



Service Description

For

Avaya Social Connections Services

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1.0 About Service Description Document

This Service Description provides information related to Avaya Social Connections services, a cloud-based solution enabling businesses to communicate with their customers across most popular social media and social messaging applications (“**Services**”).

This Service Description is intended for Customers and provides an overview of **Avaya Social Connections** in respect to the cloud social media and social messaging service, as well as key elements of the delivery of the Service. This Service Description describes the specific terms of the Services made available by Avaya or the applicable Avaya affiliate (“**Avaya**”) to our Customers (“**Customer**”, “**You**” and “**Your**”).

The Service may also be sold to Customer by an authorized Avaya Channel Partner (“**Partner**”). If Customer is purchasing the Services from a Partner, please contact them for all issues on pricing, support and any other questions Customer may have on this Service.

Avaya reserves the right to change this Service Description from time to time at its discretion as further provided in Section 2.9. Avaya posts the most current Service Description at: <https://support.avaya.com/helpcenter/getGenericDetails?detailId=C2012112916262543043#Top> or a successor link, and Customer is responsible for periodically monitoring the foregoing link.

Further, roadmap information contained herein, if any, is provided for information purposes only and is not a commitment or an obligation to deliver any product, product feature or software functionality.

2.0 About Avaya Social Connections services

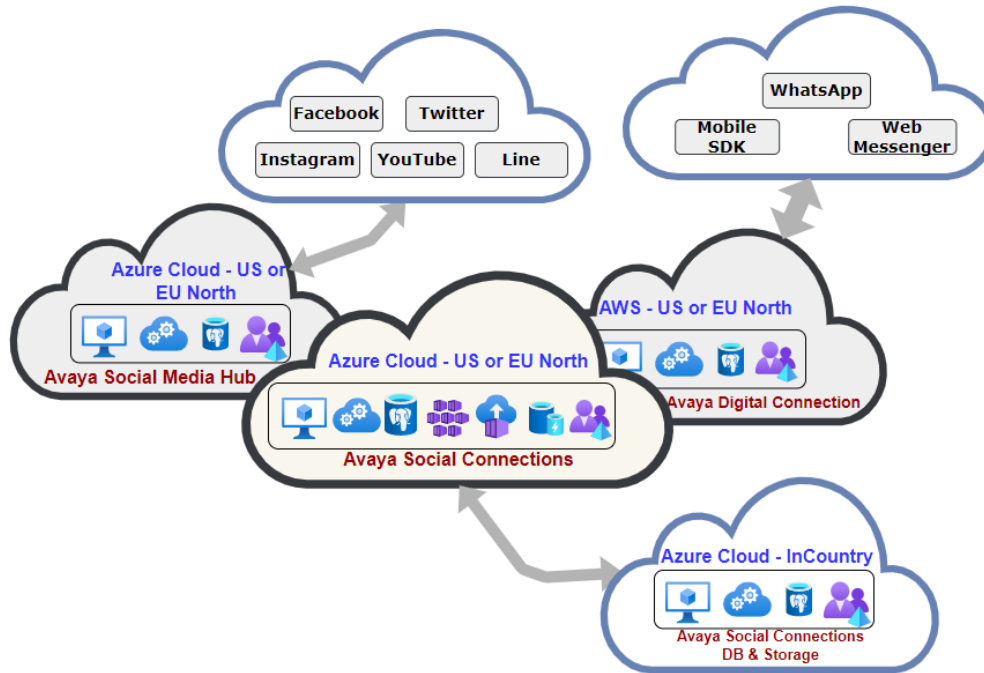
Avaya Social Connections services connects to popular Social Media Channels proactively seeking out potential comments, whether they are a negative review posted by a customer or a new, social media driven product promotion (campaign) and also provides messaging service, that helps enterprises to interact digitally with their users through in-app (e.g., Web, iOS, Android) and private social messaging channels (collectively the “**Services**”).

Leveraging and interfacing with existing solution infrastructure, Avaya Social Connections can enable administrators to search, filter, extract, and rate social media content, and even drill down into complete conversation threads. Avaya Social Connections can then route potential challenges to customer business solutions (e.g., CRM, contact center) representative best equipped to appropriately address them.

Avaya Social Connections services is sold to customers either with Avaya solutions (Contact Center and/or Unified Communications) or Third-party business solutions (CRM, billing system, ticketing system, contact center) customers.

