



JustFarm

Service Definition Document

G-Cloud 15 Framework – Lot 2B (Cloud Software)

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1. SERVICE OVERVIEW

1.1. What is JustFarm

JustFarm is an AI-powered cloud-based software platform designed to help UK farmers and agricultural agents manage Environmental Land Management Schemes (ELMS) with confidence. Operating as a Software-as-a-Service (SaaS) solution, JustFarm provides a single shared workspace where farmers, agents, advisors and farm managers can collaborate on compliance tracking, evidence management, and subsidy application preparation.

The platform transforms thousands of pages of complex agricultural policy documentation into clear, actionable guidance mapped directly to land parcels. Using advanced AI technology, JustFarm interprets complex farming rules, Sustainable Farming Incentive (SFI), Countryside Stewardship (CS), and Environmental Stewardship (ES) requirements, presenting them through an intuitive map-based interface that makes compliance manageable rather than overwhelming.

Farmers can upload and securely store evidence in the platform, linked to the ELMS actions/parcels they relate to, helping them keep track of progress and supporting farmers with RPA inspections.

JustFarm is accessible from any device with an internet connection through standard web browsers, with no software installation required. A companion mobile app enables farmers to capture evidence, check obligations, and record activities directly from the field, ensuring compliance work happens as part of daily farm operations rather than as a separate administrative burden.

The platform is specifically designed to support the working relationship between farmers and their professional advisors, providing both parties with real-time visibility of farm obligations, progress, and compliance status throughout the agreement year.

Agents/Advisors can manage their entire portfolio of farms through the JustFarm platform. Keeping track of compliance progress and key deadlines (e.g. annual declarations).

Many farms also use the platform without the involvement of their advisors as it provides all the necessary guidance and support from farmers to self-manage their ELMS obligations.



1.2. The Problem We Solve

UK agriculture is undergoing its most significant subsidy reform in 50 years. The transition from the Basic Payment Scheme (BPS) to Environmental Land Management Schemes (ELMs) represents a fundamental shift in how government support is delivered to farms.

For many UK farms, BPS subsidies represented approximately 90% of their annual profit, making engagement with these new schemes business-critical.

The Application Challenge

ELMs continues to evolve, with hundreds of new 'actions' being added with each new iteration. As the schemes last for several years, farmers now need to manage multiple schemes simultaneously. This complicates engagement with new schemes as farmers need to understand complex inter-compatibility rules to know which new actions can be 'stacked' on their existing obligations.

- **Growing complexity:** ELMs currently consists of over 4,000 pages of policy guidance, which farmers much navigate through to understand what they

are eligible to apply for. This is expected to expand further with the launch of SFI 2026.

- **Inter-compatibility Issues:** Each ELM action details what land cover types and other actions it is compatible with. This has created a web of over 10,000 possible action combinations farmers can apply for, which has become impossible to navigate manually.
- **Limited application windows:** Application windows are now limited by the available budget, which is issued on a first-come, first-served bases. This has created considerable time pressure on farmers to quickly comprehend new scheme releases and apply for support – time which they typically do not have.

The Compliance Challenge

As modern ELMS schemes involve the completion of positive environmental ‘actions’ they operate fundamentally differently from BPS:

- **Stricter requirements:** Clear dates, locations, and comprehensive photographic evidence are expected. Evidence must stand up months or years after work is done, with timestamps and GPS locations increasingly important.
- **Higher expectations:** Records must be clearly linked between actions and land parcels, with evidence that builds over time and can be understood by inspectors who were not present when work was completed.
- **Complex multi-scheme management:** Many farms now participate in multiple schemes simultaneously (SFI, CS, ES, Capital Grants), each with different requirements, deadlines, and evidence standards.
- **Evidence-based inspections:** Rural Payments Agency (RPA) inspections rely on documented evidence rather than memory or verbal explanations. Approximately 23,000 RPA inspections take place annually across England, and inspections are now a routine part of scheme participation.

The Administrative Burden

DEFRA has acknowledged that farmers struggle to navigate the new environmental schemes without external support. The complexity has created significant challenges:

- **Time pressure:** Land agents currently spend 8-12 hours creating a single SFI/CS plan, 4-6 hours responding to RPA inspection requests, and countless hours managing ad-hoc farmer queries through email chains and WhatsApp groups.
- **Information fragmentation:** Critical information is scattered across paper maps, spreadsheets, photo folders, notebooks, email archives, and physical filing cabinets. When an inspection notice arrives with just days to respond, locating and organizing evidence becomes extremely disruptive.
- **Coordination difficulties:** Farmers and agents often work in parallel systems, leading to duplicated effort, miscommunication, missed deadlines, and uncertainty about what has actually been completed on the ground.
- **Risk of non-compliance:** Poor organization doesn't just waste time, it increases the risk of delayed payments, financial penalties, failed inspections, and potential clawback of subsidy income.
- **Cost of Support:** With agents/advisors charging £150-300/hr for their support, there is a considerable financial cost related to engaging with ELM schemes. Many smaller farmers are unable to engage with the schemes due to a lack of financial means.

