MVPR SERVICE LEVEL AGREEMENT

Version: 1.1 · **Effective:** November 2026 · **Supersedes:** the undated Service Level Agreement published in 2025 · Published at https://mvpr.io/legal/sla

1. INTRODUCTION

This Service Level Agreement ("SLA") defines the service standards, performance targets and support arrangements governing the provision of Services by MV Public Relations Limited ("MVPR", "We", "Us", "Our") to its customers ("Customer", "You", "Your"). This SLA operates in conjunction with the MVPR Master Services Agreement ("MSA") and any applicable Order. Capitalised terms have the meanings given in Annex A of the MSA.

This SLA covers MVPR's hybrid public relations operating system, which integrates AI-powered capabilities with human expertise to deliver the communications services described in the Documentation and in each Order.

2. SERVICE SCOPE

2.1 Service Components. In accordance with Section 3.1 of the MSA, MVPR provides, as specified in each Order: strategic communications planning and advisory; media outreach and journalist relationship management; content creation, development and distribution; thought leadership programme development; campaign performance analytics and reporting; AI-enabled journalist search and targeting through the Platform; and automated workflow management.

2.2 Service Documentation. Specific deliverables, key performance indicators and commercial terms are set out in each Order, which forms part of the Agreement as defined in the MSA. Where an Order and this SLA differ on scope, deliverables or KPIs, the Order prevails (MSA Section 2.2).

3. PLATFORM AVAILABILITY AND PERFORMANCE TARGETS

3.1 Platform Availability. MVPR targets Platform availability of 99.5% per calendar month, measured across all hours (24/7) and excluding Excluded Downtime. "Platform" means the MVPR web application, including the AI-enabled journalist database and workflow automation tools, but excluding Non-MVPR Applications and third-party AI provider services. "Excluded Downtime" means scheduled maintenance notified at least 48 hours in advance (normally outside UK business hours and not exceeding 8 hours per month), emergency maintenance to address security risks, outages of third-party AI providers or other Non-MVPR Applications, Force Majeure Events, and unavailability caused by Customer's systems, network or actions.

3.2 Business Hours. Support Services are provided Monday to Friday, 09:00 to 17:00 UK time, excluding English public holidays ("Business Hours"). The Platform itself operates continuously.

3.3 Support Response Targets. MVPR aims to meet the following response times for Support Services requests raised through the channels in Section 4.1:

Request type	Response target
Initial acknowledgment	Within 4 Business Hours
Standard requests	Within 1 Business Day
Urgent matters (Critical or High priority)	Within 3 Business Hours
Platform issues	Resolution plan provided within 6 Business Hours

3.4 Delivery Standards. Unless an Order states otherwise, standard delivery timelines for Professional Services deliverables and campaign materials are three to five (3 to 5) Business Days from receipt of a complete brief and all required inputs.

4. SUPPORT SERVICES

4.1 Support Channels. Customers may access Support Services through: the messaging system within the Platform (primary); the support mailbox at client@mvpr.io (secondary); and, for urgent matters, direct contact with the assigned Account Director.

4.2 Priority Classification. Critical: Platform outage or an issue preventing campaign execution. High: time-sensitive media opportunity or urgent content requirement. Medium: standard service request or non-urgent query. Low: general enquiry or feature suggestion.

4.3 Escalation. Issues not resolved within the response targets are escalated to MVPR senior management. Critical issues trigger immediate notification to the designated escalation contacts, using the notice provisions in Section 15.12 of the MSA.

5. CUSTOMER OBLIGATIONS

5.1 Cooperation. In accordance with Section 4.2 of the MSA, Customer shall: provide timely access to necessary information and materials; ensure spokesperson availability for media opportunities; respond to approval requests within two (2) Business Days; notify MVPR of material changes affecting communications strategy; maintain designated points of contact; and reasonably cooperate with MVPR on matters relating to the Professional Services.