2.1. Architecture

A public cloud solution, Avaya Social Connections service tracks and mines social media data, enables for private conversation (instant messaging) from the cloud and routes interactions to business solutions for further actions.

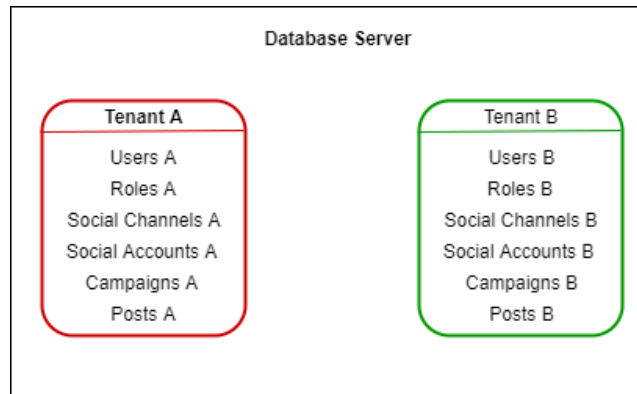


Avaya Social Connections is public cloud application on Azure platform and has following key components

- Avaya Social APIs
 - Social Media Channel services Provisioning and Usage services
 - Tenant
 - Social Accounts
 - Social Channels
 - Audit and logging
 - Usage
 - Avaya Digital Connections adapter
- Avaya Social Core
 - Monitor and listen to social channels
 - Campaign management
 - Admin portal (user mgmt., social accounts, scheduling)
 - Data storage – conversation data, mined data, analytics, usage
 - Channel management
 - Integration with AI (custom; e.g. language detection, sentiment analysis)

2.2. Tenancy

Avaya Social Connections supports multi-tenancy where all customers share the same resources, but each subscriber have their data separated and invisible to the others. This is managed through provisioning and usage Service.



Data is contained within each Tenant separately, allowing security and invisibility of data from any other Tenant that cannot access it. Tenant data may be described as follows:

- Social Channels
- Social Accounts
- Users
- User Roles/Permissions
- Social activities like Posts, Campaigns & Interactions.
- Configuration and administration data
- Accessible Social Channels through Provisioning and Usage Portal
- Usage data

2.3. Data Encryption

Cloud platform supports data encryption at rest for all the production instances. Access to storage services like PostgreSQL is encrypted, and the data is encrypted at rest.

2.4. Features

Avaya Social Connections features and functionalities include but are not limited to,

- Social Media Channels (Facebook, Facebook Messenger, Twitter, Twitter Direct, YouTube, Instagram, Instagram Direct, WhatsApp for Business, and Line)
- Listening and Monitoring
- Campaign Management
- Asset management
- Auto response and Welcome message
- User management
- Approval
- Analytics
- APIs and SDK

- Web and Mobile (iOS and Android)
- Enterprise business solutions
- Social Channel
- Security
 - Compliance – GDPR and PCI (data masking, search and delete customer data)
 - User and password management (policy, user id lockout)
 - Alert and notification
- Services
 - Centralized logging
 - Monitoring

3.0 Services Terms

The Customer's right to use Avaya Social Connections will, at all times, be conditioned on compliance with payment obligations for the Service and compliance with the Avaya Agreement.

3.1. Acceptance of terms

Customer access to and use of the Service is governed by this Service Description and the terms and conditions of the written or online agreement between Customer and Avaya ("**Avaya Agreement**"), including the terms, conditions, and policies of the respective Third-Party Platforms, which Avaya Social Connections connects to. If there is an express conflict between the terms of this Service Description or the Avaya Agreement, the terms of the Service Description will govern followed by the Avaya Agreement.

3.2. Availability

The Service is currently available for ordering in the countries listed on the Offer Availability matrix on the following site <https://support.avaya.com/helpcenter/getGenericDetails?detailId=C2012112916262543043> ("**Offer Availability Matrix**") or successor link. As additional countries are supported, the Offer Availability Matrix will be updated.

Social channel availability

Avaya Social Connections support Social Media Channels that are managed in the cloud (enable/disable) by Avaya cloud operations team. Only those Social Media Channels that are enabled or available for a location (country) will be available to assign to a Tenant (customer provisioning).

