



# **Service Description**

8.5.2023

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# 1 Uniofy Ltd

Uniofy Ltd is a company that utilizes the peer and platform economy business model to create solutions for the needs of trade unions and NGOs in the digital age. With the help of modern technology, Uniofy provides people with a secure digital platform to organise, use information and exercise their fundamental democratic rights and freedom of action. Through its profitable business, Uniofy promotes the functioning of the civic society, democracy, respect for human dignity and the realisation of human rights in all its operating countries. Uniofy's mission is to offer democracy as a service (DaaS).

Uniofy's field of business is software design and development. The company provides a digital platform, applications, software support services, maintenance, and continuous product development and the digitalization of operations. In addition, the company consults in the management of organisations, networking, communications, campaigning and the development of service and operational processes.

## 2 Uniofy as a service

A Uniofy customer ("Customer") is an association/NGO that adopts Uniofy's service ("Service"). The purpose of this service description is to present what the service package offered by Uniofy includes. The terms and conditions regarding the customer relationship and regarding the provision of the service will be set out in a service agreement separately.

Uniofy updates the service description in line with the development of the Service.



## **2.1 Uniofy's SaaS model**

1. Uniofy is a Software as a Service (SaaS) service with which Customers can digitalize their operations and offer digital solutions for the needs of members, shop stewards and staff.
2. SaaS service refers to software located in the cloud and maintained by a service provider. Uniofy's software Service can be accessed via a web browser and/or mobile application. Uniofy's software serves more than one Customer.
3. Uniofy's software Service consists of a platform and application with which the customer's members, shopstewards and staff as well as potential members can use the standardized features built into the service. Features are not customizable for each customer individually.
4. Uniofy offers the Customer the services below according to Uniofy's SaaS model with a service fee and an initial fee.

## **2.2 Digital trade union**

1. Once the Customer adopts the Service a membership and organization structure that corresponds to the membership and organization structure of the customer is formed on the Uniofy platform, in essence this is a digital trade union.
2. The customer is able to digitalize their own core services and functions with the help of the Service and centralize them in one place within the reach of users using a smartphone and web browser.
3. With the Service, the Customer can crowdsource dataprocessing, data collection and data updating. The Service provides the Customer with a real-time and up-to-date situational picture and indicators to enhance the efficiency of work and management.
4. The Service provides digital features to the Customer to maximize its member activity and quantity, engagement, rescue, and other member services.
5. With the Service, the Customer can replace existing systems, improve productivity, crowdsource their operations, facilitate the work of members and shop stewards, and make personnel work processes more efficient.

## **2.3 Uniofy App**

1. Through the Service, the Customer receives a Uniofy application that is based on their own organization and in accordance with the brand.

2. The application is used by members, union reps, staff and, to a limited extent, potential members.
3. The application can be used with strong authentication and rights tied to a position of trust.

#### **2.4 Service through peer-to-peer activities**

1. The Service operates on a peer-to-peer model based on interaction between members, shop stewards and the staff.
2. Through peer-to-peer exchange, members, shop stewards and staff generate additional organisational and advocacy value for each other.

#### **2.5 Data integration**

1. Data integration refers to actions by which the Customer's essential and registered data is combined and transformed to suit the service.
2. Uniofy prepares a plan for data integration activities and schedule with the Customer. The terms of delivery of data integration are agreed in the service agreement.
3. To enable data integration, Uniofy carries out a survey with the Customer of the quality and structure of register data (e.g. workplace structure, workplace attachments, spelling of names, etc.). If necessary, the Customer takes measures to correct and harmonise the information and to register it.
4. Uniofy implements data integration through the Uniofy platform and the software interface of the Customer and its register.
5. In the context of data integration, it is determined which data moves one- or two-way between the Uniofy platform and Customer's register.
6. Uniofy carries out data integration testing together with the Customer.
7. Any integrations with the Customer's other systems are planned and priced separately. In addition, changes made after implementation are priced separately in cases where there are changes to the interface of the Customer's member register or the Customer wishes to change existing amounts of data movement between Uniofy and Customer's register.

#### **2.6 Introduction of the Service**

1. Uniofy provides the Customer with admin user rights, after which the Customer's admin can use the service by identifying themselves in the

Service. The admin user activates the union page and implements the personnel data.

2. After data integration and service introduction, the Customer's members, shop stewards and staff will have profiles in the Service that are not activated yet. The operating logic and information management of the Service are based on the profiles used in the Service.

