

Software Maintenance Program (SMP)

1. Overview

Staying active on DataSelf Software Maintenance Program (“SMP”) is highly recommended to help you gain the most out of your DataSelf investment. Active maintenance ensures you stay current on the latest product enhancements and provides access to DataSelf experts and resources.

This SMP describes the policies and procedures under which DataSelf Corp. (“DataSelf”) provides technical support services (“**Support and Maintenance Services**”) for its DataSelf Analytics software products (“**Software**”) to its customers (each, a “**Customer**”).

Support and Maintenance Services are provided for the Software pursuant to the separate license agreement under which Customer has purchased Support and Maintenance Services (“**License Agreement**”) and are subject to the terms and conditions of that License Agreement and the terms of this SMP. Support and Maintenance Services are provided for the term specified herein, or for the period otherwise specified in the License Agreement.

Support and Maintenance Services are provided by:

- **One-stop-shop live support:**
 - Phone: **888-910-9802 x2**
 - Email: support@dataself.com
 - Business hours: **8am to 8pm EST** (5am to 5pm PST), from **Mon to Fri** excluding US holidays
 - Response time within **1 business day**
- **Websites:**
 - DataSelf: www.dataself.com
 - Tableau: www.tableau.com
 - MS SQL Server: www.microsoft.com/en-us/sql-server
- **Online training videos:**
 - DataSelf training: dataself.com/training
 - Tableau training: www.tableau.com/learn/training
 - MS SQL Server training: mva.microsoft.com/product-training/sql-server
- **Knowledge bases:**
 - DataSelf: www.dataself.com/wiki/Main_Page
 - Tableau: www.tableau.com/support/knowledgebase
 - MS SQL Server: docs.microsoft.com/en-us/sql/sql-server/sql-server-technical-documentation
- **Forums:**
 - Tableau: community.tableau.com/welcome
 - MS SQL Server: social.msdn.microsoft.com/Forums/sqlserver/en-US/home

This SMP sets forth expectations for Support between the Customer organization and DataSelf’s Customer Support organization, including: who is authorized to submit issues; how to submit issues; what types of issues are supported; how and when DataSelf resolves and closes reported issues.

Covered software is limited to the items sold to the client by DataSelf.

The SMP covers live services by phone and email, and also provides self-service online resources.

DataSelf also offers additional professional services outside of the SMP to assist clients as desired. These services can cover any area of the software including training, customizations, installation and other technical support. These services are quoted separately. Professional services are only available to clients covered by the SMP.

2. Definitions

- a) **Contact:** qualified individuals knowledgeable in the internal build systems, tools, policies, and practices in use by the Customer, and proficient users of the Software. Customers are expected to make every effort to ensure that the individuals who are designated as authorized contacts are qualified to support internal Customer teams.
- b) **Documentation:** any supporting product help and technical specifications documentation provided by DataSelf with the Software to Customer.
- c) **Incident:** each individual issue with the Software reported to DataSelf.
- d) **Maintenance and Minor Releases:** generally commercially released code corrections, patches, and updates of the Software.
- e) **Major Releases:** generally commercially released major new releases, modifications or enhancements to the Software.
- f) **Previous Version:** Upon a commercially available release of the Software ("**New Version**"), any previously released version(s) of the Software shall be deemed a Previous Version. Customer may replace the Previous Version (including all installed copies) with the New Version. Customer shall not use the New Version of the Software and the Previous Version of the Software at the same time in a Production Environment.
- g) **Production Environment:** the Customer's commercial instance of the Software as defined in the License Agreement.

