



Customer Bill of Rights

1. **Commitment to Fair and Honest Treatment:**

Customers will be treated respectfully, fairly, and courteously in all Apollo interactions. In turn, Apollo expects commensurate treatment of our contractors and employees. Our executive team wants to know if you have been treated unfairly or discourteously. We are committed to resolving all issues expeditiously. We hope to earn your trust in every interaction through honest and sincere business practices borne of a long-term partnership mentality. Our reputation is built on your sustained success using our products and services, which starts with a commitment from the top to trustworthy, courteous, and fair treatment of all our customers, partners, and employees.

2. 100% Transparency: Customers have the right to clear and forthright information about Apollo products, services, pricing, and terms and conditions. Our objective is to be a company that is easy to do business with. We provide sales quotes in plain English and devoid of fine print. We publish our Master Subscription Agreement, Service Level Agreement, and Privacy Policy online for your inspection. We believe transparency underpins every aspect of maintaining a productive and long-term partnership with your District.

3. Online Published Pricing: Customers have the right to fair and competitive pricing, free from hidden fees. We have zero tolerance for deceptive sales and marketing practices. To that end, Apollo publishes our pricing and volume incentives online and guarantees it is the best available. We sign one-year agreements that better align with district operating budgets. The pricing you compute in our online pricing calculator will mirror your sales order. If we make a mistake on a sales order, we will honor our mistake for the agreement term. We believe your district should

be free to compare our pricing to other vendors' products and services without engaging in an irksome sales process. We stand by our pricing and believe it is competitive when evaluated from the lens of the total cost of ownership. Our customers shouldn't be left wondering if the district down the street negotiated a better price or feel duped by an unscrupulous salesperson solely maximizing their commission.

4. Timeliness in Everything We Do: Our customers and partners can rely on the timely delivery of Apollo products and services. We foster a culture of efficiency and purposeful urgency. Whether responding to a support request, sales inquiry, or a call for assistance, we expect our staff to respond with alacrity. We are committed to delivering bi-monthly releases, picking up all support calls within 5 minutes, delivering implementations according to contracted delivery dates, and producing sales quotes on the same day as the sales visit. We believe product enhancement should be delivered on a regular cadence and publicized in understandable release notes and guided demonstrations.

5. Easy-to-Use and Innovative Software: Our customers can expect software that is pleasant to use. Apollo strives to deliver a uniform and intuitive user experience. To the extent possible, every software module and component should function similarly, eliminating clicks, improving efficiency, and minimizing training. No two areas of our software should ever look like distinct product teams created it. Further, Apollo is committed to a culture of innovation. We incorporate the best-of-breed technologies and designs in our platform. This approach starts with hiring seasoned engineers passionate about delivering work products that embody a sleek and intuitive customer experience—attention to detail matters.



6. Singular Focus on Quality and Reliability:

Customers will receive products and services that meet or exceed expectations for quality and performance. We perform 100% automated regression testing of all core modules prior to every release. Although mistakes happen, Apollo further commits to fixing issues in a timely manner. We publish our Service Level Agreement (SLA) online. Our agreement governs issue resolution and covers all customer response times during business hours. We do not write separate service contracts that are based on a customer's ability to pay. We are committed to 99.9% uptime with customer financial remuneration if we do not meet internal performance standards.

7. Professional, Accessible, and Knowledgeable Services and Support:

Customers can expect to interact with staff that have worked in or around K-12 education for the better part of their careers. We aim to hire service and support staff who have worked in schools and are interested in how technology can improve educational outcomes and school efficiency. We believe that your district implementation should be guided by Apollo personnel who are accessible and responsive. We include mobile phones on business cards to encourage communication. We understand that personalities do not always mesh. If you have any issues with your implementation expert, Apollo will assign different staff members at your request with no questions asked.

8. Data Protection and Privacy:

Customers have the right to protect their personal information and the assurance that it will not be misused or shared without their consent. We understand the

legal ramifications of FERPA, HIPAA, GDPR, and other regulations. However, data protection and privacy go beyond meeting the minimum legal requirements. It requires Apollo management to be committed to assessing security threats and software vulnerabilities, updating our technology to the latest security standards, and requiring personnel to show a duty of care to maintain your data as if it is their own personal data.

9. Non-Discrimination and Accessibility:

Customers and Apollo employees have the right to be free from discrimination based on race, gender, religion, nationality, disability, or any other protected class. Although non-discrimination is governed by employment law, Apollo views treating others the way you would want to be treated as basic human decency. Similarly, customers and employees should be able to access and use our products and services without unnecessary barriers and in the least restrictive manner. Apollo is committed to Section 504 compliance and delivering software that enables efficient use by people of all abilities.

10. Proactive Redress:

Customers have the right to a fair and accommodative process for resolving complaints and disputes concerning our services or with Apollo employees. We hold our executive team accountable for your district's success and happiness with all facets of your interaction with Apollo. We do not believe in hiding behind bureaucratic layers, unnecessary separation of duties, or titles. You have our CEO's commitment that any issue, no matter how large or trivial, will be resolved fairly, efficiently, and with the objective of maintaining a positive working experience with our team.