## **2.7 Deploying the application**

1. The use of the application refers to the activation of a profile in the Service by registering for the use of the Service.
2. After the Service has been taken into use, the Uniofy application is available to the Customer at the customer.uniofy.com address.
3. Uniofy draws up a plan with the Customer for the implementation of the application, the activation of the application and the expansion of the use.
4. The Customer primarily acts as the marketer of the implementation of the application itself. The use of the Service causes changes in operating methods, the adoption of which requires training, advice, orientation and systematic guidance.
5. Uniofy provides basic training for staff on how to use the application and how to familiarize members and shop stewards with the use of the application. The terms of basic training are agreed in the service agreement.
6. In addition, training is agreed and priced separately.

## **2.8 Activation and expansion**

1. The operating logic of the service is built in a such way that the interaction, peer-to-peer activities and communication enabled by the platform and the application's features market the use and use of the application organically. The use of the Service activates others to use the application. The interest in using the Service arises from the experience that the features of the Service meet the needs of the users, solve problems and help the users to function meaningfully and productively.
2. The main target groups for the expansion of the user base are shop stewards and staff, as they are also the best peer marketers of the Service. The more elected officials and staff use the app's features, the more other users have reasons to use the app.
3. Uniofy uses analytics and data to help Customers increase their activity in different groups. Uniofy can carry out digital marketing campaigns to

use and expand the user base together with the Customer. These campaigns are planned and priced separately.

## **2.9 Maintenance**

1. Maintenance refers to actions by which the Customer and the user of the Service have a software service updated at all times in accordance with the SaaS model. The Customer does not have to take care of maintenance themselves.
2. Uniofy takes care of the technical operation of the service, reliability, platform and application management and architecture. Maintaining the Service ensures that the software is available, updated in such a way that the Customer's members, elected representatives and staff have access to the up-to-date and secure features offered by the Service. Maintenance includes taking care of the security of the servers and application, as well as backing up.

## **2.10 Support services**

1. Support services refer to the technical support specified for the Customer's admin users. The availability of support is described in the service level description.
2. Uniofy provides the Service with general support materials to guide the Customer in the use of the service.

## **2.11 Continuous product development**

1. Continuous product development refers to activities that continuously develop digital solutions for the needs of Customers and operations.
2. Thanks to the SaaS model, Uniofy operates as an outsourced product development unit for the Customer, channeling expertise and financial resources into the continuous product development of the service. The Customer does not have to do product development themselves but receives product development as a service. The Service produces digital services and functions that individual Customers would not have sufficient expertise or resources to develop and maintain.
3. The SaaS model enables agile product development and service design. The Customer and the user benefit directly from continuous feature development and updating. The product development of the features of the service platform and application is carried out based on the needs of the Customer's members, shop stewards and staff. Uniofy collects development feedback directly from the users of the Service. The Service produces information that can be used to develop experience and features. By analysing and utilising this information, it is possible to anticipate needs, optimize the use of services and new operating methods, and develop them.

4. Uniofy's development team is responsible for the product development of the Service.
5. To support product development, Uniofy gathers a development community consisting of Service users. The task of the development community is to test and develop the functionality, features and service design of the platform and application. The Customer can participate in product development through the development community. The development community may include representatives of the client's personnel, shop stewards and members.

### **2.12 Data protection**

1. Data protection refers to an individual's right to their own personal data and the protection of their privacy when processing personal data. The Service is provided in accordance with current legislation, regulations and good practices.
2. The Customer acts as the controller of the personal data processed and can demonstrate compliance with the data protection principle by using the Service in the processing of data. The Customer authorises Uniofy to process personal data on behalf of the Customer to the extent required by the Service. With regard to the Service, Uniofy acts as a processor of the Customer's personal data.
3. The Customer is responsible for ensuring that it has all necessary rights and consents to the processing and transfer of data (including personal data) to the Service, regardless of whether the data is processed and the Customer and/or Uniofy. In addition, the Customer is responsible for ensuring that the written instructions given to Uniofy comply with the data protection regulations.

### **2.13 Data security**

1. Information security refers to the protection of data, services, systems and telecommunications. The key aspects of information security are availability, confidentiality and integrity. The Service is provided in accordance with current legislation, regulations and good practices.
2. With the help of the Service, the customer can improve the various aspects of information security in their own processes and their operations in terms of data availability, confidentiality, integrity, identification and authentication.



## **3 Content of the Service**

The content of the Service consists of standardised features. Pricing is specified in the service contract. Uniofy cannot be adapted to the needs of an individual Customer.