3. Scope of Support and Maintenance Services.

- a) **What Support and Maintenance Services Include:** If Customer is current on its payment for its Support and Maintenance Services, DataSelf shall provide Customer with Support and Maintenance Services consisting of the following:
 - I. One-stop shop for your software and support: Access to sales, software downloads and support for your DataSelf ETL, Tableau, MS SQL Runtime, and templates.
 - II. Product updates: Major Releases, Minor and Maintenance Releases your DataSelf ETL, Tableau, MS SQL Runtime, and templates;
 - III. Access to live support: Phone and/or email submissions of up to twenty incidents per year;
 - IV. License management: Access to license keys and product downloads for your DataSelf ETL, Tableau, MS SQL Runtime, and templates;
 - V. Online recorded training found on DataSelf and its technology partners' websites;
 - VI. Forums from DataSelf's technology partners where customer, partners, and other users can share information and ideas about how to use their software product;
 - VII. Online knowledge bases of information and solutions that supplements the Documentation and provides up-to-date information on the Software;
 - VIII. Keeping your data refresh running: Fixing simple refresh issues of your DataSelf ETL, Tableau and MS SQL Server Runtime.
 - IX. Client opt-in: Proactive support to keep your data warehouse refreshing: Fixing simple data refresh issues of your data warehouse upon receiving email notifications from the DataSelf ETL refresh process. DataSelf must have remote access to the client's software server.
 - X. Support to evaluate your software performance: Most reports from the software run in a few seconds. Contact us if your software isn't running fast enough and we'll assess why and what can be done to address speed.
 - XI. The provision of guidance and troubleshooting to Customer in connection with up to 20 incidents per year arising from the following Customer activities with respect to the Software:
 - **Installation and Downloads:** Support for installation includes providing guidance and troubleshooting in connection with Customer's downloading and installing of the Software.
 - **Basic Configuration Issues:** Support for configuration includes troubleshooting Customer's configuration settings for existing installations on Supported Platforms (as defined below) to ensure proper operation and connectivity.
 - **Usage Issues:** DataSelf qualified personnel will answer Customer's "how to" questions related to standard and intended Software usage.
 - **New Version Issue:** Support for issues regarding replacing a Previous Version with a New Version of the Software.
 - **Efforts to Correct the Software:** DataSelf shall make commercially reasonable efforts to correct bugs or other errors in the Software. Customer acknowledges that DataSelf is not required to correct every bug, error, or problem with the Software that it reports to DataSelf or of which DataSelf is otherwise made aware.
 - **Only those knowledgeable in DataSelf may call for support.** For instance, product installation can only be provided to users with expertise installing the software. Or data warehouse support can only be provided to users with expertise

in MS SQL Server data warehousing and DataSelf ETL. Or maintenance, installation or upgrade of the Analytics Web Server can only be provided to users with expertise in Tableau Web Server.

- b) What Support and Maintenance Services Exclude :** The following are excluded from DataSelf's Support and Maintenance Services obligations:
- I. Training, customization, integration and any issues arising from non-standard usage of the Software;
 - II. Software that is used on or in conjunction with hardware or software other than as specified in the applicable Documentation;
 - III. Altered or modified Software, unless altered or modified by DataSelf;
 - IV. Defects in the Software due to accident, hardware malfunction, abuse or improper use;
 - V. Any version of the Software for which Support and Maintenance Services have been discontinued by DataSelf;
 - VI. Evaluation Versions of the Software or other Software provided at no charge;
 - VII. Any on-site services or remote access services (unless DataSelf requests remote access to assist in understanding an issue).
- c) Software Versions Covered:**
- i. Supported Versions: DataSelf will provide Support and Maintenance Services only for the Software products specified in this SMP or as specified at the time of purchase. DataSelf's Support and Maintenance Services obligations do not cover hardware, operating systems, networks, or third-party software. Customer understands that DataSelf may need additional information as to its use of the Software in order to provide Support and Maintenance Services, and to enhance the Software.
 - ii. End of Life: DataSelf will provide Support and Maintenance Services of a Major or Minor release for thirty (30) months after the product release. After such time, DataSelf will provide limited support for an additional twelve (12) months consisting solely of clarifying Documentation and assistance in upgrading to the latest release.
 - II. Platforms Supported: DataSelf supports use of the Software only on the platforms specified in the Product technical specification supplied by DataSelf with the Software.

