



Customer service commitment

 **TraditionData.**
Knowledge. Integrity. Trust.



OUR COMMITMENT TO OUR CUSTOMERS

We value your success

At TraditionData, your success is our priority. Our business is built on the foundations of knowledge, integrity and trust.

Our dedicated teams are here to guide and provide you with the tools and knowledge you need to leverage the power of TraditionData for your business.

We are fully committed to ensuring that you, our customers, receive a professional and seamless experience from your first engagement and throughout the lifetime of our relationship.

This document illustrates our commitment to the Service Experience you can expect as a TraditionData customer.

ONBOARDING

Setting the foundation for success

New to TraditionData? We believe that a successful customer relationship starts with a seamless onboarding experience.

Our teams are here to understand your needs, provide clarity on contractual responsibilities, and efficiently gather all necessary information and documentation to get you up and running quickly, allowing you to focus on your core business.



Technical Expertise: Smooth Transition to TraditionData

Our experienced technical teams will guide you through the entire onboarding process and beyond. They are available to answer any questions you may have regarding connectivity options, such as cross-connects, private networks, or VPN's, as well as our APIs/SDKs and other technical aspects you may encounter. Rest assured, our team is here to ensure a seamless transition to TraditionData.



Global Distribution: Resilience and Accessibility

TraditionData offers global distribution capabilities with resilient, geographically diverse points of presence (POPs) in multiple financial regions. Our data services utilize industry-standard protocols like FIX, UPA (LSEG native TREP API) or JSON over Websocket, HTTPS, or SFTP, enabling real-time and snapshot datasets.

We understand the importance of seamless integration with third-party services, and to remove obstacles and make our data easily accessible, we closely partner with a number of authorised distributors including industry leaders such as Bloomberg, Enverus, ICE, Markit, MorningStar Commodity, Numerix, Quick and LSEG.

Once you are onboarded, the following explains what your customer service experience looks like.

EXPLORE

Our products and online resources

CONTINUED SUPPORT

Every step of the way

We are committed to providing exceptional customer support throughout your journey with TraditionData.

Our customers benefit from an Account Management structure across each account, and whether you have questions about our products, require assistance with content, applications or technical queries, our highly skilled and experienced service professionals across each of our regions, EMEA, Americas and Asia, are available to help. Dependent upon the scale and scope of our relationship, and to further recognise its value, we may strengthen this by providing deeper access to additional specialists, tools and information across TraditionData relevant to your needs, ensuring you have the best service experience possible.

Our website serves as a comprehensive resource to support your understanding and exploration of our offerings. To access more information about our wide range of TraditionData products, visit traditiondata.com/products/.

Covering a wide range of asset classes, our data is available at global, regional, asset, product sector and product levels, either vertically within regions or horizontally across regions. Many firms take a highly holistic view of how data is sold, which typically leads to buying or subscribing to much more data than you may need. TraditionData provides much more granularity to the package structure.

We have experts with deep content, market segment, analytical, product, technical, support and customer workflow knowledge. Your Account Team will be able to engage these experts to assist you in the evaluation of our products and services.

Where possible, your TraditionData Account Team can also arrange provision of a sample set of data from the comprehensive range of assets in our portfolio to assist your decision making process.

If you require further details or wish to speak to an expert, simply use the 'Contact Us' section at traditiondata.com/contact-us/.

PURCHASE

Streamlined ordering and billing

Your Account Team will work closely with you to facilitate the order and provision of TraditionData products you wish to purchase. They will guide you through the process, ensuring a smooth and efficient experience.

At TraditionData, we understand that billing arrangements vary for each customer and location. Rest assured, your Account Team will work diligently to ensure the smooth management of your purchases, including the provision and activation of billing in accordance with your Services Agreement. Invoices are generated based on the billing frequency specified in your contract. Whenever possible, invoices are sent electronically. Payment is due as defined by the terms of your agreement. Our team will provide you with clear instructions on how to make the payments and offer support for any billing-related queries you may have.

SET UP

Technical & data delivery: seamless planning and progress

TraditionData offers various options for the delivery of our products. Whether it's through a direct feed, SFTP, or our global and regional vendor distribution partners, your Account Team will advise you on the best options available for each product. They will collaborate with our team of experts to plan and facilitate the delivery process. During the planning stage, we may request specific details about your environment and network to ensure a smooth and timely delivery. Your prompt cooperation in providing this information is crucial to avoiding any unnecessary delays.

Dedicated assistance at every step

TraditionData Customer Support serves as your central point of contact for all questions related to our products. Our support teams consist of FISD and vendor-certified market data engineers and provide global support to content, application and technical queries. We have robust systems in place to capture and record issues accurately, a dedicated escalation process to ensure issues are dealt with in the appropriate manner, correctly prioritized and keeping you informed of progress until resolved.

Efficient Query Resolution:

When you raise a query, we log it and provide you with a unique case reference number for easy tracking. A Customer Service Agent will take ownership of your query, conducting a thorough analysis and providing initial answers. If necessary, they will coordinate with relevant teams and specialists to ensure a comprehensive resolution. Throughout the process, you can expect regular and timely updates on the progress of your query.

Customer Support hours are from Sunday 21:00 GMT/BST – Friday 23:00 GMT/BST

Email: marketdata.ops@tradition.com

Telephone: **+44 (0)207 198 5826**

We offer the following standard response times:

- Query raised and unique case reference number provided: Within 5 minutes
- Response and update to request: Within 4 hours
- Status updates for ongoing inquiries: Every 24 hours until resolution

Once your query is resolved to your satisfaction, we will verify if you have any further questions before closing the case. For additional information, please refer to the Data Distribution & Support section on our website: traditiondata.com/data-distribution-support/

Safeguarding *your* trust

Information Security:

TraditionData operates under the established global, structured Business Continuity framework and strategy of the Tradition Group Business tradition.com. This framework ensures our preparedness in case of disruptive incidents and ensures our ability to continue serving you while protecting our people and assets.

Privacy:

At TraditionData, we value and respect privacy. We are committed to protecting personal data in accordance with our own privacy policy and external privacy statement, which can be accessed through traditiondata.com/privacy-policy/.

Code of Ethics:

Integrity is a fundamental principle guiding all our activities at TraditionData. Our Code of Ethics serves as a set of rules that govern our behaviour in all dealings and provides guidance in our day-to-day business. It applies to all employees of TraditionData.

Secure Environment:

We prioritize security in everything we do. We recognize the significance of keeping personal data secure, and our policies and practices reflect this commitment. Our security strategy includes implementing appropriate controls that are communicated to application owners and technology teams across our business to support the secure development of products and a secure operating environment. Our policies and supporting standards are reviewed and updated as necessary to take into consideration evolving technical risks, regulatory change and our customers' need for information security.