



Offer Description: Cisco DNA Spaces

This Offer Description (the “**Offer Description**”) describes Cisco DNA Spaces. Your subscription is governed by this Offer Description and the Cisco Universal Cloud Agreement located at www.cisco.com/go/uca (or similar terms existing between You and Cisco) (the “**Agreement**”). Capitalized terms used in this Offer Description and/or the Order not otherwise defined herein have the meaning given to them in the Agreement.

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1. Offer Description.

1.1. Cisco DNA Spaces.

Cisco DNA Spaces uses location data to gain insights into the behavior of people and things in any place with wireless connectivity, allowing customers to make informed business decisions, optimize operations, and improve experiences. Cisco DNA Spaces brings together multiple location-based services capabilities in a unified platform and user interface, including some or all of the following:

- **Business Insights:** Track the effectiveness of guest wireless infrastructure by measuring Wi-Fi adoption. Measure how frequently people visit a property and how much time they spend at a property. Compare and benchmark the performance of properties historically or by group.
- **Operational Insights Toolkit:** Monitor, manage, and optimize assets, Internet of Things (IoT) sensors, alert systems, and operational workflows (collectively, the “**Assets**”). The toolkit gives real-time visibility to tags and sensors, including Wi-Fi, Bluetooth Low Energy (BLE), RFID, and environmental monitors to give insights into Your operations, and enables actions to optimize operational processes.
- **Engage Toolkit:** Onboard users onto Wi-Fi, build location-based customer personas, and engage directly with customers in real-time through multiple channels. The toolkit delivers context-aware mobile experiences that allows You to acquire customers and enhance the customer experience through personalized services and content delivered to a user’s mobile device.
- **Location Hierarchy:** Allows IT and LoB (Line of Business) administrators to map the Wi-Fi network and BLE beacons infrastructure to the business physical location hierarchy for use within rules engines and reports and insights. Sync SSIDs and access points between Cisco DNA Spaces and WLAN infrastructure.
- **License and Access to On-premise Location Compute (the “Software”):** Determine the location of Wi-Fi clients, and use Hyperlocation and FastLocate

capabilities to improve location accuracy.

Please consult the Documentation for further information on the Cloud Service's technical specifications, configuration requirements, features and functionalities; and the Cisco DNA Spaces data sheet for a detailed description of what features and capabilities are available in the different Cisco DNA Spaces subscription packages.

2. Supplemental Terms and Conditions

2.1. Term.

The initial term of Cisco DNA Spaces starts on the earlier of the date (i) the Cloud Service is available for Your use, and lasts for the period stated in the Order, or (ii) the Software is made available for download or installation.

2.2. Applicability of Cisco EULA.

The Software is governed by the Cisco End User License Agreement available at <https://www.cisco.com/c/en/us/about/legal/cloud-and-software/software-terms.html> and the applicable Supplemental End User License Agreement available at the same link (together, the "EULA").

2.3. Trial Licenses.

Trial access to the Cloud Service is available for a period of up to ninety (90) days.

2.4. Authorization.

You understand and agree that You are solely responsible for obtaining all necessary authorizations from the owner(s) of the Assets that are monitored and managed by the Cloud Service. Cisco has no obligation to confirm that such authorizations have been obtained, and assumes no liability with respect thereto.

3. Data Protection

Cisco's data protection obligations are set forth in the Agreement. Additionally, the Cisco DNA Spaces Privacy Data Sheet(s) (available at <https://www.cisco.com/c/en/us/about/trust-center/solutions-privacy-data-sheets.html>) supplement the Cisco Privacy Statement and describe the Personal Data that Cisco collects and processes as part of the delivery of the Cloud Services.

4. Support & Maintenance.

4.1. Technical Support.

This section should be read in conjunction with the following documents also posted at www.cisco.com/go/servicedescriptions/: (1) the online Glossary of Terms; (2) List of Services Not Covered; and (3) Severity and Escalation Guidelines. All capitalized terms in this section have the meaning ascribed to them in Appendix A below, or the online Glossary of Terms; the definitions in Appendix A below shall govern in the case of any conflicting definitions.

The Cloud Services include the following technical support:

- a. Cisco Responsibilities:
 - i. Support team access is available 24 hours per day, 7 days per week to assist by **telephone (1-877-330-9746)** or **electronic mail (dna-spaces-**

support@external.cisco.com) with Cloud Service use, configuration and troubleshooting issues.

The below table outlines Cisco's response objectives based on case severity or priority. Problems will be managed according to the Cisco Severity and Escalation Guidelines. Cisco may adjust assigned case severity or priority to align with the definitions in the Cisco Severity and Escalation Guidelines.

Software Support Service	Response Time/Target
Severity 1	Within one (1) hour
Severity 2	Within eight (8) hours
Severity 3	Within twenty-four (24) hours
Severity 4	Within twenty-four (24) hours

- ii. Minor and Maintenance Releases/Updates. All paying customers will receive updates corresponding to the Cloud Service package to which they subscribe ("**Updates**"). Such Updates are limited to Cloud Service components that have been validly licensed and paid for and that are covered under a current Term Subscription contract and whose account is in good standing order. Cisco may also release additional features or complementary services that are not included in the subscription and are available at an additional charge. Cisco may from time to time discontinue or remove some features that are deemed as depreciated or have low customer adoption. Applicable supporting Documentation for the latest production version, if available, is on Cisco.com and is limited to only the current production instance of Cloud Service.

From time to time, Cisco performs scheduled maintenance, to update the servers and software that are used to provide the Cloud Service. Cisco will make all notifications for such scheduled maintenance solely via email and status web portals. Notwithstanding the foregoing, You acknowledge that Cisco may need to perform emergency maintenance without providing advance notice.

- iii. Cisco reserves the right to modify and update the features and functionality of the Cloud Services. Cisco will make good faith efforts to provide notice of any material modification or updates to the Cloud Services and will use commercially reasonable efforts to implement modifications or updates in a manner that minimizes the impact on your use of and the performance of the Cloud Services.

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- iv. You will also have access to Cisco.com, which provides helpful technical and general information about Cisco products, as well as access to Cisco's on-line knowledge base and forums. Please note that access restrictions identified by Cisco from time to time may apply.
- b. Customer Responsibilities:
- i. Provide to Cisco a severity level as described in the Cisco Severity and Escalation Guidelines for all interactions the customer has with the Cloud Service support team.
 - ii. Grant Cisco reasonable access to systems passwords so that problems may be diagnosed and, where possible, corrected remotely.
 - iii. Provide access to Cisco Products that may be required to perform fault isolation.
 - iv. Make all reasonable efforts to isolate the Cloud Service's problem prior to requesting support from Cisco.
 - v. Acquire, install, configure and provide technical support for all:
 - 1. Third-party products, including upgrades required by Cisco or related services; and
 - 2. Network infrastructure, including, but not limited to, local and wide-area data Networks and equipment required by Cisco for operation of the Cloud Service.