centers in Belgium. Google's data centers include safeguards like custom-designed electronic access cards,

alarms, vehicle access barriers, perimeter fencing, metal detectors, and biometrics. The data center floor features laser beam intrusion detection. Read more about Vizia's security practices.

The Crimson Hexagon Platform uses Amazon Web Services (AWS) as its primary third-party hosting provider. We chose to work with AWS because of their focus on the principles of availability, security, integrity, and privacy. For more information on AWS security and compliance, visit <https://aws.amazon.com/security/> and <https://aws.amazon.com/compliance/> respectively.

The Cision solution is hosted in public cloud using AWS and GCP

Platform access control

We have implemented strict user roles in our products to allow our customers control and flexibility over what features their users can access. We believe it is necessary to give all of our customers this level of flexibility, as the requirements for access control are different in every organization.

Users in the Crimson Hexagon Platform with the Invite Users permission can manage all user roles and permissions in the Team Admin section. For more detailed instruction regarding user permissions within the Crimson Hexagon platform, please refer to our Managing User Permissions article in our Help Center. If you do not currently have access to our Platform, you may request a copy of this article.

Users of the Cision Platform with the Admin user type can manage all user roles and permissions for their teams. For more detailed instruction regarding user permissions within the Analytics, please refer to the Cision Help Center.

Internal access to customer data

We limit customer instance access to only Cision Group employees who require access to service a given customer account. We audit this access monthly, quarterly, or annually depending on the level of access and the sensitivity of the data involved.

Separation of platform data

We never use customer data during our development or testing processes. The production environment is physically segregated from other instances and does not have any connections to non-production environments.

The Cision Group's products are multi-tenant SaaS applications. We logically separate customer data through our database design, coding standards, and thorough code reviews. Each user and piece of data within the products includes a unique identifier. We bind every user session to a user identifier,

which is then used to retrieve data. Each user is granted a set of permissions, which then dictates access within the product(s).

We transmit all communication with the Cision Group's products over HTTPS. The products support TLS 1.1 and 1.2 protocols and use TLS 1.2 by default for all data in transit over HTTPS for browsers that support it.

Encryption of internal devices and customer data

We encrypt all Cision Group issued employee computers to the standard of AES-XTS mode of AES with 128 bit blocks and a 256 bit key or AES encryption algorithm in cipher block chaining (CBC) or XTS mode with a 128-bit or 256-bit key.

We encrypt all customer uploaded data and login credentials in transit. We use TLS with AES-128 encryption with ECDHE key exchange signed with GCM/SHA256. For a more detailed analysis of our encryption program, please view the Crimson Hexagon SSL server report and the Cision SSL server report.

Redundancy and load balancing

All critical infrastructure components are redundant. For cloud services, we load balance our servers across multiple availability zones and our databases live in multiple availability zones.

For physical infrastructure, we maintain two data centers and perform daily backups. Weekly backups are also taken and stored by a third party service provider in the form of encrypted backup tapes.

Data retention and deletion

Unless otherwise noted in your contract, if you terminate your contract with Cision, we will retain your query, mentions, and Vizia data for 30 days. After the 30-day window, with the exception of any information that we are legally required to retain, we begin the deletion process and all data is removed from our systems.

Unless otherwise noted in your contract, if you terminate your contract with Crimson Hexagon, we will retain your monitor setup and results data for 60 days. After the 60-day window, with the exception of any information that we are legally required to retain, we begin the deletion process and all customer-linked data is removed from our systems.

Our single-sign on option

The Cision Group offers Single Sign-on (SSO) via SAML 2.0 and Google Authentication as a premium feature to certain customers. Both types of SSO offer configuration settings to authenticate via SSO only, or the ability to authenticate via SSO or standard email and password authentication.

At the present time, we do not offer account provisioning via SSO. All accounts must be created through the administration area of each product.

Credential storage in the platform

Our passwords are one-way hashed and salted with random 128-bit values.

We require the use of multi-factor authentication for all Cision Group employee user accounts. Multi-factor authentication is optionally available for all customers using the Crimson Hexagon Platform.

Quality control and change management

We follow a strict quality protocol during the development, testing, and deployment of our software updates. During the design phase of all Cision Group features, stakeholders from various departments examine detailed test cases to make sure that the feature will meet the necessary requirements. We also incorporate user testing whenever possible to ensure that our product most accurately meets the needs of our customers.