Social Media Channels that are disabled and/or not assigned to a Tenant will be unavailable for account management within customer user portal

3.3. Onboarding

Upon acceptance of an order for the Services, an Avaya specialized team will oversee the activities required to activate the Services. At a high level this includes the setup of Avaya Social

Connections on a public partition of a logical structure of resources (“**Tenant**” or “**APP**”) that hosts the configuration in respect to channel(s) integration.

3.4. Service Activation

Service starts upon creation of the Tenant associated to the Customer and first message is transported via Avaya Social Connections.

3.5. Subscription Service

The Service is offered on a subscription basis and billing is based on usage information provided by the Avaya Social Connections platform in cloud.

Contact Avaya Sales or Your Partner for further details around ordering, billing, and payment terms.

Note: There are charges for using WhatsApp for Business. Customers who have enabled WhatsApp for Business, it’s associated charges for WhatsApp number, WhatsApp template and WhatsApp conversations (if applicable) will be passed on-to customers as-is, post availability of usage data from WhatsApp BSP (Sunshine Conversations) and WhatsApp.

3.6. Billing Unit

Usage of the Service and correspondent billing is based on below parameters

- per message
- no of social profile/accounts
- Social listening
- No of WhatsApp no registered
- WhatsApp template usage
- WhatsApp conversation
- Messaging – Web and Mobile SDK

Please contact Avaya or Your partner for additional details.

3.7. Training

As part of Avaya Social Connections subscription, Avaya will provide customers with access to self-service training resources including videos, user guides, and other documentation. Customers agree to train their Authorized Users in accordance with current Avaya guidelines before permitting their Authorized Users to access and/or use Avaya Social Connections. Authorized User training is required to preserve cloud service integrity, data privacy and security as well as operations, by minimizing Authorized User incidents that may disrupt service.

3.8. Changes or Discontinuations to the Service

From time to time, Avaya or its suppliers may update, discontinue, or modify certain aspects, features, or functionality of the Service, including without limitation, the Third-Party Platforms, or

the terms and conditions of the Service or information in this Service Description, Avaya will provide Customer with one-month prior notice for any material changes to the Service or the terms and conditions by email or other means designated by Avaya. Customer has the right to discontinue using the Service and terminate the respective Service Order without penalty in case of any change to the Service or the terms and conditions that is likely to be of material detriment to the Customer, by written notice to Avaya within sixty (60) days after Avaya notifies Customer of the change.

In addition, Avaya may, at its discretion and without liability, discontinue the Service offering in the market and terminate the Service. Avaya will endeavor to provide sixty (60) days prior written or electronic notice, but the notification period may be longer or shorter at Avaya's discretion.

3.9. Software Updates

The Avaya Social Connections platform supporting the Service will require updates from time-to-time ("**Updates**"). These Updates are intended to improve or enhance the Service and may take the form of bug fixes, new or enhanced functionality, new software modules, and/or updated or new versions of the software. In addition, the Third-Party Platforms may provide Updates to their APIs or platforms which may directly impact existing features within the Service to meet compliance, security, or other requirements. The Customer must agree to receive such Updates as part of its subscription to the Service.

3.10. Notice of Any Security Breaches and Emergency Security Issues

Avaya retains the right to provide notice of security breaches as they relate to the Service as necessary to comply with applicable laws and regulations. In the event Avaya determines Avaya must provide such notification, Customer and/or Partner will cooperate and coordinate fully with Avaya with respect to the timing and content of any such notice. To the extent permitted by applicable law, Partner and/or Customer is fully responsible for any costs of notifying the Customer's employees, and if applicable, any End Users of such a security breach, and Avaya shall have no such obligations or liability.

If there is an emergency security issue, the Customer's account and access to the Service may be suspended automatically. If there is a suspension, Avaya will endeavor to ensure that suspension would be to the minimum extent required and of the minimum duration to prevent or terminate the issue. If a Customer's account is suspended without prior notice, Avaya will provide the reason for the suspension as soon as is reasonably possible.

3.11. Restrictions

This Service may not be used for High-Risk Activities and may not be sold to a Customer using the Service for any High-Risk Activities. "**High Risk Activities**" means activities where the use or failure of the service could lead to death, personal injury, or environmental damage, such as the operation of nuclear facilities, air traffic control, or life support systems.

