

## Service Description

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### IBM Digital Analytics for Talent Acquisition

This Service Description describes the Cloud Service. The applicable order documents provide pricing and additional details about Client's order.

#### 1. Cloud Service

##### 1.1 Offerings

The Client may select from the following available offerings.

##### 1.1.1 IBM Digital Analytics for Talent Acquisition

IBM Digital Analytics for Talent Acquisition is a SaaS-based add-on analytics solution made available exclusively for use with IBM Kenexa BrassRing. The IBM Digital Analytics for Talent Acquisition offering helps Clients track web visitors interacting with their BrassRing talent gateway to facilitate improved candidate engagement, experience, and recruitment effectiveness and provides reports and key performance indicators (also known as KPIs) based on the collection of this data. Data is collected for the Cloud Service through Server Calls. A Server Call is data passed to, and processed by, the Cloud Service as a result of a tagged event, initiated by a tracked visitor for one Client ID. This tagged data is subsequently processed by the Cloud Service to generate reports made available through the Cloud Service user interface to help understand visitor behavior. Custom views and reports can be generated through the user interface to provide further insights. The Cloud Service base packages includes:

Included in the subscription fee for this Cloud Service is the following:

- a. A set of reports that can be tailored to five different industry verticals: Content, Content/Commerce, Financial Services, Travel or Retail. These reports can further be customized into views that are variations of the default report views. Clients can also view metrics in near real-time through monitoring dashboards as well as to export out customizable visitor segments.
- b. An ad-hoc reporting tool that allows Clients to create new reports against the digital analytics data collected.
- c. Ten (10) persistent report segments and ten (10) one-time report segments per Client.
- d. Twenty-five (25) TruePath Funnels. Based on IBM's assessment, Client may be provided an appropriate number of additional TruePath Funnels up to a total of fifty (50).
- e. IBM Digital Analytics Monitor per Client ID.
- f. IBM Digital Analytics Export per Client ID.
- g. IBM Digital Analytics Dashboard
- h. IBM Digital Analytics Multi-Byte Character Support, per Client ID. A migration fee may apply.
- i. Stored "Session Activity Data" per Client ID is the storage of detailed records in best practice reports related to a visitor's session including timestamps, categories, and page IDs for all pages viewed within a visitor session for thirteen (13) weeks, after which it is deleted. This data roll-off will affect "set-up" reporting (reporting requiring user configuration and initiation) including One-Time Report Segments, Clickstream, TruePath, Inbound Link Analysis and On-Site Link Analysis reporting on time periods that have rolled-off
- j. Stored "LIVE view Report Data" per Client ID is the storage of data used for rendering results into the LIVEview click overlay report for the user selected time period as well as other locations where this data is used, including report downloads, exports and Page Zoom reports for thirteen (13) weeks, after which it is deleted
- k. Stored "Visitor Activity Data" per Client ID is the storage of visitor history of pages, products, marketing activities, orders and other select activities of best practice reports associated with a visitor for thirteen (13) months, after which it is deleted. This data roll-off will affect "set-up" reporting including Profile Segments analysis on time periods that have rolled-off. Stored "LIVE Profile Data" Per Client is the storage of attributes of a visitor's profile including visitor registration data such as email address, gender, age and education and key visitor milestones including date of first visit, cumulative spend and initial referral source for the duration of the Cloud Service term. Stored

"Standard Report Data" per Client ID is the storage of best practice reports and dashboards that the Cloud Service automatically processes every night without Client set-up for twenty-seven (27) months rolling. This report roll-off will also affect custom report views. Note: Top Line Metrics data and report segments applied to Top Line metrics will be kept for the duration of the Subscription Period, with the exception of US Session %, Element Views, and Element Views/Session metrics, which are stored for twenty-seven (27) months rolling. Stored "Explore Session Activity Data" per Client ID includes detailed records related to a Visitor's session including timestamps, categories, and page ids for all pages viewed within a Visitor session. The Cloud Service shall store Explore session Activity Data for twenty-seven (27) months rolling. After such period, the Explore Session Activity Data is deleted. This data roll-off will affect the historic date range upon which an Explore report can be processed. Stored "Explore Report Data" per Client ID includes standard reports and ad hoc specified reports and dashboards in Explore that the Cloud Service processes. The Cloud Service shall store the Client's Explore Reports for twenty-seven (27) months rolling.

## 2. Data Processing and Protection Data Sheets

IBM's Data Processing Addendum at <http://ibm.com/dpa> (DPA) and the Data Processing and Protection Data Sheet(s) (referred to as data sheet(s) or DPA Exhibit(s)) in the links below provide additional data protection information for the Cloud Services and its options regarding the types of Content that may be processed, the processing activities involved, the data protection features, and specifics on retention and return of Content. The DPA applies if and to the extent the European General Data Protection Regulation (EU/2016/679) (GDPR) applies to personal data contained in Content.

- a. Digital Analytics  
<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=1413338838241>
- b. Kenexa Talent Suite  
<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=1413343078719>
- c. BrassRing  
<https://www.ibm.com/software/reports/compatibility/clarity-reports/report/html/softwareReqsForProduct?deliverableId=1413343340848>

## 3. Service Levels and Technical Support

### 3.1 Service Level Agreement

IBM provides the Client with the following availability service level agreement (SLA). IBM will apply the highest applicable compensation based on the cumulative availability of the Cloud Service as shown in the table below. The availability percentage is calculated as the total number of minutes in a contracted month, minus the total number of minutes of Service Down in the contracted month, divided by the total number of minutes in the contracted month. The Service Down definition, the claim process and how to contact IBM regarding service availability issues are in IBM's Cloud Service support handbook at [https://www.ibm.com/software/support/saas\\_support\\_overview.html](https://www.ibm.com/software/support/saas_support_overview.html).

Availability	Credit (% of monthly subscription fee*)
Less than 99.9%	2%
Less than 99.0%	5%
Less than 95.0%	10%

\* The subscription fee is the contracted price for the month which is subject to the claim.

### 3.2 Technical Support

Technical support for the Cloud Service, including support contact details, severity levels, support hours of availability, response times, and other support information and processes, is found by selecting the Cloud Service in the IBM support guide available at <https://www.ibm.com/support/home/pages/support-guide/>.

## **4. Charges**

### **4.1 Charge Metrics**

The charge metric(s) for the Cloud Service are specified in the Transaction Document.

The following charge metrics apply to this Cloud Service:

- Item is an occurrence of a specific item that is managed by, processed by, or related to the use of the Cloud Service.

## **5. Additional Terms**

For Cloud Service Agreements (or equivalent base cloud agreements) executed prior to January 1, 2019, the terms available at <https://www.ibm.com/acs> apply.

## **6. Overriding Terms**

### **6.1 Data Use**

The following prevails over anything to the contrary in the Content and Data Protection section of the base Cloud Service terms between the parties: IBM will not use or disclose the results arising from Client's use of the Cloud Service that are unique to your Content (Insights) or that otherwise identify Client. IBM may however use Content and other information (except for Insights) that results from Content during provision of the Cloud Service subject to removing personal identifiers; so that any personal data can no longer be attributed to a specific individual without the use of additional information. IBM will use such data only for research, testing, and offering development.