Our change management process begins when project teams are assigned. Change management includes development, quality assurance, peer review, and management approval. A developer creates and tests code on a local environment. A member of the Quality Assurance (QA) team reviews and tests all developer work. Once a change is code complete, the developer creates a pull request to our master branch and schedules their code to be reviewed by a peer who has not worked on any part of the code.

Once the change is reviewed and QA has completed testing and provided approval, we slate the code for release by merging it to master. Our QA team reviews the master branch by running a series of automated and manual tests to ensure that the code is ready for release. Our standard, scheduled releases do not involve any Platform down time.

The release process includes several members of our Engineering team, who monitor the progress of the release. Release managers run through a predefined script of actions to make sure that the release runs smoothly. The release manager deploys the code to a staging environment and QA runs through testing procedures in order to ensure stability. Once this testing is complete, code is deployed to production and the release is complete.

Technology update policy

The Cision Group has implemented a company-wide system to manage patches, fixes, and updates to all proprietary and third-party computer systems, devices, appliances, operating systems, applications, libraries, and software. This consists of clearly assigned specific responsibilities. All Engineering Infrastructure and IT personnel are trained in system administration, including patch

management and system update techniques. The elements of this policy are used in conjunction with vulnerability scanning and penetration testing to minimize risk to data security, privacy, integrity, and availability.

Our risk management and incident response policies

Risk and vulnerability reports originate from many different sources, including customer support (see Customer feedback below), DR/BC drills (see Disaster recovery and business continuity below), regular vulnerability scans (see Regular vulnerability scans below), and penetration tests (see Third-party penetration tests below).

The Security team prioritizes and tracks all reported issues to completion using a leading issue tracking platform. We treat customer issues as top priority and the security of customer data is of the utmost importance to us.

Our Engineering Operations team monitors system performance issues and errors using industry gold standard tools. Any abnormalities are detected by our alerting systems and our Engineering Operations team is made aware immediately.

In the case of a serious incident (loss of service, major platform bug, data breach, etc.), we will notify customers immediately. We will provide messages via Intercom, email, status.crimsonhexagon.com, status.brandwatch.com and/or directly within the Platform. After the incident has been properly analyzed and prioritized, we will follow up with more details about the issue, our expected timeline to resolution, and what corrective and preventative measures we are taking.

To stay informed on platform updates, we encourage all users to sign up to receive service alerts from the product(s) they use – status.crimsonhexagon.com and status.brandwatch.com.

Regular vulnerability scans

We perform vulnerability scans quarterly and the results of these scans are available upon request. Any issues discovered during one of these scheduled scans are evaluated for likelihood of exploitation and risk severity. We prioritize these issues and mitigation work is scheduled with the appropriate team(s).

Third-party penetration tests

Cisions engages third parties to conduct annual penetration testing. All networks, including test and production environments, are scanned quarterly using trusted third party tools. Critical patches are applied to servers on a priority basis and as appropriate for all other patches.

Disaster recovery and business continuity

The principal objective of the disaster recovery program is to develop, test, and document a well-structured and easily understood plan that will help the company recover as quickly and effectively as possible from an unforeseen disaster or emergency. An event of this magnitude might interrupt information systems and business operations and may potentially cause loss, destruction of, or damage to data including personal data. Additional objectives include the following:

- Ensuring that all employees fully understand their duties in implementing such a plan
- Ensuring that operational policies are adhered to within all planned activities
- Ensuring that proposed contingency arrangements are cost-effective
- Considering the implications on all company sites
- Disaster recovery capabilities accommodate requirements of customers, vendors, and others

As part of our risk management program, we conduct annual disaster response and business continuity drills. These drills allow us to identify weaknesses and single points of failure that we can properly prioritize and address. Our Security Stakeholders group meets monthly to monitor identified issues as we work towards resolution.

Customer feedback

We capture customer concerns and feedback within all of our products using Intercom (www.intercom.com). The Crimson Hexagon Product Support team is always reachable via the Crimson Hexagon Help Center (help.crimsonhexagon.com). You can be in touch with the Cision Product Support team via the Cisions Help Center (support.brandwatch.com). To access either help center, you must be logged in to the corresponding platform.

3. Using the service

Ordering and Invoicing

Email to the calum@brandwatch.com or Carsten.fishel@cision.com address with information about your requirements (such as questions you would like answered, relevant topics, or just to request a call from your Account and Customer Success team. They will then be in touch to scope and price accordingly.

30 day payment terms and annual.

Pricing Overview

Each solution is priced independently, and cost is based on elements detailed below. The agreement is between 12-36 months (agreed with you) and billing is annual (but can be discussed should it be required). Please refer to our pricing document for detailed G-Cloud pricing that includes a 10% discount on our standard pricing.

