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The HdK logo consists of the letters 'HdK' in a bold, sans-serif font, centered within a white circle. The background of the entire page is a solid dark blue.

**HdK**

# SERVICE LEVEL AGREEMENT

FOR WEBSITE SUPPORT PACKAGES

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## OVERVIEW

This document outlines our approach to requests for updates and support with regards to our web offerings. It aims to establish an understanding between HdK and our clients, and provide you with an expectation of how your requests will be dealt with.

HdK responds to client requests according to priority, and uses a scale to measure the level of priority. We use our best judgement to assess where each request sits within the SLA scale. All support package clients are prioritised over non-support package clients. A request can move grades within the priority scale.

The priority assessment is based on how the task affects your business, rather than how complicated the task is.

Please note, the above refers to problems within our skillset. Anything that falls outside of our skillset, we will assess on a case by case basis. If we do not feel your request is within our capabilities, we will let you know within 3 working days.

Our technical skillset is:

- Web based technologies
  - WordPress
  - PHP
  - General JavaScript
  - MySQL
  - CSS
  - SASS
  - Products
    - Google suite (Google analytics/Google tag manager)
  - Bespoke setups that we have designed

Requests should come through the agreed communication channel. If inside a project (one of our 5 website build phases) or inside a feature request or maintenance update, this will be through the related project manager. Outside of these phases, requests should come through the support desk ([support@wearehdk.com](mailto:support@wearehdk.com)). Timings will begin from when the request is received through the agreed channel.

## OUR AGREEMENT TO YOU (3 PILLARS)

*Shaping ideas into realities so that artists impact people's lives*

### Transparency

We will show you how we have spent our time and can give you access to parts of the technical architecture if needed.

### Diligence

We will assign the most relevant team member with the skillset to respond to your request so that it can be completed within the most efficient time.

### Sensitivity

We work in the arts and are sensitive to the importance and time constraints of your work. In light of this, we offer a roll-over service and flexibility within your support package, to ensure we can 'make it happen'.

## PRIORITY SYSTEM

### High

Response time within 2 hours, HdK to immediately begin work once notified of response\*.

Examples:

- Website down
- Booking issue
- Database crashes
- Integration error (API not pulling correctly)
- Critical bug fix
  - We define critical as something that stops the website from completing its primary full funnel functions. For example:
    - Unable to purchase products on the site
    - Unable to interact with contact/sign up forms
    - Confidentiality breaches

### Medium

Response time within 1 working day, HdK to schedule the work into the development schedule within 5 working days of the response\*.

Examples:

- Client requests for updates with urgency (i.e. for an internal deadline)
- Content updates that can only be done by HdK members
- Simple updates to branding (e.g. change of logo image)
- Updates/changes to features that differ from the original build (IE feature tweaking)
- Updating content for urgent matters
  - Job postings
  - Event details
  - Time sensitive content IE co-ordinating with press release
- Medium level bug fix
  - Removing unwanted content
  - Tracking pixels
  - High level optimisations
    - Refactoring of code

## Low

Response time within 3 working days, HdK to schedule the work into the development schedule. (up to 15 working days of the response)\*.

### Examples:

- Low level bug fix
  - Visual bug
  - Content updates that can be handled by website managers
  - Technical explanations (if greater clarity or understanding is needed on any aspects of the project)
    - Examples:
      - How POP/IMAP email systems work
      - How cookie tracking systems work
  - CMS assistance/advice
  - Technical advice
    - Examples:
      - Cookies
      - Plugin assessments
      - Accessibility information
  - Technical audit of systems, technology, security, updates required and / or accessibility etc.
  - Answering questions / advice about 3rd party platforms
- Requests outside the skillset of the web team

\*We will begin work upon receipt of the request, providing you with an estimate on the timeline. In some cases it may take longer than the stipulated period, for instance if we need additional information from parties outside of HdK. We will always aim to reflect this in the timeline estimate.

\*In the event of multiple tickets submitted by the same organisation, we will prioritise by resolving high priority requests first, followed by medium / low respectively.

These are our usual timings and what we aim to achieve. We develop strategies to meet these timings and can achieve the timings in 95% of cases. We assess these timings regularly to make sure that they are accurate descriptions.

## SUPPORT PACKAGES & PAY AS YOU GO

We are committed to delivering great customer service. At HdK we offer a variety of ongoing support packages to suit different clients' budgets and needs – all based on time. The main benefits are:

- Easy to budget
- Good value for money - discounted hourly rates
- Simple administration for both parties
- Covers most simple support questions, minor design changes and simple bug fixes
- Support package hours can be used towards larger updates
- Single support@wearehdk.com address to manage all enquiries or call direct
- Minimum monthly support fee waived
- Packages can be switched at any time

We offer a rollover of unused time from the last quarter. For larger pieces of work, we're able to offer a longer rollover period, which is agreed on a case by case basis.

