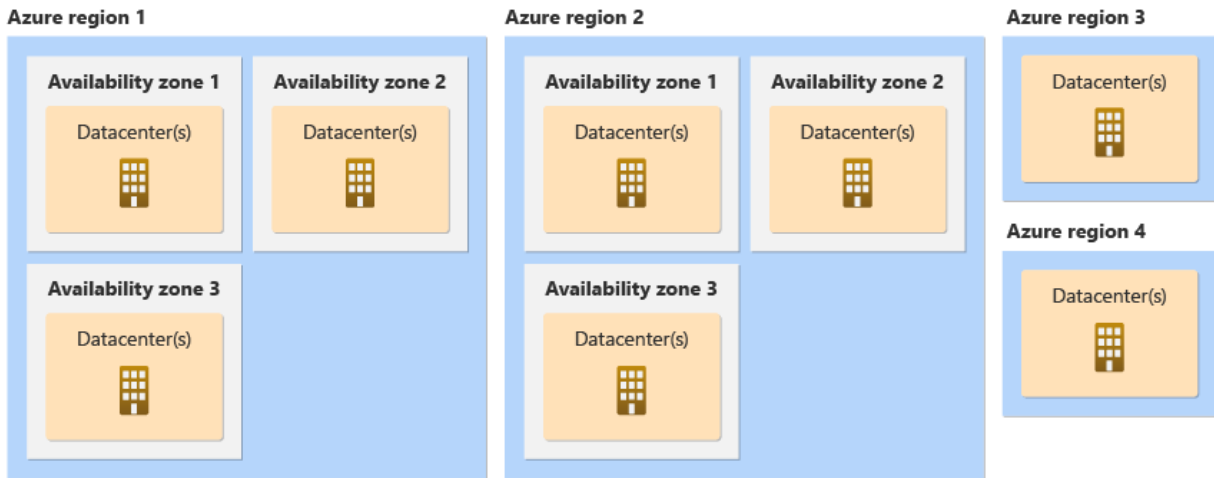


## OPTIMIZEZY SERVICE CONTINUITY POLICY

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- Data Backup** - Backup copies of data files and customer databases included in the Service(s), which may contain PII, are made daily and saved by Optimizely. Optimizely is not responsible for any backup copies of data outside of the Backup Period. – For clarification, Optimizely is not responsible for creating backup copies of any data that is not included in the Service(s), unless otherwise agreed in writing by the Parties. A database restore event will reset the Backup Period days count and set a new starting point from where new database restore points will be available. The Backup Periods vary by product, for ODP backup expiry is 30 days, and all other services is 35 days. Upon expiry of the backup period, the backup data, including any PII contained therein, is securely deleted in accordance with industry-standard data-destruction methods. For clarity, DXP blob storage is replicated to multiple copies, not backed up.
- Data Loss or Distortion** - Optimizely is not responsible for loss or distortion of any information or Customer Data, except for Optimizely's responsibilities. Customer acknowledges that Customer Data loss is dependent upon how vulnerable an application is from a coding perspective. Because Optimizely provides the base layer of the Service(s) and is not responsible for Customer's implementation that is provided by a third party, the scope of control and responsibility Optimizely has pertaining to Customer Data loss is limited.
- Disaster Recovery** - In the event of an outage of the Service(s) within a data center, Customer shall submit a Service Request to open a ticket with the Service Desk to restore the Service(s), and based on such Service Request, Optimizely will work to restore the Service(s), starting with restoration within the primary data center, and if the primary data center is permanently unavailable, Optimizely will utilize the paired data center where possible. All Service(s) will be restored to the most recent backup, where applicable.
- Automatic Failover for DXP** - Optimizely provides an optional, paid high-availability add-on that prevents websites from going down in the event of a server failure. An error on a primary server is detected automatically, and traffic is automatically routed to a backup server in a secondary geographically redundant location within the same delivery region. The setup includes two application environments, where storage is replicated from the *primary* to the *secondary* (failover) environment, in a paired region.
- Zone redundancy for DXP** - Optimizely provides an optional, paid high-availability add-on that mitigates risks to your application from data center failures. To ensure resiliency, there's a minimum of two separate availability zones in all enabled regions. This add-on will provision your application in three separate availability zones protecting it from individual data center outages. (See image below, from Microsoft Azure)



6. **Recovery Point Objective (“RPO”)**

- 6.1. **CMS, Customized Commerce and Configured Commerce Software Services** - Ten (10) minutes for web text-based content in normal operation, unless in a Disaster Recovery situation where it’s one (1) hour.
- 6.2. **All other Optimizely Services** - Twenty-four (24) hours

7. **Recovery Time Objective (“RTO”)** – See Support Policy at: <https://www.optimizely.com/legal/support-policy> for Service Level Objectives.