### **3.1 Profile-based user interface**

1. Use of operational features on user account
2. Adoption by identification
3. Acceptance of the terms and conditions
4. Management of own personal profile
5. User rights based on employment relationships and union data
6. Sites and pages of employers, workplaces, and collective agreements
7. Site of the union branch and the union based on the person's membership data
8. Search feature for personal profiles, employers, workplaces, union branches and collective agreements
9. Language preferences; Finnish, Swedish, English
10. The design is in line with the union's brand

### **3.2 Activity feed and navigation**

1. Chronological compilation of activities on the timeline
2. Both past and future events and activities
3. Notifications lead directly to functionality
4. Mobile navigation
5. In the top bar, main search and user menu
6. In the bottom bar, chat, campaign center, and site menu
7. In the scroll bar, membership card and union links
8. Desktop navigation
9. In the top bar, main search, chat, campaign center, site menu and user menu
10. In the side navigation bar, membership card and union links

### **3.3 Communication**

1. Call function; uses phone's or computer's call features
2. Conversations with in-app messages
3. Activity feed notifications about events related to the user
4. E-mail notifications for of user related actions and system messages
5. Two-factor authentication via SMS in some features
6. Creation, editing and publication of local branch newsletters

### **3.4 Conversation feature**

1. Receive personal in-app messages
2. Depending on user rights, you can start a new conversation with another user
3. Conversation history, search by person or workplace

4. Call directly from chats; use the phone or computer call function

### **3.5 Campaign Centre**

1. Create a campaign
2. List of ongoing campaigns
3. Ability to view completed campaigns
4. Edit your campaign
5. Manage your target audience
6. Situational overview as key figures
7. Filtering of organisation and campaign data
8. Use of workplace mapping in campaign work
9. Manage meetings
10. Conversations by calling and in-app messaging
11. Identifying potential leaders
12. Creation of campaign teams for workplaces
13. User rights for campaign leaders
14. Creation, implementation and analytics of surveys & petitions

### **3.6 Campaign Team**

1. Create a campaign team
2. Invite leaders to your campaign team
3. Edit your campaign team
4. Acceptance of the terms and conditions
5. User rights of campaign actions

### **3.7 Meeting management for organisers**

1. Making appointments; Call, live or online
2. Notification to participants in the activity feed
3. Meeting notes
4. Snapshot of campaign meetings

## **Sites**

### **3.8 User's sites**

1. User's own profile
2. Workplace
3. Employer
4. Local branch
5. Collective agreement
6. Union

### **3.9 User's own profile**

1. Profile card

2. Basic information; editable
3. Membership information
4. Employment relationships; editable
5. Positions of union representation
6. Union trainings

### **3.10 Workplace**

1. Workplace's card
2. Basic information
3. Shop stewards
4. Campaigns
5. Workplace mapping

### **3.11 Workplace mapping for shop stewards and staff**

1. Updating of workplace information
2. Create a workplace structure
3. Situational overview of the workplace
4. Person search
5. Addition of potential member
6. Filter function
7. User rights for shop stewards
8. User rights for union staff

### **3.12 Employer**

1. Employer's card
2. Basic information
3. Employer's workplaces; editable
4. Employees
5. Union representatives
6. Collective agreements
7. Employer's unlinked employees
8. Management of the rights of Union representatives; union staff

### **3.13 Union local branch**

1. Branch card
2. Basic information
3. Local branch representavies
4. Members
5. Members' workplaces
6. Creation, editing and sending of newsletters

### **3.14 Collective agreement**

1. Collective agreement basic information
2. Link to collective agreement

3. Collective agreements are managed from the admin panel

### **3.15 Union**

1. Union card
2. Board
3. Council
4. Offices
5. Staff

## **Management**

### **3.16 Admin panel**

1. Editing basic information of the union
2. Management of the rights of the staff
3. Management of union board
4. Management of union council
5. Management of union offices
6. Management of collective agreements
7. Management of union's custom links
8. Management of admin users
9. Number of active profiles at Uniofy
10. Management of environment-specific union settings
11. Union's "blacklist", which allows admins to prevent specific users from using the Service

## **4 Further development: new features**

New features are developed for the Service to meet the needs of Customers and users. New features are built within the limits set by development resources.

## **5 Consulting services**

Uniofy offers separately agreed consulting services that are tailored to the Customer's needs. Consulting projects are agreed and priced separately.