Market Reality

With 27,800 farms facing agreement expiry by the end of 2026-27, and DEFRA new SFI applications reopening in June 2026, there is guaranteed and time-sensitive demand for tools that make application and compliance manageable.

Traditional approaches - spreadsheets, photo folders, and last-minute evidence gathering - are no longer sufficient. The industry needs purpose-built digital infrastructure that matches the expectations of modern evidence-based agricultural policy.

1.3. Market Context

Policy Environment

The UK government is committed to the agricultural transition, with Environmental Land Management Schemes forming the cornerstone of post-Brexit agricultural policy. The schemes are designed to deliver environmental outcomes (biodiversity, carbon storage, water quality, soil health) while

maintaining productive agriculture, representing a fundamental shift from paying for land ownership to paying for environmental stewardship.

- **Demand:** 27,800 farms with expiring agreements by end 2026-27 requiring renewal or replacement schemes
- **Scale:** Approximately 60,000+ farms currently in SFI, CS, or ES agreements across England, all need support managing their ongoing compliance.
- **Distribution leverage:** Land agents typically manage 30-50 farms each, providing efficient market access through B2B2C model

Government Buyer Context

Public sector buyers supporting the agricultural sector (DEFRA, local authorities, rural agencies) need tools that:

- Help farmers meet their obligations under government schemes
- Reduce the administrative burden on both farmers and RPA inspection teams
- Improve compliance rates and evidence quality
- Support the successful delivery of environmental outcomes
- Support smaller farms, who are typically unable to access these schemes due to the costs involved in accessing external support.
- Enable efficient use of public funds allocated to agricultural support

JustFarm directly supports government policy objectives by making farmer participation in ELMS more successful, sustainable, and less administratively burdensome.

Competitive Landscape

While generic project management and document storage tools exist, JustFarm is purpose-built for UK agricultural subsidy compliance. The platform's AI-powered interpretation of policy documents, automatic farm mapping, parcel-level action tracking, and RPA-approved evidence reporting are specifically designed for the unique requirements of ELMS schemes rather than adapted from generic business software.

1.4. Service Delivery Model

Cloud-Based SaaS Platform

JustFarm is delivered entirely through the cloud with no hardware or software installation required. Users access the service through:

- **Web Application:** Full-featured platform accessible via modern web browsers (Chrome, Firefox, Safari, Edge)
- **Mobile Companion App:** iOS and Android apps for field-based evidence capture and obligation checking
- **Responsive Design:** Single platform that adapts to desktop, tablet, and mobile devices

Multi-Tenant Architecture

The platform operates as a multi-tenant SaaS service hosted on Microsoft Azure UK infrastructure, providing:

- **Data isolation:** Each customer's data is logically separated and secure
- **Shared infrastructure:** Economies of scale benefit all users through continuous improvement
- **Automatic updates:** All users receive new features, security patches, and policy updates automatically
- **Elastic scaling:** Infrastructure automatically scales to handle seasonal demand spikes (e.g., DEFRA deadline periods)

Subscription and Success-Based Pricing

JustFarm operates a transparent pricing model:

- **No setup fees:** No hidden costs or additional charges for standard 'Basic' features.
- **Monthly Subscription:** Starting at £20 per farm per month for 'Pro' platform access, scaling with the size of the farm, for advanced compliance features.
- **Success Commission:** 2% of approved subsidy application value arranged through the platform (farmers are not obliged to arrange new applications on the platform).
- **Enterprise licensing:** Available for agencies managing multiple farms.

JustFarm is designed around a core principle: **capture evidence once, as work happens, not recreated later under pressure**. The platform integrates compliance into daily farm operations rather than treating it as a separate administrative burden, making good record-keeping a natural byproduct of running the farm rather than an additional task.

2. CORE FEATURES & FUNCTIONALITY

JustFarm provides a comprehensive suite of tools for managing UK agricultural schemes, built around a central farm map interface that links actions, evidence, and obligations to physical land parcels.