We also offer support on a pay as you go basis. This work is billed at our standard hourly rate. For each month that you use the support desk, a minimum charge of 30 minutes plus VAT will apply. If you are a pay as you go client and you do not use the support desk one month, you will not be charged.

Contact us for more details about the current packages that are available.

## MAINTENANCE

When we build websites, we build with the most current technology to be able to serve your website in the best possible way - but the technology landscape is always evolving. It is important to keep on top of updates, so that your website can continue to iteratively grow. The more you keep up to date, the longer your website will last.

As part of our support packages, we provide weekly website maintenance on top of client requests. We are also able to offer periodic maintenance check-ins for pay as you go clients.

Our maintenance cycles include:

- Updating all plugins safely

- Updating PHP
- Updating core system files
- Ongoing monitoring of technology developments and practices

## PRICING & BILLING

We have a standard rate for all our work and we cost our work on a timed basis. We will be able to provide you with an accurate estimate of the work when requested.

Any work carried out will be billed at the end of the month.

If we have to wait for a client response to work completed beyond one calendar month, whereby HdK cannot take any further actions on a task, we will bill for the completed work. If when the client responds, the work requires more time beyond the original scope of work, then we will provide a revised quote for the additional work.

## PROJECT AFTERCARE PERIOD

We provide an agreed aftercare period on all major projects, where the client has been sent and accepted a written proposal from HdK. The aftercare period is used to make any tweaks or bug fixes to ensure that the technology is working as expected. This does not include client support requests or weekly maintenance, which will be covered by the agreed support package. The length of the aftercare period will be outlined within the proposal and agreed with the client. Anything reported after the agreed period will be treated as a support request.

## OUT OF HOURS FEES

Our out of hours fees are applicable when a team member is required to work on projects outside of typical working hours. Anything that needs doing outside of our daily working hours must be requested by the client and agreed at least 3 weeks in advance.

### **Emergency response:**

Whilst we do not offer on demand 24 hour support, if there are any critical issues that arise outside of normal working hours, we will respond as quickly as possible. This response time is dependent on the availability of the team, but we have measures in place - including 24-hour managed hosting and developers working across different time zones to the UK - to reduce any delays. We understand the sensitivity of our clients' offering, and will do our best to be available in the case of emergencies.

Our normal working hours are:  
9am - 5.30pm Monday to Friday

## RUSH FEE

At the point a task is submitted, HdK will provide an assessment of the task and where it sits within our priority system. If we deem a task to be medium or low priority, but you request that it's completed within our high priority timeline, a rush fee will be applied. This is because we will need to rework the team's schedule for current projects and ongoing support to fit in your request.

The rush fee will not be applied until it has been agreed by the client.

We charge all rush fee hours at x1.5 times the hours spent on completion of the task, for both support packages and pay as you go clients. For example if a task takes 1 hour and is under the rush fee, it will be charged as 1.5 hours.

# STEPS IN THE SUPPORT PROCESS

## Overview

We currently use [support@wearehdk.com](mailto:support@wearehdk.com) as our support channel. This is a centralised email address which directly notifies web team members that a request has been submitted. This allows us to dedicate resources to watching that channel, and develop tools to help us respond to each request diligently. While all requests are resolved by members of the team that you're familiar with, having this centralised approach enables us to respond much more quickly and ensures all requests are being dealt with.

At HdK, we refer to these requests as tickets and assign primary and secondary ticket managers who receive those notifications. The primary and secondary ticket managers are always notified that a request has been submitted through the [support@wearehdk.com](mailto:support@wearehdk.com) channel. Each request is automatically labelled as URGENT until it has been assessed. Once assessed, we then respond to the request in the timelines described in the priority system.

During working hours there is always a ticket manager staffing the ticket desk to ensure visibility of all request submissions.

We use a ticket management system to handle requests. All tickets that are submitted through [support@wearehdk.com](mailto:support@wearehdk.com) sit in our ticketing system until completion. Handling requests through the ticketing system enables us to use:

- Assignment systems: To allow us to easily assign the right skillset to the request
- Tracking systems: To make sure the request is seen to and not lost
- Time tracking systems: To make sure that we adhere to the priority system timings
- Global view: This allows us to create one 'view' where the entire web/design/marketing team can collaborate on the request as needed.

We will aim to keep resource management lean, by handling the request with a web support developer. On a case by case basis, we will consider involving other team members for efficient resource management. Doing this allows us to reduce costs to clients and speed up deliverable timings. The decision to involve other team members is at HdK's discretion.

## Step by step

Request sent by client to HdK

The process begins when you notify us of your request. We handle each request on a case by case basis but there are 3 main types of requests:

- 1) Updates and maintenance
- 2) Feature request
- 3) General

Below is a breakdown of what these types of requests can include.