Refer to pricing document for breakdown

- **Consumer Research** - the number of 'Queries', languages, and amount of Professional Services Expert Hours (for example, for training/completing research tasks on your behalf).
- **Vizia** - the number of screens you would like. There is a standardised rate for Vizia Reporting.

- **Social Media Management** - Volume of users, number of Ad accounts, level of support, number of listen queries, access to Influence discovery or CRM.
- **Benchmarking** - Number of channels, length of backdated data, volume of channels monitored monthly, Ai metrics included
- **Influence** - Access to all 3 modules and volume of Influencers needed to manage
- **Cision One Media Monitoring** - Number of queries, access to modules, access to paywalled content, coverage/print and number of reports

Availability of Trial Service

Depending on the scope of the service, trials can be discussed with your Account Manager. For example, you might want to 'test' the Consumer Research for a week before buying. You may want to discuss having a short term contract (6 months) with the view to use until the next budget cycle.

On-Boarding, Off-Boarding, Service Migration, Scope etc.

Onboarding

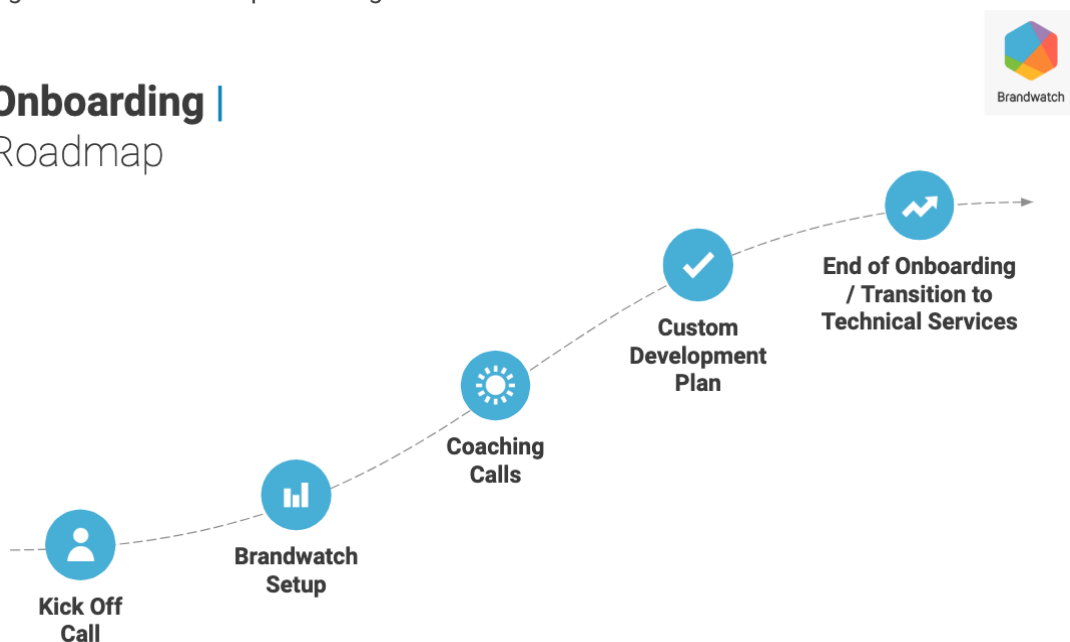
Cision offers a variety of onboarding packages to ensure you get the most from your investment.

Our onboarding team will make sure that from the very beginning of your journey you develop the skills necessary to draw valuable insights, have access to data that matters most to you, and gain a better understanding of your consumer.

Your Onboarding Specialist will work closely with your key stakeholders, coaching them to confidently utilize the platform to answer business questions whilst applying industry best practices and providing expert built setup to achieve your goals.

This will lead us to target the challenges your organisation is facing and reach the results you are hoping to achieve from implementing Cision Nexus.

Onboarding | Roadmap



Designated Customer Success Management

Your Customer Success Manager (CSM) is your trusted advisor here at Cision group and is with you throughout the whole of your Consumer Research journey. They are responsible for the ownership and development of your ongoing strategic plan, as well as ensuring that the relationship is delivering quantified ROI over time. Your listening goals are continuously evaluated through various checkpoints such as regular business reviews, on-going validation of success markers, and industry leading events, enabling customers to fully realise the potential of social intelligence across their organisations.

