



Electric Twin

Service Definition • January 2026



Synthetic Audience Intelligence Platform

1. Service Overview

Electric Twin provides AI-powered synthetic audiences that enable rapid research and insight generation. Our platform predicts human behaviour through validated synthetic audiences, compressing traditional research timelines from weeks to seconds while maintaining 95% validation accuracy.

Core Capabilities:

- Synthetic audience creation from survey data and proprietary models
- Behavioural prediction and analysis
- Real-time audience interrogation via Merlin
- Message testing and campaign design tools
- Data analysis including regression and segmentation

2. Service Architecture & Hosting

Hosting Infrastructure:

- Primary hosting: Google Cloud Platform (GCP) EU regions
- Multi-regional backup storage within EU
- Additional AI compute
- CDN and frontend hosting via Vercel
- All infrastructure meets UK data residency requirements where specified

Data Residency: UK/EU data centres with client-specified regional options available

3. Business Continuity & Disaster Recovery

Recovery Objectives:

- Recovery Time Objective (RTO): 6 hours for core services
- Recovery Point Objective (RPO): 24 hours for customer data
- Daily automated backups to geographically separate EU locations
- Annual backup restoration testing

Continuity Measures:

- Reliance on GCP availability commitments and SLAs
- Distributed cloud architecture with automatic failover



- Remote working capability for all staff (no single facility dependency)
- Incident response team available within 1 hour for critical issues

Detailed plans available in Business Continuity and Disaster Recovery Plan (referenced in ISO 27001 certification).

4. Service Levels

Availability:

- Target: 99.5% uptime for production services
- Measured monthly, excluding planned maintenance
- Real-time status monitoring via CloudWatch/GCP monitoring

Performance:

- Synthetic audience query response: <180 seconds for standard queries
- Batch analysis processing: completed within agreed project timelines
- Platform access: 24/7 via web interface

Support Hours:

- Business hours support: Monday-Friday, 09:00-17:00 GMT
- Critical incident response: 1-hour response for P0 issues
- Emergency contact: security@electrictwin.com

Maintenance Windows:

- Planned maintenance: notified 5 business days in advance
- Typically scheduled outside UK business hours
- Emergency maintenance: communicated immediately via primary contact

5. Security

Certifications & Compliance:

- ISO 27001:2022 certified
- GDPR and Data Protection Act 2018 compliant
- Regular penetration testing (annual minimum)
- SOC 2 Type II alignment
- CE/CE+ application in progress

Security Controls:



- Encryption at rest (AES-256) and in transit (TLS 1.3)
- Multi-factor authentication for all production access
- Role-based access control (RBAC)
- Quarterly access rights reviews
- 24/7 security monitoring and logging (30-day retention minimum)
- Anti-malware protection on all endpoints
- Vulnerability management (critical/high patched within 14 days)

Data Protection:

- Confidential data encrypted at rest and in transit per Cryptography Policy
- Customer data segregation via secure cloud architecture
- No customer production data used in development/test environments
- Comprehensive incident response plan (P0/P1/P2 severity classification)
- GDPR breach notification within 72 hours where required

6. Onboarding & Offboarding

Onboarding:

- Kick-off meeting and requirements gathering
- User account provisioning (2 business days)
- Platform training sessions included
- Dedicated support during first 30 days
- Custom population creation from client data/surveys

Offboarding:

- 60-day notice period for data export
- Customer data deleted within 60 days of contract termination
- Certificate of data destruction provided upon request
- Knowledge transfer sessions available
- All access credentials revoked within 24 hours

7. Data Management

Data Handling:

- Customer data classified as Confidential per Data Management Policy
- Access restricted to named project team members only
- Data processed and stored only in specified regions
- Client-owned data remains client property throughout



Data Retention:

- Active contract: data retained per agreed schedule
- Post-termination: customer data deleted within 60 days
- Metadata and non-identifiable analytics: retained for system improvement
- Backups securely destroyed per NIST SP 800-88 guidelines

Data Extraction:

- Standard export formats: CSV, JSON, Excel
- API access available for automated extraction
- Full data export provided upon termination at no additional cost
- No data extraction fees

8. Technical Requirements

Client Requirements:

- Modern web browser (Chrome, Firefox, Safari, Edge - current version)
- Internet connection (minimum 5Mbps recommended)
- JavaScript enabled

9. Outage & Incident Management

Incident Classification:

- **P0 (Critical):** Complete service unavailability - 1 hour response
- **P1 (High):** Major functionality impaired - 4 hour response
- **P2/P3 (Medium/Low):** Minor issues - 24 hour response

Communication:

- Incident notifications via email to designated contacts
- Status updates every 2 hours during active incidents
- Post-incident reports provided within 7 days
- Dedicated incident response channel (security@electrictwin.com)

Root Cause Analysis: Performed for all P0/P1 incidents with documented remediation plans

10. Change Management

Standard Changes:

- Tested in staging environment before production deployment



- Peer review process for all code changes
- Version control via GitHub
- Deployment during agreed maintenance windows

Emergency Changes:

- Expedited approval process for critical security patches
- Retrospective review and documentation
- Customer notification of any service-impacting changes

11. Service Constraints

Customisation:

- Platform configuration available within defined parameters
- Custom synthetic population development included
- Bespoke feature development possible via separate agreement

Limitations:

- Maximum file upload size: 100MB (configurable)
- Concurrent user limits per licence tier
- Data processing subject to fair use policies

12. Compliance & Audit

Audit Rights:

- Annual ISO 27001 external audits
- Customer audit rights with 30-day notice
- Third-party security assessments available upon request
- SOC 2 Type II reports provided under NDA

Regulatory Compliance:

- UK GDPR and Data Protection Act 2018
- Relevant sector-specific regulations per client requirements
- Regular compliance monitoring and reporting

13. Personnel & Training

Security Cleared Staff:

- Background checks for all personnel with system access



- Annual security awareness training mandatory
- Role-specific technical training for engineering staff
- Confidentiality agreements signed by all staff and contractors

14. Pricing Structure

See separate Pricing Document. Additional services available:

- **Bespoke Population Development:** Custom audiences from client data sources
- **Advanced Analytics:** Regression, segmentation, cluster analysis
- **Training Sessions:** Platform training and best practices
- **Ongoing Support:** Enhanced SLA tiers available

15. Contact & Support

Primary Contacts:

- General Support: support@electrictwin.com
- Security Incidents: security@electrictwin.com
- Account Management: designated account manager - details TBC

Escalation:

- L1 Support → L2 Technical → VP Engineering → CEO
- Response times per SLA tier

Document Version: 1.0

Last Updated: January 2026

Valid Until: Framework expiry

Additional Documentation:

- Full policy suite available upon request under NDA
- ISO 27001 certification
- Information Security Policy
- Data Management Policy
- Incident Response Plan