

MyAir® Urban | Service Definition

MyAir® Urban is a cloud-based environmental intelligence platform designed for local government teams responsible for air quality policy, planning, and public reporting.

The service brings together ground-based air quality measurements, hyperlocal pollution modelling, and health-relevant insights in a single, intuitive platform. MyAir® Urban enables local authorities to produce defensible evidence, streamline statutory and stakeholder reporting, and collaborate more effectively across departments and partners to reduce emissions, improve public health, and manage costs.

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Service Description

Who is MyAir® Urban For?

MyAir® Urban is intended for public sector teams accountable for delivering local air quality outcomes, including:

- Local authority air quality and environmental health teams
- Transport, planning, and sustainability officers
- Policy and strategy teams responsible for compliance and reporting

Typical users are responsible for:

- Meeting national and local air quality objectives
- Supporting local planning and transport decisions
- Public reporting and transparency
- Coordinating air quality activity across departments and external partners
- Demonstrating positive environmental and health outcomes for communities

The Problem MyAir® Urban Addresses

Public sector organisations face a consistent set of challenges in managing air quality:

- Limited internal resources, resulting in heavy reliance on external consultants
- Fragmented datasets, making assessment and alignment complex
- Regulatory pressure to meet objectives within constrained budgets
- Siloed working practices across departments and agencies
- Low public trust and engagement, limiting the ability to drive behavioural or policy change
- Difficulty linking air quality data to health outcomes at a local level
- Challenges in validating economic burden and making the case for investment

MyAir® Urban is designed to reduce these barriers by providing a shared, trusted evidence base.

Market Context & Value

The service addresses a growing need for environmental intelligence platforms that move beyond indicative monitoring to deliver actionable insight.

By enabling local authorities to demonstrate change rather than passive compliance, MyAir® Urban supports better outcomes for communities, public health, and public finances.

Outcomes & Benefits

Use of MyAir® Urban supports:

- Improved evidence-based decision-making
- Reduced reliance on costly external consultancy
- Faster and more consistent reporting processes
- Greater transparency and public accountability
- Stronger cross-department collaboration
- Clearer links between air quality, health outcomes, and economic impact

Over time, this enables organisations to demonstrate value for money, justify investment, and reduce long-term health and societal costs.

Scope of Service

Included in the Service

- Access to the MyAir® Urban cloud platform
- Integrated air quality data visualisation and analysis
- Hyperlocal pollution modelling alongside measured data
- Reporting and export tools to support statutory and stakeholder reporting
- Multi-user access with role-based permissions

Out of Scope

- Bespoke consultancy or policy writing
- Legal or regulatory advisory services
- Optional add-ons, such as managed monitoring or bespoke analysis, may be provided under separate agreements.

Platform Overview

MyAir® Urban is a cloud-based environmental intelligence platform designed to support the assessment, analysis, and communication of air quality information.

The platform supports a range of data sources, including ground-based air quality measurements, modelled air quality outputs, and modelled meteorological parameters. Where appropriate, supplementary datasets such as health metrics, population data, and deprivation indices may also be incorporated to provide additional context.

Air quality data and modelling outputs are aligned with relevant UK and EU air quality data quality objectives, proportionate to the intended use case (for example, indicative assessment, policy support, or public communication). Data is presented with clear context, assumptions, and stated limitations to support appropriate interpretation and defensible use in decision-making and reporting.

MyAir® Urban supports data export in common formats, including CSV and PDF, and is designed to integrate with existing analytical and reporting workflows.

User Tiers & Capability

Access to MyAir® Urban is provided on a tiered, per-user basis, aligned to different roles, responsibilities, and levels of interaction with air quality data.

The tiered structure is designed to ensure that users only pay for the level of capability required, while enabling organisations to scale use of the platform over time as needs evolve. Lower tiers support visibility, understanding, and routine monitoring, while higher tiers enable deeper analysis, operational management, and collaborative decision-making.

Each tier builds on the capabilities of the previous tier. Users on higher tiers retain access to all functionality available at lower tiers, in addition to enhanced analytical, reporting, and operational tools appropriate to more advanced use cases.

Subscription levels, included allowances (such as virtual locations), and optional add-ons are described in the pricing model section.

Lite Tier

The Lite tier provides essential visibility and understanding of local air quality conditions, supporting users who require situational awareness, monitoring oversight, and confidence in interpreting air quality information.

Capabilities include:

- **Regional Air Quality Map**
An interactive map showing current and short-term forecast air quality across the region, supporting rapid identification of emerging issues and spatial patterns.
- **Zephyr Management**
Connection and management of Zephyr air quality monitors within MyAir, with the ability to view and download monitoring data in standard formats such as CSV.
- **Knowledge Base Access**
Access to online guidance, training materials, and best-practice resources to support understanding of air quality data, terminology, and communication.