Professional Services

For ongoing technical enablement, customers have the ability to purchase an ongoing services package (Expert Hours), which can be utilised for additional configuration, or ongoing education. Sample offerings include hands-on support and guidance for refining or growing data sets, advance data segmentation, creating tailored visualisations, expanding skills and knowledge of the Cision platform, best practices consultations and workshops, and more. Services are sold in bundles (i.e. 20 hours, 50 hours etc) that can be utilised at any point throughout the duration of the customer's contract.

Role	Responsibilities
Customer Success Manager (CSM)	Your trusted advisor here at Brandwatch, with you throughout the whole of your journey. They are responsible for the ownership and development of your ongoing strategic plan, as well as ensuring that the relationship is delivering quantified ROI over time. Your listening goals are continuously evaluated through various checkpoints such as regular business reviews, ongoing validation of success markers, and industry leading events, enabling you to fully realize the potential of social intelligence.
Project Manager	Responsible for successful delivery of the technical component of your enablement on the Brandwatch platform. Also oversees any expert hours requests - around services or training.
Enablement Specialist	Responsible for initial setup during onboarding - of your first dashboards and queries.
Education Specialist	Will provide additional training as required by your team.
Strategy & Insights Analyst(s)	Brandwatch Strategy and Insights is a global team of specialized digital analysts helping clients to make strategic decisions with their social data. We synthesize and interpret vast amounts of digital content to provide actionable insights that tie back to your business goals. Our solutions can be scaled to meet varied support models and business needs. We design and deliver reporting, provide consulting services, and train clients on frameworks, methodologies, research and reporting techniques, and templates.

(Description of what's included in our professional services)

Your Ongoing Support

Expert Hours are designed to allow for your changing data requirements. The hours can be used as and when you need them. This may include, for example, rolling out further markets, expanding existing setup created during one-off enablement, building segmentation.

Over the last 10 years, this team has developed a tried and tested approach to onboard, educate and deliver work for our clients. For example, in Q1 f 2019, the team in EMEA delivered 9,296 client hours

and onboarded 53 new customers to Cision.

Cision's team have experience across multiple business sectors and have native speaking specialists who can create queries, rules and dashboards in any of Cision's support languages.

Termination of Contract/Offboarding

We ask our clients to submit notification in writing to their Account Manager. As soon as the notice period has expired, your account will be deactivated and can no longer be accessed. Prior to termination of service, clients are free to download their data out of the platform if required.

Training:

Software licenses include a range of services designed to train, support, and advise users of the platforms in the strategic application of analysis to their specific business context, which are managed by both onboarding and application support, and the customer success management team as outlined above.

In-App Support agents:

Cision Group offers in-app support agents who reply in under a few minutes 24/5, and 9-5pm CET time on weekends. They're the quickest avenue to get a response and our reps are there to find simple solutions to issues and have the ability to escalate issues quickly should it be beyond them.

Help Center:

The Cision & Brandwatch Help Center is a robust one-stop for basics, as well as advanced techniques on using the platform which can provide inspiration and instruction on your schedule. The Help Center includes access to:

- Unlimited public training workshops and webinars
- A library of How-To Video Tutorials
- Sample Case Studies and Use Cases
- API Documentation

Implementation Plan

Implementation is as outlined in above. These dedicated teams will work closely with you to provide a detailed implementation plan to the buyer upon request.

Service Management

The weekly maintenance window is for 6 hours. It is not necessary or expected that downtime will last for the whole period, and the distributed and resilient nature of our architecture means that we can often perform maintenance without affecting availability.

The maintenance window is from 06:00 to 12:00 (UTC) on a Sunday.

Cision maintain ISO27001: 2013 certification which covers the development, hosting, management and support of the services provided to our clients. We are happy to share this certificate on request. Any personal data under Cision control is only in accordance with GDPR, the EU Data Protection legislation.

Service Constraints

We never outsource our support to ensure that everyone is knowledgeable about Cision products and follows the same ethos around customer service. You can contact the support team from our [Help](#)

Center or by email to support@brandwatch.com. They're on hand to offer help in English, Spanish, German and French from 07:00 to 01:00 (GMT/BST) / 02:00 to 20:00 (EST), Monday to Friday.

Service Levels and Outage and Maintenance Management

The Service Level Agreement ("SLA") set out below is provided to Customer in accordance with the Services purchased as set out in an Order. The Services are subject to the terms and conditions agreed to between the parties. Capitalised terms used but not defined in this SLA are defined elsewhere in the Agreement.

