

TOTEMIAN SERVICE LEVELS & SUPPORT POLICY

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1. Purpose and Scope

This Service Levels & Support Policy (the "Policy") describes how Totemian operates and supports the Totemian Brandboard network, and restates and operationalizes the service commitments in the Master Advertising Service Agreement (MASA), including Sections 3.3 (uptime), 3.4 (maintenance and support), and 3.5 (reporting). It applies to advertising campaigns under an executed MASA and Order Form; if an Order Form states different service levels, the Order Form prevails for that engagement. This Policy does not create obligations toward any party without an executed agreement with Totemian.

2. Network Uptime

Totemian maintains a minimum system uptime of ninety-five percent (95%) across its network during the campaign period, excluding scheduled maintenance and force majeure events (MASA Section 3.3). Uptime is measured monthly, network-wide across the screens included in the campaign, based on telemetry from Totemian's content-management system.

3. Scheduled Maintenance

Routine maintenance is conducted during off-peak hours to minimize disruption (MASA Section 3.4). Target maintenance window: 23:00–07:00 Pacific Time. Scheduled maintenance is excluded from uptime measurement.

4. Technical Support

Support requests may be submitted through totemian.com/technical-support (callback request or support ticket) or by email to support@totemian.com. Totemian responds to technical support requests within forty-eight (48) hours of receipt of a written request (MASA Section 3.4). Support operating hours are Monday to Friday, 09:00–17:00 Pacific Time, excluding British Columbia statutory holidays.

Requests are triaged by severity: reports that a screen is dark or that a campaign is not displaying at one or more venues are prioritized ahead of all other requests and worked continuously during support hours until restored; configuration, reporting, and general requests follow in order of receipt.

5. Measurement and Reporting

Campaign performance reports delivered under MASA Section 3.5 include system health metrics. Any uptime shortfall for a measurement month is identified in the report for that month.

6. Make-Good Remedy for Uptime Shortfall

If network uptime for a measurement month of an active campaign falls below ninety-five percent (95%), after the exclusions in Section 7, Totemian will provide the affected Advertiser with additional display time equivalent to the shortfall, at no charge, on comparable inventory, scheduled within sixty (60) days ("Make-Good"). A Make-Good must be claimed in writing within thirty (30) days after

delivery of the report identifying the shortfall. To the fullest extent permitted by law, and without limiting the Advertiser's termination right for uncured material breach under MASA Section 8.2, the Make-Good is the exclusive remedy for uptime shortfalls; no cash refunds or credits are provided for uptime shortfalls.

7. Exclusions

The following are excluded from uptime measurement and do not give rise to a Make-Good: (a) scheduled maintenance under Section 3; (b) force majeure events under MASA Section 9; (c) causes attributable to the venue, including power or internet outage at the venue, venue closure or relocation, and damage caused by third parties at the venue; (d) causes attributable to the Advertiser, including late or non-compliant content; and (e) suspension of service for non-payment or breach in accordance with the MASA.

8. Related Policies

Content review timelines and takedown response times are set out in the Totemian Content & Publishing Guidelines (totemian.com/legal/content-guidelines, Section 12). Cancellation and refunds are governed by the Totemian Cancellation & Refund Policy (totemian.com/legal/cancellation).

9. Version Control

This Policy is published at totemian.com/legal/service-levels with a version number and effective date, and archived in accordance with the versioning rules at totemian.com/legal. An engagement is governed by the version referenced in, or in force on the effective date of, its Order Form.

Version	Effective date	Changes	PDF
v1.0	Aug 18, 2026	Initial published version	service-levels-v1.0.pdf