Visitor API
Service Level Agreement

1   PREFACE

The following document outlines the minimum guarantees offered to customers of the Visitor API service and any applicable remediation if those guarantees are not met.

2   WEB SERVICE UPTIME

Consumer Intel guarantees at least 99.9*% uptime of the Visitor API web service. For the purposes of this document, a "web service outage" is defined as period of time where you can't talk to our service for more than 5 minutes, excluding any outages related to 3 scale / oauth downtime.

Excludes any outages related to 3 scale / oauth. See section 7 for details.

3   RESPONSE TIMES

Consumer Intel guarantees that Visitor API service will answer a single request within 500 milliseconds. At present, the average response time for the Visitor API is less than 300 milliseconds. Various techniques and monitoring are in place to ensure that all requests are processed in a timely fashion and traffic can be appropriately balanced.

4   FAILURE RATES

Consumer Intel guarantees that the Visitor API service will give a successful response to at least 98% of appropriately formed requests. For the purposes of this document, an "appropriately formed request" to the Visitor API is defined as one which conforms to the guidelines outlined in the API documentation.

5   MONITORING AND ALARMS

Consumer Intel has comprehensive monitoring in place to track various critical metrics and provide visibility into the performance of the service. Examples of monitored statistics are response timings, fails/500s/timeouts, uptime, retrievals vs. creations, traffic patterns, server loads, as well as host site and platform specific analysis.

Statsgraph, Data Dog, New Relic, and Alarm Box monitoring are all utilized to monitor the visitor service. In the event of service problems and/or leading indicators of potential problems, appropriate alerts will be passed to the Consumer Intel team via Pager Duty during business and non-business hours.

6 DOWNTIME REMEDIATION

In the event of a service outage, Consumer Intel cannot recover any visitor data associated to site visitors who are active at the time of an outage. If the outage time is greater than 15 consecutive minutes, Consumer Intel will provide notice to the API customer list.

7 EXCLUSIONS

The uptime guarantee set forth above does not apply to any unavailability of the Visitor API service due to downtime of 3 scale / oauth. Consumer Intel does not control 3 scale / oauth as these are corporate services. In the event of any 3 scale / oauth outage, the consumer sites will also be down.