1. Support Availability

Depending on the specific Services that you receive, Supplier offers email support and live support for Users on business days. For the purposes of this SLA:

A business day is any day that is not a Saturday, Sunday, Christmas Day, Boxing Day, New Year's Day or local national public holiday.

A business hour is any hour between 07:00 – 01:00 UTC / 02:00 – 20:00 ET on a business day.

For assistance with live support, Customer must file a support request with Supplier through any official support channel. For the purpose of this SLA:

Supported channels are Chat, Email and Web Tickets

Customer is required to consult supplied documentation by Supplier, to verify that reported issue(s) is due to a malfunction of the Software, and not due to Customer's operating system, software (e.g. browser), hardware, data, interfaces and security systems and settings.

Customer is responsible for providing all necessary supporting information, including a clearly written description of the problem, the email address that Customer is logged in with, and where applicable, include a URL to the affected area. Customer must also include any steps that it can reasonably identify that would allow Supplier to replicate the problem (a "Valid Support Request"). Following receipt of a Valid Support Request, Supplier will log the problem.

If any User contacts Supplier for any reason other than by filing a live support request via the process set out above, Supplier may refer that user to one of Customer's admin users and/or to the Customer Success Manager.

2. Packages: For the purpose of this SLA, the times stated reflect business hours unless otherwise specified.

Benchmark (Unmetric), Brandwatch Influence	
Customer Support	Monday - Friday via Email and Web Tickets
Incl. in packages	Benchmark (Unmetric), Brandwatch Influence (Paladin Software)
Initial Response Time	Up to 24 hours
Help Center	Available

Standard, Pro, Pro Research	
Customer Support	Monday - Friday via Chat*, Email and Web Tickets
Incl. in packages	Standard, Pro, Pro Research
Initial Response Time	Up to 8 hours (Chat: best effort to respond within 30 minutes)
Help Center	Available
Brandwatch Academy	Available

Premium, Premium Research	
Customer Support	Monday - Friday via Chat*, Email and Web Tickets
Incl. in packages	Premium, Premium Research
Initial Response Time	Up to 6 hours (Chat: best effort to respond within 30 minutes)
Help Center	Available
Brandwatch Academy	Available

Enterprise, Enterprise Research	
Customer Support	Monday - Friday via Chat*, Email and Web Tickets
Incl. in packages	Enterprise, Enterprise Research
Initial Response Time	Up to 4 hours (Chat: best effort to respond within 10 minutes)
Help Center	Available
Brandwatch Academy	Available

3. Resolution Times

Classification	Definition	Target Resolution or Mitigation
Priority 1 (P1) - Critical	Unplanned interruption rendering the platform completely unavailable, or performance is so poor as to render the service unusable. No work-around is available.	1 business day
Priority 2 (P2) - High	Unplanned interruption rendering a major functionality of the platform unusable which results in limited functionality and/or affects a significant number of Users.	1+ business days
Priority 3 (P3) - Medium	Intermittently rendering non-core features of the platform unavailable, or medium loss of a function or resource that does not seriously affect the service's functionality.	20+ business days
Priority 4 (P4) - Low	Intermittently rendering non-core features of the platform unavailable, or minor loss of a function or resource that does not seriously affect the platform's functionality.	N/A

4. Service Availability

Cision guarantees to use reasonable efforts to ensure availability of the Platform 99.5% of the time during each calendar month, excluding scheduled and emergency maintenance, unavailability caused by third party networks or other third party suppliers, hacks or malicious introduction of viruses disabling devices and other forms of attacks that disrupt access to the platform, as well as any disruption that constitutes an event of force majeure. Supplier may undertake emergency maintenance at any time pursuant to an emergency.

Supplier aims to provide three (3) business days advance notice of any scheduled maintenance via the [Status Page](#). Although Supplier aims to minimise disruption by scheduling maintenance outside business days, Supplier cannot guarantee this will always be the case.

Service Name	Availability	How availability is measured

Consumer Research	99.5% per calendar month	Consumer Research availability is measured 24x7x365 by testing live queries from a remote test server, located outside of and remote to the production infrastructure. Availability is sampled every four minutes and is based upon the successful operation of all core analysis functionality (including login, project listing, categories listing, Query group and sitegroup listing, Mention retrieval, and Mention search).
Vizia	99.5% per calendar month	Vizia availability is measured 24x7x365 by testing once per minute, from five separate geographical locations, the Vizia API, the Vizia Fallback Cache, and the Vizia Content Proxy.
Social Media Management	99.5% per calendar month	The Availability percentage shall represent a fraction, the numerator of which is the number of minutes of uptime in any given calendar year and the denominator of which is the total number of minutes during such calendar year. A downtime will only be counted toward a downtime calculation, if the such period consists of five consecutive minutes of unavailability as set out above.
Influence	99.5% per calendar month	The Availability percentage shall represent a fraction, the numerator of which is the number of minutes of uptime in any given calendar year and the denominator of which is the total number of minutes during such calendar year. A downtime