### **1) Updates and maintenance**

#### **Updates**

This encompasses; updating copy, content and images, simple CMS updates, simple CMS customization.

If we are updating a site: the things that we need to be able to complete your request is:

- What you want to update
- Where you want it to be updated
- Which site you want to update

It's helpful to have:

- Direct URLs to pages
- Screenshots of areas to update

In the interests of keeping timing efficient, content should be proofread and provided to us in the way that it is desired to look on the website. Tweaking copy in development (IE adding bold/italics) can incur additional support time.

#### **Maintenance**

Maintenance encompasses: visual bugs, CMS bugs, plugin updates, website behaving in unexpected ways, updates to WordPress.

If your request is a bug, the things that we need to be able to complete your request are:

- Which site is experiencing issue
- When you encountered the issue

- Any recent changes that may have happened (inside or outside of the site, for example email systems, recent changes of passwords, server changes or updates)
- How to recreate the issue

It's also helpful to have:

- Direct URLs to affected areas
- Screenshots of the issue
- Screen recordings of the issue

## **2) Feature request**

Feature requests are when you want the website to do something that it cannot currently do. This encompasses; not being able to update content in the way you desire, desire to do something new with the website or adding a new feature to the site.

### **Simple feature requests**

Some updates are simple and do not require the involvement of multiple team members, and have a low impact on the website's technical architecture. These include adjusting existing features (for instance, tweaking a layout) or implementing simple extensions of current features (for instance, creating a new listings page for an existing categorisation system).

The things we need in order to complete your request:

- What you can do currently
- What you would like to be able to do
- Where you need to do it (direct URLs preferred, but also site name)

It's also helpful to have:

- Any timelines that you are working to
- Screenshots of limitations
- User journey breakdown

### **Project feature requests**

Some feature requests will require more significant work cycles in order to complete. For these requests, we will need to provide you with a cost estimate and a timeline of completion. These generally include instances where you want to do more with the website than it can currently do.

In order to complete the request, we engage in a mini-project cycle to streamline the process. We allocate the appropriate team members who possess the skill sets needed to meet your requirements and deliver on an agreed timeline.

Project feature requests will be handled in a case by case basis but will typically follow the below phases:

- Discovery
- Estimate
- Written acceptance of cost and timeline
- Work time (including development and design if needed)
- Appraisal of work and training
- Billing

Project feature requests may not conform to the priority scale timings outlined above but will conform to an agreed timeline between yourselves and the assigned project manager.

### **3) General**

This encompasses technical advice and refreshers of how to use systems. For these requests, the more information you are able to provide about the request, the more meaningful a response we can offer.

#### Assessment

Once a request has been submitted, a ticket manager will read through the request to understand what needs to be done. The ticket manager may request more information if needed. The ticket manager will then assign a priority to the ticket. If the ticket is high priority, the ticket manager will assign responsibility for the work to begin immediately and notify you that work has started. For other priority times, the ticket manager will reply to confirm receipt and inform you of the timings if appropriate

#### **Important note: Delays**

- We can only make a full assessment as to the priority of the task once we are in receipt of adequate information in order to be able to understand the request
- We can only begin work once we have the relevant content and information required to complete the request
- HdK are not responsible for missed priority timings when we are awaiting content.

#### Scheduling work time

The ticket manager will then schedule work into the development schedule as outlined in the priority system. In some cases, this work may be immediate if we feel it's in the interest of increasing the pace of deliverables. We will let you know once the work has been completed.

## Work time

We have an experienced team with varied skill sets available to work on your requests. As such, we will assign our most appropriate team members, also taking into consideration the history of the website. We are constantly developing our expertise to ensure we are able to offer the best solutions for coding, SEO, accessibility, carbon footprint and other key considerations. If the request has any specific requirements that require additional expertise, we will also take this into account.

## Appraisal of work

Once the work is complete we will let you know what we have done and provide training to in-house team members where appropriate.

## Billing

We will bill you for the time we have spent on your request under the 'work time' phase. We aim to reflect discovery and training time in our quotes to give an 'actual time spent' figure for the work. If the work is going very far over the quoted time we will let you know.

There is a minimum charge of 30 minutes excluding VAT on monthly support time for pay as you go clients.

Note: We will aim to check websites as we work on a project, but the onus is on the client to check for issues and report them to us, because they are best placed to check for issues as they are working with it on a regular basis.

## FINAL THOUGHTS

Thank you for reading our Service Level Agreement document. We regularly review our documents and practises to ensure that we are always giving the best services that we can. If you have any questions please feel free to contact us at [hello@wearehdk.com](mailto:hello@wearehdk.com).

We look forward to hearing from you.