

Service Level Agreement (SLA)
Between Pragmachs Technologies LLP and Brevo
Effective Date: 08/04/2023

1. Parties Involved

This Service Level Agreement (SLA) is entered into by and between:

- **Pragmachs Technologies LLP**, hereinafter referred to as the "**Service Provider**", having its registered office at [Insert Company Address].
- **Brevo** (www.brevo.com), an independent third-party email marketing platform used by the Service Provider under the account: support@pragmachsdigital.com.

2. Purpose

The purpose of this SLA is to define the terms and conditions under which Pragmachs Technologies LLP utilizes Brevo's platform for executing its email marketing operations.

3. Scope of Services

Pragmachs Technologies LLP will use Brevo for the following functions:

- Campaign email distribution
- Subscriber list management
- Audience segmentation
- Email performance reporting and analytics

4. Roles and Responsibilities

Pragmachs Technologies LLP shall:

- Manage email content and recipient lists
- Ensure compliance with data protection and email marketing laws (e.g., GDPR, CAN-SPAM)
- Monitor campaign performance
- Handle subscriber queries and unsubscribe requests

Brevo shall:

- Provide infrastructure and tools for email campaign deployment
- Ensure high deliverability and uptime
- Offer customer support through ticket-based systems
- Maintain GDPR-compliant data security standards

5. Service Availability

Brevo commits to a minimum monthly uptime of **99.9%**, excluding scheduled maintenance or force majeure. Pragmachs Technologies LLP is responsible for reporting any incidents through Brevo's support channels.

6. Data Protection and Confidentiality

- Brevo is GDPR-compliant and encrypts customer data at rest and in transit.
- Pragmachs Technologies LLP agrees to handle all email marketing data responsibly and in compliance with privacy regulations.

7. Compliance

Both parties shall act in compliance with relevant email communication and privacy regulations. Brevo provides tools to support compliance but does not assume liability for any violations caused by the user's misuse.

8. Incident Reporting and Support

- Pragmachs Technologies LLP will report service-related issues via Brevo's official support channels.
- Brevo will provide updates and resolutions based on their standard response timelines.

9. Limitations of Liability

- Brevo shall not be liable for any damages resulting from misconfigured campaigns, unauthorized content, or violations of legal obligations by Pragmachs Technologies LLP.

10. Term and Termination

This SLA remains valid as long as the Brevo account (support@pragmachsdigital.com) is active. Either party may terminate the agreement with written notice.

11. Amendments

Any changes to this SLA must be agreed upon in writing by both parties.

Signatures

For Pragmachs Technologies LLP

Authorized Signatory:

A handwritten signature in blue ink, consisting of a stylized, cursive script that is difficult to decipher. The signature is written on a light-colored background.

Date: 09/04/2023

For Internal Reference Only – No physical signature required by Brevo