MVPR SERVICE LEVEL AGREEMENT

1. INTRODUCTION

This Service Level Agreement ("SLA") defines the service standards, performance metrics, and operational parameters governing the provision of Services by MV Public Relations Ltd ("MVPR", "We", "Us", "Our") to its clients ("Client", "You", "Your"). This SLA operates in conjunction with the MVPR Master Services Agreement ("MSA") and any applicable Order Form, Proposal, or Statement of Work executed between the parties.

This SLA establishes the framework for MVPR's hybrid public relations operating system, which integrates AI-powered capabilities with strategic human expertise to deliver comprehensive communications services as defined in the Documentation.

2. SERVICE SCOPE

2.1 Service Components

In accordance with Section 3.1 of the MSA, MVPR provides an integrated service offering comprising:

- Strategic communications planning and advisory services
- 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 capabilities through the Platform
- Automated workflow management systems

2.2 Service Documentation

Specific deliverables, key performance indicators, and commercial arrangements shall be documented in individual Orders, Proposals, or Statements of Work, which form integral components of the Agreement as defined in the MSA.

3. SERVICE AVAILABILITY AND PERFORMANCE STANDARDS

3.1 Platform Availability

MVPR commits to maintaining a minimum Platform availability of ninety-nine and one-half percent (99.5%) during Business Hours, calculated on a monthly basis. The Platform refers

to the MVPR web application, including the AI-enabled journalist database and workflow automation tools. Availability measurements exclude scheduled maintenance windows.

3.2 Business Hours

Standard service hours are defined as:

- Primary Coverage: Monday to Friday, 09:00 to 17:00 GMT/BST
- Platform Systems: Continuous operation (24/7)

3.3 Response Time Commitments

MVPR shall adhere to the following response time standards for Support Services:

Request Type	Response Commitment
Initial Acknowledgment	Within four (4) Business Hours
Standard Requests	Within one (1) Business Day
Urgent Matters	Within three (3) Business Hours during Business Hours
Platform Issues	Resolution timeline provided within six (6) Business Hours

3.4 Delivery Standards

Standard delivery timelines for Professional Services and campaign materials shall be three to five (3-5) Business Days unless otherwise specified in the applicable Order.

4. SUPPORT SERVICES

4.1 Support Channels

In accordance with the Support Services Description referenced in Section 3.1 of the MSA, Clients may access support services through:

- Primary: MVPR platform messaging system within the web application
- Secondary: Dedicated support email (client@mvpr.io)
- Urgent: Direct contact to assigned Account Director

4.2 Issue Priority Classification

Support requests shall be classified according to the following priority matrix:

- Critical: Service outages or issues preventing campaign execution
- High: Time-sensitive media opportunities or urgent content requirements

- Medium: Standard service requests and non-urgent queries
- Low: General inquiries and feature enhancement requests

4.3 Escalation Procedures

Issues not resolved within standard response times shall be automatically escalated to senior management. Critical issues shall trigger immediate notification to designated escalation contacts, with communication following the notice provisions in Section 15.12 of the MSA.

5. CLIENT OBLIGATIONS

5.1 Cooperation Requirements

In accordance with Section 4.2 of the MSA, the Client 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 for Account Director communications
- Reasonably cooperate with MVPR on matters relating to Professional Services as set out in the Order

5.2 Impact of Non-Compliance

Delays in Client response times or provision of required materials may impact service delivery timelines and campaign performance metrics. Such delays shall not constitute a breach of this SLA by MVPR.

6. EXCLUSIONS AND LIMITATIONS

6.1 Excluded Services

This SLA does not guarantee:

- Specific media coverage outcomes
- Journalist response rates
- Services not explicitly included in the applicable Order

7. AI-ENABLED SERVICES

7.1 AI Integration Principles

MVPR integrates AI technologies into the Platform and service delivery to enhance efficiency and output quality. AI tools support journalist database functionality, workflow automation, research synthesis, content structuring, and quality assessment. All AI deployment is designed to augment professional expertise in strategic communications.

7.2 Ethical AI Use

MVPR commits to using generative AI ethically and responsibly, ensuring that content created with AI assistance is neither false, misleading, nor harmful. All AI-generated content undergoes thorough editorial review and fact-checking before client approval or publication.

7.3 Content Development Process

For content creation services, MVPR employs enterprise-grade AI tools as part of a structured workflow that maintains human oversight at every stage:

- Research and question development informed by client objectives and industry context
- Interview transcription and talking point generation from client conversations
- Information synthesis and content outline development using AI tools
- Professional writing, editing, and tone refinement by MVPR team members
- AI-assisted quality assessment against defined editorial standards
- Verification of accuracy, factuality, and source reliability
- Iterative client review and approval before publication

AI-generated content is never used without editorial refinement to ensure originality, accuracy, and alignment with client voice and objectives.

7.4 Data Practices

MVPR's AI implementation adheres to the following data practices:

- Protection of privacy and confidential information, with primary reliance on public data sources
- Qualification and verification of journalist data used in AI-assisted content generation
- Compliance with ISO 270001 information security standards
- Compliance with data protection standards set forth in Section 10 of this SLA and Section 8 of the MSA
- Confidentiality protections in Section 7 of the MSA apply to all client data processed through AI tools

7.5 Intellectual Property

All AI-generated content is reviewed to ensure respect for intellectual property rights. MVPR ensures proper licensing of copyrighted material and maintains processes to prevent plagiarism in content creation.

7.6 Transparency

MVPR maintains transparency regarding AI's role in service delivery. Upon request, MVPR will clarify where AI tools have contributed to research, analysis, content development, or quality assessment for specific deliverables.

8. SERVICE LEVEL OBJECTIVES

8.1 Target Performance Standards

The service levels specified in this SLA represent MVPR's operational targets and performance objectives. These targets are established to demonstrate MVPR's commitment to service quality and operational transparency.

8.2 No Additional Remedies

The service levels set forth in this SLA do not create any right to service credits, refunds, or other remedies beyond those expressly provided in the MSA. Performance against these service levels shall not constitute grounds for termination, damages, or any other remedy unless such failure also constitutes a material breach of the MSA's express warranties under Section 9.

9. RELATIONSHIP TO MASTER SERVICES AGREEMENT

This SLA operates under and is subject to the terms of the MVPR Master Services Agreement. In the event of any conflict between this SLA and the Master Services Agreement, the Master Services Agreement shall prevail unless explicitly stated otherwise in writing, as specified in Section 2.2 of the MSA.

10. DATA PROTECTION AND SECURITY

In accordance with Section 8.1 of the MSA, MVPR maintains appropriate administrative, physical, organisational, and technical safeguards as described in the Trust Centre.

11. DEFINITIONS

Capitalised terms used in this SLA shall have the meanings ascribed to them in Annex A of the Master Services Agreement.

12. TERM AND TERMINATION

12.1 Term

This SLA shall commence on the Effective Date specified in the applicable Order Form and shall remain in effect throughout the Subscription Term as defined in Section 12.1 of the MSA.

12.2 Effect of Termination

Upon termination or expiration of the Agreement, this SLA shall automatically terminate. The provisions of Section 12.5 of the MSA shall apply regarding cessation of Service access.

13. NOTICES

All notices relating to this SLA shall be provided in accordance with Section 15.12 of the MSA, with emails directed to the CEO at tom@mvpr.io and to the Client's administrative contact designated in the Order.