		will only be counted toward a downtime calculation, if the such period consists of five consecutive minutes of unavailability as set out above
Cision One - Media Intelligence	99.5% per calendar month	Cision One's availability is typically measured using standard uptime metrics , expressed as a percentage of total time the platform is operational in a given period

4. Provision of the service

Customer Responsibilities

The Customer is obliged to adhere to the 'Use of the Services' below. All Customer obligations are in the full Terms & Conditions: <https://www.cision.com/legal/msa/>.

1. Use of the Services

1. Responsibility: Customer: (a) is responsible for its compliance with this Agreement and will procure that each User complies with the terms of this Agreement as if that User were Customer; (b) will comply with the Twitter Terms of Service, usually at <https://twitter.com/tos>, and the Youtube Terms of Service, usually at <https://www.youtube.com/t/terms>; and (c) has the right, title, permissions, and interest in the Customer Data to make it available to Cision for processing.
2. User protection: Customer will not: (a) knowingly display, distribute, or otherwise make Cision Data available to any person or entity that it reasonably believes may use Cision Data in a manner that would have the potential to be inconsistent with that individual's reasonable expectations of privacy; (b) conduct any research or analysis that isolates a small group of individuals or any single individual for unlawful or discriminatory purposes; (c) use Cision Data to target, segment, or profile any individual based on health, negative financial status or condition, political affiliation or beliefs, racial or ethnic origin, religious or philosophical affiliation or beliefs, sex life or sexual orientation, trade union membership, data relating to any alleged or actual commission of a crime, or any other sensitive categories of personal information prohibited by Applicable Law; or (d) without Cision's prior written consent, but subject

to Applicable Law, display, distribute, or otherwise make Cision Data available to any member of the US intelligence community or any other government or public-sector entity.

3. Restrictions: Customer will not: (a) sell, resell, license, sublicense, distribute, or otherwise make the Services (or the results of the Services, including Cision Data) available to anybody other than its Users for their own internal use, unless stated otherwise on an Order; (b) subject to Applicable Law, attempt to reverse-compile, disassemble, reverse engineer, or otherwise reduce to human-perceivable form any part of the Services; (c) use the Services or any Cision Data to violate Applicable Law, including Applicable Law about data protection, privacy, or information security; or (d) purposefully interfere with or disrupt the performance of the Services, including spamming, hacking, and violating Cision's API rate limits.
4. Password protection: Each party is responsible for using reasonable efforts to ensure that any User IDs and passwords required for Users to use Services are kept safe and confidential. Subject to Applicable Law, each party will promptly notify the other party upon discovery if the security of a User ID or password may be or is compromised.
5. Removal of Cision Data: A licensor or Applicable Law may require Cision to remove personal data within any Cision Data. In such cases, Cision will notify Customer of the impacted Cision Data that requires removal and Customer will promptly remove such data from its systems, whether during or after the Term.

2. Fees

1. Fees: Customer will pay the fees for the Services set out in an Order. The fees for the Services are exclusive of legally applicable taxes, levies, duties, or similar governmental assessments, including goods and services, value-added, withholding, and sales taxes. Customer will provide Cision with the information it reasonably requires to send an invoice. All fees are invoiced annually in advance, unless stated otherwise on an Order.
2. Orders and Third Party Services: Customer will pay: (a) Cision the fees for the Services and any Third Party Services set out on an Order which Cision sends to Customer (for Third Party Services, Cision collects the fees for Third Party Services on the third party's behalf); and (b) the fees for the Services set out on an Order that a third party sends to Customer, and in such case, the third party collects the amounts due to Cision on Cision's behalf.

3. Confidential Information

1. Confidential Information: "Confidential Information" is any information that a party discloses to the other party that is marked as confidential or that a reasonable person would understand to be confidential (including trade secrets). Confidential Information does not include any information that: (a) is or becomes generally known

to the public without breach of any obligation owed to the disclosing party; (b) the receiving party knew prior to its disclosure by the disclosing party without breach of any obligation owed to the disclosing party; (c) a third party made available to the receiving party without breach of any obligation owed to the disclosing party; or (d) the receiving party independently developed.