2.1. Farm Setup & Agreement Management

5-Minute Farm Onboarding:

- Enter farm SBI number → automatic map creation in seconds
- Upload SFI/CS/ES agreement documents → AI extracts data and maps commitments to parcels
- Bulk upload supports creating 10 farms simultaneously in minutes

Agreement Tracking:

- All active agreements tracked with action-level detail
- Monitors start dates, renewals, expiry dates, and annual declarations
- Supports simultaneous participation in multiple schemes (SFI, CS, ES, Capital Grants)

2.2. Compliance & Evidence Management

Compliance Dashboard:

- Real-time visibility of compliance status across all farms and schemes
- Traffic-light indicators show which actions are on track, need attention, or at risk
- Portfolio overview for agents managing multiple farms
- Automated deadline reminders

Evidence Capture & Storage:

- Unlimited cloud storage for photos, documents, receipts, certificates
- Mobile app automatically adds GPS location and timestamp to field photos
- Evidence linked directly to specific parcels and actions
- AES-256 encryption, daily backups, 35-day retention

RPA Inspection Response:

- Generate RPA-approved evidence reports at the touch of a button
- Comprehensive reports include all relevant photos, documents, and activity logs
- Structured format meets RPA expectations
- Reduces response time from 4-6 hours to under 10 minutes

2.3. Interactive Farm Mapping

Professional GIS-Quality Maps:

- All land parcels automatically labelled with official reference numbers
- Color-coded to show which actions apply to which fields
- Click any parcel to see obligations, evidence, and progress

Mapping Tools:

- Custom annotations, notes, and markers shared across team
- Measurement tools for distances, areas, perimeters
- Print detailed maps with action guidance for field use
- Import shapefiles/KML from other farm software

2.4. Activity & Rotation Tracking

Rotational Action Management:

- Track which fields must rotate actions each year (critical for SAM2, etc.)
- Plan rotations across future agreement years with conflict detection
- Log activities as they happen with date, parcel, and evidence linkage
- Historical rotation tracking informs future planning

Activity Logging:

- Record farming activities by date, parcel, and action
- Link photos and documents to specific activity records
- Contractor tracking and weather condition logging
- Activity logs serve as compliance evidence

2.5. Multi-User Collaboration

Role-Based Access Control:

Role	Access Level	Key Permissions
Organisation Owner	Full control	All farms, billing, settings, users
Organisation Admin	High access	All farms, users (not billing)
Organisation Viewer	Read-only	View all farms and compliance data
Farm Collaborator	Limited write	Manage assigned farm data
Farm Viewer	Read-only	View specific farm only

Shared Workspace Benefits:

- Farmers and agents work from same real-time data (no email chains or version conflicts)
- Evidence uploaded directly by farmers, instantly visible to agents
- Progress tracking eliminates constant check-ins
- Complete audit trail: every action logged with user, timestamp, and description

2.6. Reporting

Standard Reports:

- Compliance status summaries for portfolio oversight
- RPA inspection-ready evidence reports (auto-generated)

- Financial tracking of subsidy income and payments

Export Options:

- PDF, CSV, Excel formats
- Bulk data export for offline analysis
- Branded reports for enterprise customers

2.7. Key Differentiators

What makes JustFarm unique:

- **AI-powered agreement ingestion** - Upload documents, system extracts and maps data automatically
- **Purpose-built for UK ELMS** - Not generic project management software adapted for farms
- **Evidence capture reduces inspection response time** from 4-6 hours to <10 minutes
- **Collaborative workspace** - Eliminates email/WhatsApp chaos between farmers and agents
- **Built-in DEFRA compliance knowledge** - Platform interprets policy rules so users don't have to

3. USER ROLES & PERMISSIONS

JustFarm implements role-based access control (RBAC) to match real-world working relationships between farmers, agents, and consultants.

3.1. Permission Structure

Two-Level Hierarchy:

- Organization Level: Land agency or farm estate
- Farm Level: Individual farms within the organization

Key Access Rules:

- Organization Owners/Admins automatically access all farms in their organization

- Farm-specific roles require explicit invitation to each farm
- Access to one farm doesn't grant access to other farms in same organization
- Time-limited invitations (7-day default expiry) for security
- All permission changes logged in audit trail

3.2. Organization Roles

Role	Manage Settings	Add/Remove Farms	Manage Users	Billing	View All Farms
Owner	✓	✓	✓	✓	✓
Admin	✓	✓	✓	X	✓
Viewer	View only	View only	View only	X	View only

3.3. Farm-Specific Roles

Role	Edit Farm Data	Upload Evidence	View Compliance	Edit Others' Items
Farm Collaborator	✓	✓	✓	X (own items only)
Farm Viewer	X	X	View only	X

Note: Organization Owners and Admins override farm-specific roles - they can access and edit all data across all farms in their organization.