Typical Users:

Monitoring and operational teams responsible for managing air quality monitoring assets and accessing measurement data. Users typically require control over sensor configuration, routine access to monitoring data, and the ability to export data in CSV format for offline analysis, reporting, or onward submission, without the need for advanced analytical or reporting tools within the platform.

Standard Tier

The Standard tier builds on Lite capabilities and supports users responsible for analysis, reporting, and operational response, enabling deeper interrogation of data and more proactive management of air quality issues.

Additional capabilities include:

- **Virtual Location Tracking**
Ability to track air quality at locations without installing physical monitors, expanding spatial coverage quickly and cost-effectively.
- **Historic Data Analysis**
Tools to explore trends and patterns over time, supporting evidence-based decision-making and reducing reliance on external consultancy and offline analysis.
- **PDF Reporting**
Generation of professional PDF reports directly from dashboards, supporting internal reporting and external communication.

Typical Users:

Environmental health and air quality teams responsible for regular reporting and statutory or organisational obligations. Users typically require access to historic data, the ability to create clear, repeatable reports, and tools to share information internally or externally in familiar formats. Use is generally focused on routine assessment and compliance reporting, rather than advanced interpretation, stakeholder steering, or strategic analysis.

Pro Tier

The Pro tier supports advanced use cases requiring deeper insight, coordination, and strategic assessment. It is intended for users leading projects, programmes, or cross-department initiatives.

Additional capabilities include:

- **Advanced Data Analysis**
Enhanced insights and interpretation that add context to air quality data, supporting confident decision-making while reducing complexity.
- **Project Dashboards**
Custom dashboards designed around specific projects or objectives, enabling teams to track progress and share updates with stakeholders.
- **Event Detection**
Automated actions triggered by defined air quality events, reducing manual effort and ensuring timely communication during incidents.

- **Stakeholder Collaboration**
Shared workspaces for viewing, discussing, and tracking insights across teams and partners, supporting transparency and accountability.
- **Exposure Risk Assessment**
Tools to assess exposure and potential impact at sensitive locations, supporting defensible prioritisation of interventions and clear communication of risk.

Typical users:

Air quality leads and senior officers responsible for policy development, strategic decision-making, and alignment across internal teams and external stakeholders. Users typically require higher levels of interpretation and contextual insight to support confident decisions, without the time or specialist technical capability to perform detailed offline analysis. The focus is on understanding implications, assessing impact, and communicating evidence clearly to inform policy, prioritisation, and stakeholder engagement.

Onboarding & Implementation

Onboarding is designed to be lightweight, repeatable, and proportionate to public sector needs, with minimal demand on internal resources.

For standard service configurations, service set-up is typically completed within one week of contract commencement and receipt of required information.

Onboarding support is provided through an online knowledge base, which includes:

- Configuration guidance and best-practice advice
- Step-by-step tutorials for core platform features
- Introductory “Air Quality 101” materials to support novice users and non-specialists

Optional user training is available at a daily charge, providing targeted support for individuals or teams to improve workflows, deepen understanding of platform features, and support effective day-to-day use of the service. Training can be delivered remotely and tailored to customer needs.

Data Sources & Quality

MyAir® Urban is designed to provide a consistent, trusted view of local air quality by bringing together multiple data sources within a single platform. The service enables users to assess current conditions, understand trends, and place air quality information in its wider environmental and social context.

- Ground-based air quality measurements
- Modelled air quality outputs
- Modelled meteorological parameters
- Supplementary datasets where relevant, such as health metrics, population data and deprivation metrics.

Air quality modelling outputs and indicative sensor measurements are matched to relevant UK and EU air quality data quality objectives, proportionate to the intended use case and application (for example, indicative assessment, policy support, or public communication).

Data is processed and presented with clear context, assumptions, and stated limitations, enabling users to understand fitness for purpose and supporting defensible use in policy development, reporting, and stakeholder engagement.

Pricing Model (High Level)

MyAir® Urban is offered on a subscription basis, aligned with public sector procurement and budgeting cycles. Pricing is based on a per-user, per-year model, with access provided through defined user tiers that reflect role, responsibility, and level of capability required.

Organisations may mix user tiers to match different roles within their teams, enabling them to start with essential capability and scale usage over time as needs evolve. Higher tiers build on the functionality of lower tiers and may include additional allowances, such as virtual locations.

Optional add-ons are available to extend coverage and capability, including additional virtual locations and hardware monitoring options.

Full details of current pricing and available options are provided in the accompanying pricing document.

Optional Hardware Integration (Zephyr)

MyAir® Urban can be used independently of physical monitoring equipment. Where ground-based measurements are required, EarthSense offers optional Zephyr air quality monitors that can be integrated with the platform under as an add-on to the pricing model.