4. Incident Submission and Resolution

Customer shall obtain Support and Maintenance Services by reporting Incidents to DataSelf.

A. Submitting Incidents

1. Who May Submit Incidents: Support and Maintenance Services are intended to provide assistance to Contacts for issues and questions beyond what is covered in Documentation and introductory material provided with the Software. Customer may designate at least one authorized Contact at time of purchase, unless otherwise specified, who will be the person registering the license. That individual may submit change requests to the list of authorized support Contacts in writing through the channel(s) specified for the plan selected.
2. How to Submit Incidents: Unless otherwise specified in a supplemental support plan purchased by Customer, Incidents are to be submitted to DataSelf by email or phone.
3. How to Report an Incident: In order to expedite the resolution of Incidents, DataSelf expects that Customer will make every attempt possible to:
 - a. Verify that the Incident is reproducible on the Supported Platforms for the Software (as applicable).
 - b. Provide information necessary to help DataSelf track, prioritize, reproduce, or investigate the Incident, such as: Customer name and organization.
 - c. Provide a full description of the issue and expected results.
 - d. Categorize issues (general question, defect, enhancement request, etc.).
 - e. List steps to reproduce the issue and relevant data.
 - f. Provide any applicable log files or console output (de-identified of sensitive data if appropriate).
 - g. Provide exact wording and/or screenshots of all issue-related error messages.
 - h. Describe any special circumstances surrounding the discovery of the issue, e.g., first occurrence or occurrence after a specific event, and Customer's business impact of problem.

B. Support Response and Incident Resolution

1. DataSelf Incident Response: For each Incident reported by Customer in accordance with these procedures, DataSelf shall:
 - a. Confirm receipt of the reported Incident within the acknowledgement time specified in this SMP.
 - b. Use commercially reasonable efforts to respond to the Incident within the time specified in this SMP.

- c. Analyze the Incident and, as applicable, verify the existence of the problem(s) resulting in the Incident, which may include requesting that Customer provide additional information, logs, and re-execution of commands to help identify the root cause and dependencies of the reported issue.
 - d. Give Customer direction and assistance in resolving the Incident.
 - e. Use commercially reasonable efforts to resolve the Incident in accordance with the target response times set forth in this SMP.
 - f. Upon request of Customer, discuss ongoing communication time frame. DataSelf may modify the Incident settings.
2. Resolution and Closure of Incidents: Incidents shall be closed in the following manner:
- a) For solvable issues, depending on the nature of the issue, the resolution may take the form of an explanation, recommendation, usage instructions, workaround instructions, or advising Customer of an available software fix.
 - b) In the event that custom or unsupported plug-ins or modules are used, DataSelf may ask, in the course of attempting to resolve the issue, that the Customer remove any unsupported plug-ins or modules. If the problem disappears upon removal of an unsupported plug-in or module, then DataSelf may consider the issue to be resolved. Supported plug-ins or modules are defined as those listed and defined as supported in the DataSelf and technology partners' Documentation.
 - c) For issues outside of scope of Support and Maintenance Services, DataSelf may also close issues by identifying the Incident as outside the scope of the Support and Maintenance Services or arising from a version, platform, or usage case which is excluded from this SMP.
 - d) Dropped Issues, DataSelf may close a case if the Contact has not responded to two (2) attempts or more made by DataSelf to collect additional information required to solve the case.

Customer may request Incidents be re-opened. At DataSelf sole discretion, Incidents will be re-opened for further investigation if the Incident is deemed to be solvable.

5. Support Service Term

Support and Maintenance Services will commence on the date of electronic delivery of the Software and will continue for the initial support term stated on the invoice and agreed to between the parties. Thereafter, upon DataSelf's receipt of applicable payment from Customer, Support and Maintenance Services shall be renewed for the renewal period specified on an applicable invoice. All terms and conditions hereof shall remain in effect during the initial term. Any renewal support term shall be subject to the terms and conditions of the Technical SMP in effect at the time of the renewal.