Guidance on eFiles Ticketing & Tagging

There are two types of instances in which you'll want to create a ticket:

i. Create a ticket in order to tag issues you've encountered during the preclearance process. Tags are simply intended to create a record of issues for periodic review by the PAAB management team. Tags are NOT a communication tool for resolving issues during the live review of the file. In fact, the eFiles platform does not show client tags to the reviewers. Continue to utilize written and verbal correspondences to move files forward and to obtain clarification respectively.

ii. Create a ticket in order to submit requests for calls with reviewers (whether file specific or general questions). <u>We ask that our clients submit requests for calls with reviewers through the ticketing system</u> on the eFile system or the "General Question" link accessible throughout our website (www.paab.ca). For general questions please briefly describe the question in the details box. For calls relating to a particular file, please identify the comment numbers for discussion during the call in the details box. Please note that calls will be recorded for quality assurance, training and auditing purposes. Also note that the ticket may be accessed by the client after the call in order to tag issues encountered during that call. This would help ensure that this particular call is reviewed by a PAAB manager when considering opportunities for training and improvement. Although tickets relating to call requests are visible to reviewers, the tags placed on these tickets to inform management of issues encountered during the call are not visible to the reviewer.

iii. Requests to Escalate a call

Assuming that PAAB code s8.6. (ii) and the criteria outlined below have been met, the primary contact listed for an efile submission, should submit a new ticket to PAAB requesting a call, on an eFile, to be arranged at a specific time by email.

This new ticket must include:

- A clear statement that this ticket is a request to escalate a matter that has been previously discussed and responded to in writing with the Reviewer of record.
- Please confirm the points for discussion and any details relevant to this matter.
- Please list attendees on the call and include those from the manufacturer

Submit the ticket and a member of our Admin team will change the ticket status to 'Escalation' and follow up internally with the Reviewer and Patrick for date and time availabilities for this call. Once a date and time is confirmed with all parties, the client will be required to provide conferencing details to allow participants to dial into this call.

Client Tags	Description & Instructions
Inconsistency perceived because objection to content previously approved for the brand was maintained after directing PAAB to the prior approval file #	The ticket must identify **all** of the following in the "details" box: • the ruling in question • the prior approved file #

	• how/when the PAAB was notified {e.g. "in initial submission copydeck" or "the call recorded on January 15, 2017", "the resubmission letter from August 3, 2017"}. The copydeck is expected to identify copy lifted from the brand's prior APS.
Inconsistency perceived because objection was maintained <u>after</u> demonstrating that the same presentation was approved for a different brand	Ticket must include all of the following: • Copy or image of the other brand's ad saved as a PDF document (uploaded to the ticket). • An explanation of how the reviewer's ruling is perceived to be inconsistent with rulings in attached ad for the other brand. • How/when the PAAB was notified of the concern {e.g. "the call recorded on January 15, 2017", "The August 3, 2017 resubmission"}
Ruling perceived to be inconsistent with the code/guidance	Ticket must include both the ruling which is perceived to be inconsistent with the code/guidance AND the applicable code section or guidance document. Also clarify how/why the ruling is inconsistent.
PAAB did not return call at agreed upon time	This tag must be added to the ticket which was created to schedule the call in question.
Incomplete review perceived to be unwarranted	This ticket should clarify why the client disagrees with the decision not to perform a line-by-line review.
Perceived issue with level of expertise	This ticket must clarify specifically what triggered this perception.
Particularly helpful comment/discussion/action	This ticket must clarify what we've done to trigger this tag so that we can be sure to do more of it in the future.
Provided guidance was unclear	• Use this ticket when you do not understand the PAAB comment. • Do not use this tag if you understand the PAAB's position but you disagree with it. There is a different tag for that!! i.e. the tag "Consider changing the code, guidance, or review practice" • The ticket must identify the unclear comment and must clarify how it is unclear.
Ruling perceived to be inconsistent with code/guidance	Use this tag when you understand the PAAB comment but you feel it is inconsistent with the PAAB code/guidances. Identify the comment in question and be specific about which code/guidance the ruling appears to contradict.
Consider changing the code, guidance, or review practice	Use this tag to identify opportunities for improvement of the code/guidances. Propose wording for consideration.

Confrontational PAAB representative	Ticket must identify the PAAB representative's actions which were considered confrontational. Please provide any relevant context.
Issue which is perceived to be new was raised late in the review	• Use this tag when you feel that an issue was raised later in the review than it should have been. Be specific. • The ticket must identify which particular issues were raised late in the review.
Correspondence provided after eFiles due date significantly impacted the client	• Use this tag when you have received a file after it's due date (according to the eFiles system) and this had significant negative impact on the client. • DO NOT use this tag because you asked for a rush but only received a response on the eFiles due date. • The ticket must identify when the due date and the date of receipt.