



Customer Support Statement

November 2025

Support hours:

We will provide Customer support 24 hours a day, Monday to Friday GMT/BST.

Incident submission:

Customer can report errors, issues and questions in relation to the WPP Open platform by contacting us through one of the agreed communication channels only (see below). We are committed to ensuring that our customers receive the necessary support in the event of an incident, but we reserve the right to determine the resolution of incidents in our sole discretion.

Support can be contacted through the following channels:

- Support ticket (through the support interface on the WPP Open platform).
- Chat (through the support interface on the WPP Open platform).
- Email (wppopensupport@wpp.com).

Incident response:

On our receipt of a Customer’s report of an incident (made through one of the agreed communication channels above), our support team will assign a priority level and will notify the Customer of any change from the initial priority level reported by the Customer. We will use reasonable endeavours to provide responses to each incident in accordance with the timeframes listed in the table below.

All support responses are provided in the English (UK) language only.

Incident management	Support availability		Standard support
	Incident response time	P1 (Critical)	24 x 5 Monday to Friday GMT/BST
		P2 (High)	1 hour
		P3 (Medium/Low)	4 hours
	Incident response update frequency	P1 (Critical)	1 business day
		P2 (High)	2 hours *
		P3 (Medium/Low)	
	Route cause analysis	P1 (Critical)	7 business days
		P2 (High)	
P3 (Medium/Low)			
			<i>* within GMT/BST business hours</i>

Platform uptime	Measured across a calendar month. <small>*Excludes planned maintenance</small>	99%
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Definitions:

The support availability is aligned to the following standard set of definitions:

Severity *	Definition
P1 – Critical	Platform down or major malfunction affecting business and high number of users.
P2 – High	Serious degradation of platform performance or functionality, significantly impacting Customer’s ability to operate.
P3 – Medium/Low	Issue that has a moderate impact on the business, or issue or question with limited impact on the business for which there are workarounds or alternatives.

* Severity can be adjusted during the incident depending on impact and criticality

Planned maintenance:

Regarding planned maintenance, we strive to minimise any impact on our customers:

- Maintenance windows are typically Tuesdays and Thursdays, scheduled during off-peak hours (05:00-09:00 GMT/BST). Many updates involve no downtime at all, only potential service instability.
- When maintenance activities will affect your use of the platform, we will provide you with up to three days’ advance notice via the user interface of the WPP Open platform or by email.
- On rare occasions, it may be necessary to conduct emergency or unscheduled maintenance activities. In those cases, we will give as much advance notice as possible through the contact distribution list provided by Customer.

Self-serve:

WPP Open provides a Knowledge Base accessible to all users that contains documentation and "How To" resources that allow WPP Open customers to find answers, to optimise their workspaces, and to perform tasks without direct contact with WPP Open support personnel.

See: <https://knowledge-base.os.wpp.com/en/>.

Exclusions:

We will have no obligation to provide support where the incident arises in connection with:

- Use of the WPP Open platform by Customer (or its users) in a manner that is not authorised in, or breaches, the relevant WPP Open Subscription Terms or related documentation.
- General internet problems.
- “Force Majeure” events described in the WPP Open Subscription Terms or any other factors outside our reasonable control.
- Customer’s failure to adhere to any required configurations or to follow any policies for acceptable use.
- Customer’s equipment, software and/or network connections.
- Third-party systems.