3.4. Use Cases

Land Agent Managing Multiple Farms:

- Agent set up as Organisation Admin
- Has automatic access to all client farms
- Can invite farmers to their own farms as Farm Collaborators
- Farmers can upload evidence, agent can review and verify

Farm Owner with Multiple Staff:

- Owner set up as Organisation Owner
- Farm manager added as Organisation Admin

- Contractors invited as Farm Collaborators (specific parcels only)
- Accountant added as Organization Viewer (read-only oversight)

3.5. Security Features

- **Invitation-only access:** Users cannot self-register to organizations
- **Email verification:** All invitations sent to verified email addresses
- **MFA available:** Optional multi-factor authentication for users, mandatory for administrators
- **Automatic session timeouts:** Inactive sessions expire for security
- **Audit logging:** Every action tracked with user ID and timestamp

4. TECHNICAL ARCHITECTURE

4.1. Platform Overview

Cloud-Native SaaS: Multi-tenant architecture hosted entirely on Microsoft Azure UK infrastructure. No hardware or software installation required.

Infrastructure Provider: Microsoft Azure

- **Data Residency:** All data stored in Azure UK regions
- **Compliance:** ISO 27001, SOC 2 Type II, CSA STAR certified datacentres
- **Physical Security:** Tier III+ datacentre standards managed by Microsoft

4.2. Core Infrastructure Components

Component	Technology	Purpose
Compute	Azure Kubernetes Service (AKS)	Containerized application hosting, auto-scaling
Database	Azure Database for PostgreSQL	Customer data storage, encrypted at rest (AES-256)
Storage	Azure Blob Storage	Evidence files (photos, documents), encrypted at rest
Caching	Azure Redis Cache	Performance optimization
Network	Azure Application Gateway + Firewall	Traffic management, DDoS protection, OWASP Top 10 defense

Authentication	Firebase Authentication	User authentication with bcrypt hashing, optional MFA
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Network Architecture:

- Private Virtual Network (VNet) with logical segmentation
- Private endpoints for databases and storage (no public internet exposure)
- All ingress traffic through Azure Application Gateway
- TLS 1.2+ encryption for all connections (internal and external)

4.3. Access Requirements

Supported Browsers:

- Google Chrome (latest 2 versions)
- Mozilla Firefox (latest 2 versions)
- Apple Safari (latest 2 versions)
- Microsoft Edge (latest 2 versions)

Device Compatibility:

- Desktop/laptop computers (Windows, macOS, Linux)
- Tablets (iOS, Android)
- Mobile phones via companion app (iOS, Android)

Network Requirements:

- Internet connection (minimum 2 Mbps recommended)
- HTTPS/TLS support (standard for all modern browsers)
- No firewall exceptions required (standard HTTPS port 443)
- JavaScript and cookies must be enabled

No Installation Required:

- Web-based access via browser
- Mobile app downloaded from App Store/Google Play
- No plugins, extensions, or additional software needed

4.4. Security Architecture

Data Encryption:

- **At Rest:** AES-256 encryption (databases, blob storage, backups)
- **In Transit:** TLS 1.2+ for all connections (user-to-server, server-to-database, service-to-service)
- **Key Management:** Azure Key Vault with quarterly rotation for privileged accounts

Authentication & Access:

- Firebase Authentication (bcrypt hashing with salt, 8+ character complexity)
- Passwordless magic links available
- Optional MFA for users, mandatory MFA for all administrators
- Automatic rate limiting and account lockout after failed attempts
- Role-based access control (RBAC) with least privilege principles

Network Protection:

- Azure Application Firewall (OWASP Top 10 protection, bot detection)
- DDoS protection and rate limiting
- Private endpoints (databases/storage not exposed to internet)
- Custom admin URL paths with honeypot protection

Monitoring & Response:

- 24/7 automated monitoring (Microsoft Defender for Cloud)
- High-severity alerts within 15 minutes
- P1 incidents acknowledged within 1 business day
- Comprehensive audit logging (13-month retention, immutable)

4.5. Scalability & Performance

Auto-Scaling:

- Infrastructure automatically scales to handle demand
- Enhanced capacity during DEFRA deadline periods

- Load balancing across multiple instances
- No single points of failure

Performance Targets:

- Page load times: <3 seconds for typical operations
- 99.5% monthly uptime commitment
- Maximum 3.6 hours downtime per month (excludes scheduled maintenance)

Geographic Redundancy:

- Multi-availability zone deployment within Azure UK
- Database replication across zones
- Backup storage in geographically separate locations

