ELOVADE

Addendum to Brigantia Master Services Agreement

KnowBe4 Managed Service Provider Standards of Engagement

The MSP Standards of Engagement is applicable to all MSP partners. By definition, an MSP owns the licence for their customers and runs/operates a customer's IT infrastructure and/or end-user systems, typically on a proactive basis and under a subscription model.

KnowBe4 enables employees to make smarter security decisions, every day. We believe in and are committed to, providing fantastic customer service both internally and externally. We are dedicated to doing what is right for our partners and our customers. The KnowBe4 Managed Service Provider Standards of Engagement helps our partners understand the high expectations we have for our team internally, as we share the same expectations for our partnerships.

You are committing to Standards of Engagement outlined as follows, We appreciate your support in continuing to make KnowBe4 the world's largest security awareness training and simulated phishing platform. As a KnowBe4 MSP Partner, you agree to the following:

Subscription ownership

- You own the KnowBe4 platform subscription purchased (not your customer).
- You run and operate the console on behalf of your customer(s), where you will maintain an updated user list for your customers, create phishing and training campaigns, and generate reports. Your customer will not receive administrative access to the console.
- Subscriptions can never be purchased under a bulk licence and passed along to the customer to manage. This violates the spirit of the bulk MSP licence and creates an unfair pricing advantage with regard to normal reseller partners.

Onboarding and ongoing Communication

- Attend an introductory discovery meeting with your KnowBe4 partner success manager within 10 days of your initial subscription to align on the following areas:
    - Number of organisations managed
    - Number of total endpoints managed
    - Any specific market or vertical specialisation
    - How new customers are acquired and in which territory
    - How KnowBe4 will be offered (bundled, standalone)
    - Teams that will be supporting console management, sales, renewals, etc.
- Complete a technical walkthrough within 30 days of initial subscription.

© Brigantia, Cloud Business and Enhance logos, and combinations thereof, are trademarks and trading styles of Brigantia Partners Limited. All rights reserved. Company No. 09498907.

- Attend a post-walkthrough meeting to address any remaining, unanswered questions and align on which customers will be added to the console first and the timeframe for uploading users.
- Establish a regular meeting cadence with your KnowBe4 partner success manager focussed on growing the partnership:
    - Sales, marketing and positioning
    - Expansion of seats
    - Leveraging the partner portal and KnowBe4 marketing assets
    - Ongoing product updates, new features and modules, their significance and how to sell them
    - Updates to the partner programme
    - Review of phishing and training campaigns, and other console activity

Management and Maintenance

- Offer your customer(s) a monthly phishing campaign, with a minimum of one campaign executed per quarter, per customer (sent to all employees and in alignment with KnowBe4's recommended guidelines).
- Offer your customer(s) a quarterly training campaign, with a minimum of one annual training campaign executed per end user (sent to all employees and in alignment with KnowBe4's recommended guidelines).

Subscriptions

- Agree to true-up overages within 48 hours of occurrence. Criteria for meeting "true-up" means that an add-on order has been placed (signed quote or PO issued to KnowBe4).
- Sell to the entirety of your client organisations (no partial licencing unless there are specific circumstances where this is needed).
- Offer Platinum- or Diamond-level subscriptions to your customers only; lower levels or limited features may not be provided.
- Maintain a high level of customer retention on the KnowBe4 platform.

End-User Protection and Privacy

- Receive approval from the end user for a domain requested to be added to your console, regardless or type (free, trail, paid, etc).
- Coordinate with your KnowBe4 partner manager to protect your customers for up to 90 days.

Respect and Responsibility

- Treat others with respect and be friendly, This is what makes the KnowBe4 environment unique and contributes to having a fun place to work, and we believe our relationship with our partners should be built on that same level of respect.
- Work with KnowBe4 directly for any concerns or grievances, At KnowBe4, we believe the best way to handle a situation is to go directly to the source, and we expect our partners to do the same.

© Brigantia, Cloud Business and Enhance logos, and combinations thereof, are trademarks and trading styles of Brigantia Partners Limited. All rights reserved. Company No. 09498907.