2. Keep in confidence: The receiving party will keep the Confidential Information of the disclosing party confidential for the Term and for two years after the end of the Term, provided that if the Confidential Information contains a party's trade secrets, then those trade secrets will remain confidential until they are no longer trade secrets. The receiving party will only use the disclosing party's Confidential Information for performing its obligations under this Agreement or using the Services. Nothing in this section 5 prevents the receiving party from disclosing the disclosing party's Confidential Information: (a) to its corporate affiliates, legal advisers, accountants, potential investors, or other professional advisers where required (collectively, "Permitted Recipients"), provided that the disclosing party remains responsible for its obligations and for the Permitted Recipients' use and disclosure of the Confidential Information; or (b) if required to disclose it under Applicable Law, provided that the receiving party will inform the disclosing party of the disclosure requirement, if legally permitted, as soon as reasonably practicable.

Technical Requirements and Client-Side Requirements

Customer organisations are required to have access to the internet for all Cision's SaaS platforms. Resource should be allocated within the customer organisation for the 'users' but Expert Hours can also be purchased should you wish for Cision Groups Professional Services to pull the insights and report for you.

Outcomes/Deliverables

Cision aims to provide the most optimal experience for all customers, helping them to achieve the best possible, desired outcomes. The scope of output and outcomes achieved depends on the scope and provision put in place and agreed between the customer and Account team.

Development life cycle of the solution

At Cision Group, we are focussed on being user/customer lead. Therefore our strong, experienced product team combined with development methodologies follow the needs of specific teams and are a mixture of tried and tested industry best practice and Cision's own unique experience in our industry. This ensures constant innovation alongside the stability and security that is required in an **enterprise grade software platform**.

After-sales Account Management

Please refer to the section above 'Onboarding' where the entire onboarding, customer success and **relationship cycle is outlined**.

Termination Process

Term and termination

1. Term: This Agreement begins when it is signed by the parties or agreed to via an Order, and it continues until all Orders have expired or been terminated in accordance with the terms of this Agreement.
2. Mutual termination: A party may terminate this Agreement at any time on written notice to the other party if: (a) the other party is in material breach and, if remediable, the breach is not remedied within 30 days of being notified in writing of the breach; or (b) the other party begins insolvency proceedings, becomes the subject of a petition in liquidation, or any other proceeding relating to insolvency, liquidation, bankruptcy, or assignment for the benefit of creditors (including similar proceedings under Applicable Law); or (c) the other party makes an arrangement with its creditors related to concerns about insolvency (including similar proceedings under Applicable Law). If this Agreement is governed by New South Wales law, Brandwatch's right to terminate in (b) and (c) above is limited by the Corporations Act 2001.
3. Accrued rights and survival: A party's accrued rights and liabilities are not impacted by termination of this Agreement. Sections 1, 3.1, 3.3, 3.5, 5, 6, 7, 8, 9, and 10 survive termination of this Agreement.

5. Our experience

Case Study

Co-op used the Brandwatch suite of products in circumstances that require both immediate action, and long-term research:



Medium-term: Reacting tactfully to a story about a competitor

Sourcing food ethically is a hugely important part of Co-op's business, and the Food Policy team is particularly concerned with the ethical issues that Co-op's members think are most important.

Subjects like sustainability and ethical trading are tracked constantly by the Food Policy team who work with farmers and regularly review and rewrite policies surrounding the food Co-op stocks.

The team will access Brandwatch dashboards on the go, independent of the Digital Engagement team, to temperature check public mood surrounding different ethical subjects and build those insights into their own work.

"The devil is really in the detail and the detail which we're able to derive from Brandwatch is so much richer and so much clearer and so much more useful, we think in Co-op at least, than that which we're able to get from other listening platforms."

— Jordan McDowell - Senior Digital Engagement Manager, Co-op

Co-op also monitors conversation surrounding these ethical topics in relation to their competitors. "We're able to compare all of those different conversations against our own and understand the differences and nuances between how people talk about the individual retailers and all of these topics, which is really, really important," says Jordan.

In the summer, the Co-op team found an opportunity within that conversation. The team's Brandwatch Alerts and Signals surrounding ethical trade were buzzing as a competitor generated a lot of conversation after declassifying their own brand tea from Fairtrade. Many took to social media to express their disappointment.

The team realized this was a good opportunity to re-tell their own Fairtrade story, as a subject their members care a lot about.

The team used Brandwatch Audiences to identify influencers who were interested in Fairtrade, simply searching for people with "Fairtrade" in their bio on Twitter.