Regulatory Responsibilities

You acknowledge and agree that You are responsible for determining whether the Services are specifically appropriate for applicable law, rules, and regulations in light of Your business, and for use of the Services in a manner consistent with such laws, rules, and regulations. You acknowledge and agree that use of the Services and each party's compliance with its respective obligations are not intended for, and do not constitute, Your compliance with any local, state, national or internal law, treaty, or regulation.

Compliance with Applicable Laws

CUSTOMER ACCEPTS THE RESPONSIBILITY OF IT AND ITS END USERS USING THE SERVICE IN COMPLIANCE WITH ALL APPLICABLE LAWS AND REGULATIONS, INCLUDING, BUT NOT LIMITED TO, THE TELEPHONE CONSUMER PROTECTION ACT AND ITS ASSOCIATED REGULATIONS PROMULGATED BY THE FEDERAL COMMUNICATIONS COMMISSION, AND APPLICABLE STATE TELEMARKETING LAWS AND REGULATIONS, INCLUDING BUT NOT LIMITED TO THE BOT BOLSTERING ONLINE TRANSPARENCY ACT, AS WELL AS APPLICABLE CALL RECORDING LAWS.

AVAYA SOCIAL CONNECTIONS IS NOT COMPLIANT WITH THE U.S. HEALTH INFORMATION PORTABILITY & ACCOUNTABILITY ACT ("HIPAA") OR PAYMENT CARD INDUSTRY DATA SECURITY STANDARDS ("PCI-DSS"). AVAYA DOES NOT PROVIDE A HIPAA BUSINESS ASSOCIATE AGREEMENT ("BAA") OR A PCI-DSS ATTESTATION OF COMPLIANCE ("AOC") FOR AVAYA SOCIAL CONNECTIONS OR ANY SERVICE THAT INCLUDES AVAYA SOCIAL CONNECTIONS. FURTHER, ACTIVATION OF AVAYA SOCIAL CONNECTIONS WITH ANY OTHER AVAYA SERVICE WILL RENDER ANY PREVIOUSLY GRANTED HIPAA BAA OR PCI-DSS AOC FOR THAT SERVICE NULL AND VOID AND WILL SERVE AS YOUR TERMINATION OF ANY SUCH PREVIOUSLY PROVIDED BAA OR AOC. AVAYA DISCLAIMS ALL LIABILITY UNDER OR RELATED TO HIPAA OR PCI-DSS IF YOU ENABLE AVAYA SOCIAL CONNECTIONS.

THE SERVICE MAY NOT BE USED TO CREATE, RECEIVE, TRANSMIT, MAINTAIN, USE OR DISCLOSE PROTECTED HEALTH INFORMATION AS DEFINED BY THE HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT ("HIPAA").

3.12. Third Party Terms

Avaya's Services may connect, send, and receive content, information and data using APIs, software, technology, services, materials, content, information, or data ("**Third Party Materials**") that are provided by and/or are the property of third parties or their respective licensors or affiliates ("**Third Party Platforms**"). This Service Description may describe certain Third-Party Materials, as well as Third Party Products, Third Party Platforms and/ or Third-Party Services (each as defined herein, and collectively with the Third-Party Materials, the "**Third Party Items**") that You may elect to obtain from Avaya, directly or through Partners, or otherwise access or use. Any such Third-Party Items are provided subject to the applicable third-party terms and conditions ("**Third Party Terms**") in effect as of the date of Your order and as they are amended from time-

to-time. A listing of Third-Party Terms is located at <https://support.avaya.com/copyright> or its successor site under the applicable product or service name. You agree to be bound by the Third-Party Terms, which are between You and the applicable third-party supplier. Any breach of Third-Party Terms by You or Your users shall be a material breach of any applicable agreement You have with Avaya. **“Third Party Products”** means any product made or provided by a party other than Avaya, including: (i) products ordered by customer from third parties; (ii) products provided by Avaya that are recognizable as standalone items, and (iii) products identified as separate items on Avaya’s price list, quotes, order specification forms or documentation. **“Third Party Services”** means any non-Avaya branded service provided under Your agreement with Avaya or an Avaya Partner.