5.2 Effect of Delay. Delays in Customer responses or in the provision of required materials may affect delivery timelines and campaign performance. Such delays do not constitute a breach of this SLA by MVPR, and timelines and KPI periods are extended accordingly.

6. EXCLUSIONS

6.1 This SLA does not guarantee: specific media coverage or other outcomes that depend on third-party editorial decisions; journalist response rates; the accuracy or completeness of Output (see MSA Section 9.4 and the AI Addendum); the availability or performance of third-party AI providers or other Non-MVPR Applications; or services not included in the applicable Order.

7. AI-ENABLED SERVICES

7.1 Principles. MVPR integrates AI technologies into the Platform and service delivery to improve efficiency and output quality. AI tools support journalist database functionality, workflow automation, research synthesis, content structuring and quality assessment. AI is deployed to augment, not replace, professional expertise.

7.2 Ethical Use. MVPR uses generative AI responsibly and does not knowingly publish AI-assisted content that is false, misleading or harmful. AI-assisted content undergoes editorial review and fact-checking before Customer approval or publication.

7.3 Content Development Process. For content services MVPR uses enterprise-grade AI tools within a workflow that keeps human oversight at every stage: research and question development; interview transcription and talking-point generation; synthesis and outlining; professional writing, editing and tone refinement by MVPR team members; AI-assisted quality assessment against editorial standards; verification of accuracy and sources; and iterative

Customer review and approval. AI-generated drafts are not delivered without editorial refinement.

7.4 Data Practices. MVPR's AI implementation protects privacy and confidential information, relies primarily on public data sources for journalist information, verifies journalist data used in AI-assisted content, complies with ISO 27001:2022, applies the data protection standards in Section 10 of this SLA and Section 8 of the MSA, and extends the confidentiality protections in Section 7 of the MSA to all Customer data processed through AI tools.

7.5 Intellectual Property. AI-assisted content is reviewed for respect of third-party intellectual property rights, including plagiarism checks. MVPR maintains processes to prevent plagiarism in content creation.

7.6 Transparency. On request, MVPR will explain where AI tools have contributed to research, analysis, content development or quality assessment for a specific deliverable, as set out in the AI Addendum.

8. NATURE OF SERVICE LEVELS

8.1 Targets. The service levels in this SLA are MVPR's operational targets. They demonstrate MVPR's commitment to service quality and transparency.

8.2 No Additional Remedies. The service levels in this SLA do not create any right to service credits, refunds or other remedies beyond those expressly provided in the MSA or an Order. Performance against them is not of itself grounds for termination or damages, unless the failure also constitutes a material breach of the MSA's express warranties in Section 9 of the MSA.

9. RELATIONSHIP TO THE MSA

This SLA operates under and is subject to the MSA. In the event of conflict between this SLA and the MSA or an Order, the order of precedence in Section 2.2 of the MSA applies.

10. DATA PROTECTION AND SECURITY

In accordance with Section 8 of the MSA, MVPR maintains the administrative, physical, organisational and technical safeguards described in the Data Processing Agreement (https://mvpr.io/legal/dpa) and the Trust Centre (https://trust.mvpr.io).

11. TERM

This SLA applies from the Effective Date of the applicable Order for the Subscription Term and terminates automatically when the Agreement terminates or expires. Section 12.5 of the MSA governs cessation of access.

12. NOTICES AND UPDATES

Notices relating to this SLA are given in accordance with Section 15.12 of the MSA. MVPR may publish updated versions of this SLA at https://mvpr.io/legal/sla in accordance with Section 15.7 of the MSA; no update will materially reduce the service levels applicable to a Subscription Term for which Customer has prepaid.

VERSION HISTORY

Version	Date	Summary of changes
1.0	2025	Initial publication (undated)

Version	Date	Summary of changes
1.1	November 2026	Version and date added; availability measurement basis and Excluded Downtime defined; exclusions extended to AI providers and Output; "ISO 270001" corrected; Trust Centre and DPA references given URLs; precedence aligned with MSA Section 2.2; update mechanism added