Zephyr devices provide fixed-location air quality measurements and transmit data securely to MyAir® Urban, where it is managed, visualised, and analysed alongside modelled and supplementary datasets. Hardware supply and field services are not included in the core MyAir® Urban subscription unless explicitly contracted.

Zephyr (Standard)

The Zephyr (Standard) monitor is designed for flexible fixed-location deployment and supports both temporary and permanent installations.

- Measures: NO, NO₂, O₃, PM_{2.5}, PM₁₀
- Internal battery with support for solar or mains-powered installation
- Supplied with all required fixings and power supplies

Suitable for locations where mains power may not be immediately available

Zephyr Lite

The Zephyr Lite monitor is designed for fixed, mains-powered installations with an emphasis on local communication of air quality conditions.

- Measures: NO, NO₂, O₃, PM_{2.5}, PM₁₀
- Integrated AQI LED beacon for local indication of air quality levels
- Requires mains power (no internal battery)
- Supplied with all required fixings and power supplies

Suitable for permanent installations in public or visible locations

Where Zephyr hardware is used, measurement data is automatically transmitted to and managed within MyAir® Urban. Devices can be viewed, monitored, and managed through the platform, with data available for visualisation, export, reporting, and integration in line with the customer's user tier and permissions.

On-Site Support Services

Optional on-site support services are available to support the deployment and lifecycle management of Zephyr hardware. These services may include:

- Installation and commissioning
- Routine maintenance and servicing

- Decommissioning and removal

On-site support is charged at a daily rate and is only available alongside a MyAir Urban subscription.

Service Exit

On termination of the service:

- Customers can export their data in standard formats
- Data is retained and deleted in line with agreed policies
- EarthSense can provide support to ensure a smooth transition

Service Level Agreement

Availability / Uptime Commitment

EarthSense will use reasonable endeavours to ensure that the MyAir platform is available 99% of the time in each calendar month ("Uptime").

Uptime is measured monthly and calculated as the percentage of total time in a calendar month during which MyAir is available for use by authorised users.

Downtime means periods during which MyAir is unavailable due to unplanned outages affecting the core platform functionality.

Downtime does not include:

- Scheduled maintenance or platform updates
- Planned service interruptions notified in advance where reasonably practicable
- Issues caused by customer systems, connectivity, or configuration
- Failures or interruptions of third-party services outside EarthSense's reasonable control
- Force majeure events

Availability measurements and determinations will be made by EarthSense using its standard monitoring tools and records.

Support Response Targets

EarthSense will provide support for MyAir in accordance with the response targets set out below.

Working hours are 09:00 to 17:00 UK time (BST), Monday to Friday, excluding UK public holidays. Support response times are measured during working hours only.

Priority	Description	Initial Response Target	Target Resolution
Critical	Widespread service outage or loss of access to MyAir affecting multiple customers	1 working hour	1 working day
High	Significant degradation of service or data availability affecting multiple users, integrated data feeds, or key functionality	4 working hours	2 working days
Standard	Issues affecting a single user account, integrated data feed, or general service request	1 working day	As agreed

Response time means the time taken to acknowledge the issue, assign priority, and begin investigation.

Resolution times are indicative targets and may vary depending on the nature and complexity of the issue, including dependencies on third-party services or customer input.

Incidence Communication

EarthSense will use reasonable endeavours to keep customers informed of material service incidents affecting MyAir, in accordance with the incident priority.

- **Critical incidents**
In the event of a widespread service outage, EarthSense may provide updates via a publicly accessible service status or holding page, where appropriate.
- **High priority incidents**
For significant service degradation, EarthSense may communicate updates and planned actions through in-platform notifications or notices within MyAir.

- **Standard priority incidents**

For lower-priority or customer-specific issues, communication will be handled on a case-by-case basis, typically via direct email or telephone.

EarthSense is not required to provide continuous or real-time updates and will determine the appropriate method and frequency of communications acting reasonably.

Maintenance and Changes

EarthSense may perform maintenance and deploy updates to MyAir from time to time to maintain, improve, or enhance the service.

Where maintenance is expected to materially affect service availability, EarthSense will provide at least seven (7) days' notice via in-platform notifications, where reasonably practicable.

Routine updates, enhancements, and fixes that are not expected to have a material adverse effect on service availability may be deployed without advance notice. Details of such updates may be communicated following deployment, including via in-platform notifications where appropriate.

EarthSense reserves the right to carry out emergency maintenance where necessary to protect the security, stability, or integrity of MyAir. In such cases, advance notice may not be possible.

Data Handling and Retention

EarthSense processes Customer Data in connection with the provision of MyAir in accordance with the Data Protection Policy and applicable data protection laws.

Customer Data is processed solely for the purposes of providing, operating, maintaining, and supporting MyAir and the Support Services.

Unless otherwise stated in the agreement or agreed in writing, customer data will be retained for the duration of the customer's subscription and handled following termination in accordance with the Data Protection Policy.