AVAYA’S AGGREGATE LIABILITY RELATED TO THE THIRD-PARTY ITEMS IS LIMITED TO DIRECT DAMAGES AND WILL NOT EXCEED THE AMOUNT OF THE FEES YOU PAID TO AVAYA: (i) FOR THE APPLICABLE AVAYA SERVICES USING THE THIRD-PARTY MATERIALS AND/ OR (ii) FOR THE THIRD-PARTY PRODUCT OR THIRD-PARTY SERVICE, EACH IN THE 12 MONTHS PRECEDING THE EVENT GIVING RISE TO THE CLAIM. YOU ACKNOWLEDGE THAT AVAYA IS NOT AN AGENT, LEGAL REPRESENTATIVE OR EMPLOYEE OF ANY THIRD PARTY OR ITS LICENSORS OR ITS OR THEIR AFFILIATES. AVAYA MAKES NO REPRESENTATIONS, GUARANTEES OR WARRANTIES OF ANY TYPE FOR ANY THIRD-PARTY ITEMS OR ON BEHALF OF ANY THIRD PARTY OR ITS LICENSORS OR ITS OR THEIR AFFILIATES, INCLUDING, WITHOUT LIMITATION, THAT SUCH THIRD-PARTY ITEMS ARE SECURE.

3.13.Data Retention

Avaya will not provide storage for Customer Data after termination or expiration of the Service. Only the usage data for that Customer will be retained for a longer retention period as required by applicable law or for billing or dispute resolution purposes. Avaya has no responsibility or liability for the loss or deletion of any Customer Data or failure to store the Customer Data.

3.14.Data Use

Except as set out in this provision, Avaya shall use any Customer Data pertaining to Your use of the Service only where and to the extent necessary to provide the Service, for billing, dispute resolution or regulatory compliance, and to ensure network and information security and system stability. Furthermore, Customer agree that Avaya may use such Customer Data for the purpose of marketing similar services to You or to provide value added services were agreed to the extent permitted by applicable law. You also agree that Avaya may anonymize such data and use it as per its discretion.

3.15. Co-operation Scope of Use/Fair Usage Policy

Avaya may take any action it deems appropriate with respect to prohibited use of Avaya Social Connections or use of the Services that it deems to be inappropriate, in violation of its terms, or

potentially disruptive to Avaya, Avaya Social Connections or Avaya's network, including but not limited to issuing warnings, terminating Your Service, subscription, accounts, or End Users; or disabling access to or suspending Avaya Social Connections, subscription, or accounts.

Your use and/or Your Authorized Users' use of Avaya Social Connections may be subject to certain restrictions and limits, including without limitation as to the number of Authorized Users and storage, which if applicable will be communicated by Avaya through notification (tenant admin portal).

4.0 Termination of Service by Customer

4.1. Termination for Convenience

Customer may terminate the Service for convenience upon thirty (30) days prior written notice to the other. In the event of Customer's termination for convenience, Customer will be required to pay Avaya in full for all fees owing up until the date of termination, and Customer will be required to pay in-full all contract obligations for the remainder of the current annual period of the Service Term. By way of example, if Customer terminates a Service order for convenience effective ten (10) months into the initial Service Term, Customer shall pay Avaya the total cumulative subscription fees for the remaining two (2) months that would have been owed to Avaya had such order stayed in effect.

5.0 Support

Avaya Social Connections real-time health status, maintenance schedule and emergency notices can always be accessed at <https://status.avayacloud.com>.

To initiate a Support engagement, use Your standard process to get support. In case troubleshooting requires technical support related to the Service, Avaya Support will manage troubleshooting activities through resolution as a single point of contact.

Access technical support through the Avaya web-based interface at the following site: <https://support.avaya.com/service-requests>

If You are purchasing through a Partner, please contact them for Support.

6.0 Glossary

Description	
Customer, You or Your	A company buying (subscribing) the Services and/or an Avaya Offer
Customer Data	Electronic data, text, audio recordings, or other data that is transmitted stored, retrieved, or processed in, to, or through the Service.
Distributors	Refers to an Avaya authorized distributor. Distributors can resell Services to Resellers.
Resellers	Refers to resellers who are authorized by Avaya to purchase through Distributors (Tier 2) or to purchase directly from Avaya (Tier 1).
Partners	Refers individually “Partner” and collectively “Partner” to Distributors or Resellers
Service Term	Refers to the length of the Service subscription.
End User or Authorized User	(a) Customer’s officers, directors, employees, contractors, and other authorized users, who have access to Service for their own internal purposes and not for resale or commercial use, and (b) the person(s) designated by Customer to communicate with Avaya regarding the performance of the Service.
Monthly pre-paid	A license that is paid in full at the beginning of a calendar month