4.6. Backup

Automated Backups:

- Daily automated snapshots (35-day retention)
- Transaction logs every 5 minutes
- Zone-redundant storage (multiple availability zones)
- Point-in-time restore capability

4.7. Data Portability

Export Capabilities:

- Customer data exportable at any time in PDF, CSV, Excel formats
- Bulk export includes: farm data, agreements, evidence, documents, activity logs
- No export fees

Integration:

- Import shapefiles/KML from other farm management software
- Data structured for potential future integrations

4.8. Accessibility

Current Status:

- Responsive design (desktop, tablet, mobile)
- Keyboard navigation supported
- Basic screen reader compatibility
- High contrast colour schemes

Target: WCAG 2.1 AA compliance by Q4 2026

4.9. Browser & Device Support

Platform	Status	Notes
Windows Desktop	✓ Fully supported	Chrome, Firefox, Edge
macOS Desktop	✓ Fully supported	Chrome, Firefox, Safari
iOS Mobile	✓ Fully supported	Safari, dedicated app
Android Mobile	✓ Fully supported	Chrome, dedicated app
Linux Desktop	✓ Supported	Chrome, Firefox
Internet Explorer	X Not supported	EOL browser

Minimum Screen Resolution: 1024x768 (1920x1080 recommended)

5. CONTACT & SUPPORT INFORMATION

5.1. General Contact

Company Details:

Legal Name: Black Sheep Technology Ltd

Trading As: JustFarm

Company Number: 12365350

Registered Office: 4 Burlington Mews, Sevenoaks, TN13 1FJ.

5.2. Support Channels

Standard Support:

Channel: Email

Response Time: 48 hours for standard queries

Hours: UK business hours (9 AM - 5 PM GMT, Monday-Friday)

Emergency Support:

Outage Response: 2 hours initial response

Availability: 24/7 automated monitoring with escalation

Enhanced Support: During DEFRA deadline periods

5.3. Related Documentation

The following documents are available on request:

- Pricing Document
- Terms & Conditions
- Security Policy v3.0
- Data Breach Procedure v1.1

5.4. Enterprise Customer Support

Enterprise customers receive:

- Dedicated account manager
- Remote and on-site training sessions
- Regular product roadmap input meetings
- Priority support response times
- Branded reports and dashboards

6.6. SERVICE LEVELS

6.1. Availability Commitment

Uptime Target: 99.5% monthly uptime

- Maximum Monthly Downtime: 3.6 hours per month
- Calculation Period: Calendar month
- Excludes: Scheduled maintenance with 7 days advance notice

Maintenance Windows:

- Advance Notice: 7 days minimum
- Emergency Maintenance: As needed with immediate notification

6.2. Performance Standards

Response Times:

- Page Load: <3 seconds for typical operations
- API Response: <1 second for standard queries
- Report Generation: <10 minutes for inspection reports

Enhanced Performance:

- Auto-scaling during DEFRA deadline periods
- Prioritized capacity during critical agricultural windows
- Proactive monitoring and optimization

6.3. Support Response Times

Severity Level	Description	Response Time
P1 (Critical)	Complete outage or security breach	1 business day acknowledgment
P2 (High)	Major feature unavailable	1 business day acknowledgment
P3 (Medium/Low)	Minor issues, feature requests	2 business days acknowledgment

Incident Communication:

- Initial notification: Within 15 minutes of confirmation
- Progress updates: Every 60 minutes during active incident
- Resolution notification: Immediate upon service restoration
- Post-incident report: Within 48 hours for P1/P2 incidents

6.4. Backup & Recovery

Backup Schedule:

- Daily Snapshots: Automated daily backups
- Transaction Logs: Every 5 minutes
- Retention Period: 35 days
- Storage: Zone-redundant across multiple Azure availability zones

Business Continuity:

- Multi-availability zone deployment (no single points of failure)
- Automated failover capabilities
- Daily backups with geographic redundancy

6.5. Data Retention

Active Subscription:

- All data retained and accessible throughout subscription period
- Real-time access to all features and historical data

Post-Cancellation:

- Permanent deletion from active systems
- Backup Removal: Following 35-day backup retention cycle (max 125 days total)

Customer Responsibility: Customers must export and retain data to meet their own regulatory obligations.

6.6. Security Response

Monitoring:

- 24/7 automated monitoring via Microsoft Defender for Cloud
- High-severity alerts within 15 minutes
- Proactive threat detection and response

Security Incident Response:

Timeline	Action
Immediate	Report to Information Security Officer
1 hour	Triage and containment
24 hours	Risk assessment complete
72 hours	ICO notification if required (GDPR)