Nothing in this SLA creates additional data protection, data security, or information governance obligations beyond those set out in the Agreement and the Data Protection Policy.

Data Protection Roles

For the purposes of applicable data protection legislation, the Customer acts as the Data Controller in respect of any personal data processed within the MyAir platform (referred to as "Customer Data"). EarthSense acts as a Data Processor and processes such Customer Data solely on the documented instructions of the Customer and only as necessary to deliver and support the MyAir service.

EarthSense remains the Data Controller for anonymised and non-personal environmental data (e.g. air quality measurements collected by Zephyr sensors), which may be shared with customers under licence for analysis and reporting purposes.

Service Credits

If MyAir fails to meet the Availability commitment set out in this SLA in any calendar month, the Customer may be eligible to receive a service credit, subject to the terms of this section.

For customers billed annually, the monthly service fee for the purposes of this SLA is calculated as one-twelfth (1/12) of the annual service fee paid by the Customer.

Service credits are calculated as a percentage of the monthly service fee for the affected month and applied as a credit against future fees (including renewal fees, where applicable). Service credits are not refunds and have no cash value.

Monthly Uptime	Service Credit
99.0% or higher	No credit

Monthly Uptime	Service Credit
95.0% to 98.99%	5% of monthly service fee
Below 95.0%	10% of monthly service fee

To receive a service credit, the Customer must submit a written request within 30 days of the end of the relevant calendar month. Service credits will not be applied automatically.

Service credits will not be available where the failure to meet Availability results from any of the exclusions set out in this SLA.

The total service credits available to the Customer in any calendar month shall not exceed one month's service fee (calculated on a prorated basis where fees are paid annually).

Service credits provided under this SLA are the Customer's sole and exclusive remedy for any failure to meet the Availability commitment.

Exclusions & Limitations

The service levels and commitments set out in this SLA do not apply to, and EarthSense shall have no responsibility for, any failure or delay caused by:

- Issues with customer networks, internet connectivity, devices, browsers, or local IT environments
- Customer misuse of MyAir, failure to follow documentation, or unauthorised configuration changes
- Faults, outages, or limitations relating to sensor hardware, power supply, calibration, installation, or physical access
- Failures or interruptions of third-party services, software, or infrastructure used in connection with MyAir
- Scheduled maintenance, updates, upgrades, or emergency maintenance carried out in accordance with this SLA
- Beta, trial, or preview features made available for evaluation purposes
- Force majeure events or circumstances beyond EarthSense's reasonable control

Availability calculations, support response targets, and service credits apply only to the MyAir platform and do not extend to hardware performance, third-party services, or customer-controlled environments.

Security

MyAir is a cloud-hosted web application and API operated by EarthSense. Security is managed through a combination of cloud infrastructure controls, secure software development practices, access control, monitoring, and incident response processes.

EarthSense operates an ISO/IEC 27001 –independently certified information security management system, covering the design, development, operation, and support of the MyAir service. A least-privilege approach is applied to access, and administrative capability is limited to authorised personnel.

Data in transit

All user access to MyAir (web UI and API) is protected using encrypted transport (HTTPS/TLS). This protects data transmitted between the buyer's network and EarthSense-hosted services from interception or tampering.

Data at rest

Service data is stored and processed within Amazon Web Services (AWS). Data at rest is protected using strong encryption and access controls. Access to production data is restricted to authorised personnel for operational support and maintenance.

Data Hosting and Location

MyAir is hosted within Amazon Web Services (AWS) cloud infrastructure. Service data is stored and processed within AWS regions selected and managed by EarthSense. Data residency requirements, including UK-based hosting, can be confirmed with buyers where required as part of the contracting process.

Access control and authentication

Customer access is permission-based. Administrative and support access is restricted to authorised EarthSense staff and protected using strong authentication and role-based access controls. Access is reviewed periodically and removed promptly when no longer required.

Access to production systems and administrative interfaces is logged. Logs are retained for operational and security purposes and may be reviewed to support incident investigation, auditing, and service assurance.

Secure change and release

MyAir is updated through controlled deployment processes. Changes are tracked, reviewed, and released using version control and repeatable deployment pipelines. Changes with potential security impact are assessed prior to release. Planned service-impacting maintenance is notified in advance via in-platform notices.

Vulnerability management

EarthSense monitors for security vulnerabilities across infrastructure and application dependencies and applies patches in a risk-based manner, prioritising higher severity issues. Where third-party penetration testing is required by a buyer, this can be discussed contractually.

Monitoring and incident response

If a security or service incident is suspected or confirmed, EarthSense follows defined internal incident management processes covering identification, investigation, containment, remediation, and recovery. Customers will be informed of material incidents affecting service availability or customer data, using appropriate communication channels based on severity.