They then reached out to those influencers with a blog post on the campaign written by their Fairtrade Strategy Manager, simply saying it might be something they would be interested in. The shares they got contributed to the campaign's incredible success.

While it only ran for a short time, between July 31 – August 7 2017, it reached 23.5 million people.

"By being a bit crafty and jumping on an opportunity that's been presented from Brandwatch, utilizing the power of Audiences – not just the product, but audiences in general – we were able to really pack a good punch at a key time to help tell a specific story that was important to Our Co-op."

— Jordan McDowell - Senior Digital Engagement Manager, Co-op

Long-term: Researching, implementing and tracking a successful campaign

Longer term objectives we helped Co-op with was their multi-award winning #ReverseAdvent campaign, in which participants were invited to fill a box with items for those in need each day leading up to Christmas.

The Co-op team (Jordan) had found out about the idea in August – in fact, he got it from his mum – and began to explore whether Co-op could get involved. He set up a query for #reverseadvent and related terms at the end of August and was surprised by how many mentions were appearing considering how far off Christmas was.

The amount of conversation Brandwatch was surfacing around the idea showed the team that this could be "a big thing."

"We utilized custom Alerts and Signals on this query so that we were being kept abreast of any developments. The main thing I was looking for in this instance was that no other grocer was being associated with the trend at this point; I didn't want any of our competitors being in there, because we wanted to be the only one, or at least the leading one, if we were able to actually activate a viral campaign."

— Jordan McDowell - Senior Digital Engagement Manager, Co-op

The team also used Brandwatch Audiences as early as September to identify key players in the conversation, making a note of them so they could get them involved when they started to activate their own campaign.

As the campaign started, the Co-op team sent out boxes, vouchers and pamphlets to help people make the most of #ReverseAdvent. They kept in touch with those participating by sending them prompts, asking what would be going in the box that day and who they were intending to give the box to.

"We were able to leverage these additional opportunities to stoke the flames of the viral conversation based on what Brandwatch was telling us around the trajectory of where the volume was going, which was really, really important, especially for a campaign that was supposed to last and did last as long as this one did."

— Jordan McDowell - Senior Digital Engagement Manager, Co-op

In the end, the #ReverseAdvent campaign was one of Co-op's most successful campaign's ever, with 75 million earned impressions as well as, Jordan says proudly, 278 smiley emojis.

Jordan said: "We were also able to calculate our version of a return on investment. For those of you that work in marketing or advertising, cost per mille or cost per thousand impressions is a really useful way to benchmark your media spend against one another. A £5 CPM on general Facebook and/or Twitter campaigns is quite good. Here we've got one for 18p based on earned hashtag impressions."

Brandwatch's ability to help with quantitative insights was key to measuring the success of the campaign, but the qualitative insights were also hugely important for telling the story of how people got involved in the campaign.

"Whilst the 75 million earned impressions is the key stat that excites people in the business, when you tell them the individual stories about how a certain mother may have taught her daughter about giving

back to her local community...those stories really do transcend the other analysis and that's what Brandwatch is able to provide us with."

— Jordan McDowell - Senior Digital Engagement Manager, Co-op

The campaign lives on, not just in memory but also through the team's use of Brandwatch Image Insights, detecting their logo in online images. A year on from the campaign, Jordan says the team still sees #ReverseAdvent boxes in the background of photos, the logo being picked up by Brandwatch. Experimenting with Image Insights has surfaced a whole legacy for #ReverseAdvent that the team didn't expect.

A crisis averted

The term "crisis" means different things for different organizations. While some companies may pride themselves on never having encountered one, for food retailers every negative mention has the potential to turn into a full scale Twitter storm. Given the nature of the industry, customer safety and satisfaction is hugely important.

That's why when the Co-op team received a Brandwatch Alert relating to danger at a store last year, they acted swiftly. The team had set up custom Brandwatch Alerts to let them know immediately when certain terms were mentioned alongside the brand so they could respond as soon as possible. This means that high priority mentions aren't left to be discovered in social inboxes behind all the other posts. In this instance, a fire broke out at a Co-op store in Wales in September last year. The team was alerted at 2:15pm local time, immediately after the below tweet was sent.

@dailypostwales just seen that the @coopukfood in Pensarn, Abergele is on fire.

— @alanjones2004

This enabled the Co-op Digital Engagement team to act quickly, and they were able to get the situation under control within an hour.

Contact Details

Please contact one of the following people who will happily help:

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