

## Standard Terms & Conditions

---

### PAYMENT TERMS

- **Websites** - Unless otherwise agreed. 50% of setup paid in advance, 25% when the test site is accessible and 25% when the site goes live. The first two invoices are Due on Receipt. The final invoice is Net 30 days.
- **Websites - Monthly Website Fees** - (hosting, CMS etc) are paid monthly by Standing Order or Direct Debit via GoCardless, in advance. If not, we reserve the right to charge a £20/month admin fee.
- **SEO & Social Media Marketing** - Setup fees paid in advance and ongoing monthly fees paid in advance by Standing Order or Direct Debit via GoCardless.
- **PPC** - Management fees invoiced monthly in arrears. Payment terms are Net 30 days.
- **Third Party Software** - e.g. CRM/intranet paid in advance.
- **Professional Services** - such as marketing consultancy, CRM & intranet consultancy, training will be invoiced at the end of the project for short term projects. For longer term projects, invoices will be issued monthly in arrears for work delivered in that month.

### CHARGES

- Prices do not include VAT.
- Prices for all quotations and proposals are valid for 30 days from the date of any proposal unless otherwise specified.
- For a website project, once the website is made live, any additional design, HTML or programming work, after the agreed snagging period, is charged at £115 per hour (from 1 January 2022) – rates may vary over time so please see the “Conscious Solutions – Support Procedures” document for more information.
- If the costs shown in any proposal are for multiple sites (or where we already operate a site on your behalf), then license and hosting fees may be discounted to reflect a multi-site discount. In this situation, please be aware that cancellation of one site might impact the operating cost of the remaining site(s).
- Meetings to discuss designs and review the website normally take place via conference call. However, if on-site meetings are arranged then travel is charged at 50p/mile or Standard Class train fare plus hotel costs where applicable/necessary.
- All onsite marketing consultancy, CRM consultancy, social media or other consultancy & training will incur expenses as described above where they have been agreed with you.
- Any projects that will incur direct expenses will be identified in the quote. Expenses are given as indicative values only and the full cost of any expenses incurred will be invoiced.

### WEBSITE DESIGN (IF REQUIRED)

- In our experience the cost of Design shown is sufficient for a project of this type. However, design work is subject to client approval which means that the project can not be "fixed price". We have estimated the hours needed prior to reaching Design Approval on this project. In the event of the project requiring more design time than this we will discuss the matter with you and agree how to proceed.
- In our experience, the cost of the Build (i.e. technical implementation) is sufficient for a project of this type. However, only once a design has been approved is it possible to confirm exactly how long it will take to build. In unusual cases, clients can request specific functionality during the design stage that may require additional time to implement. In the event of the project requiring more build time than this we will discuss the matter with you and agree how to proceed.
- Images used in the design of your website will be recharged at cost.
- Images used on the website will be purchased from [www.istockphoto.com](http://www.istockphoto.com) at resolutions suitable for use on the web. Please notify us if you also plan to use these images in print (in which case we will purchase higher-resolution version of the images on your behalf).
- An EPS copy of your logo is not included unless itemised in our proposal.

### WEBSITE CONTENT (IF REQUIRED)

- The setup cost for the new site assumes a budget for content migration/manipulation as shown in the pricing table. Should this be exceeded due to changing client requirements (e.g. wanting to migrate an archive of articles in a difficult format) – then additional work, will be charged at the rate shown above.
- We have assumed that photographs of staff, if used on the site, will be provided to Conscious in a format that can be used without the need for Photoshop manipulation (which can be time consuming). If Photoshop manipulation is required (e.g. to crop images, adjust colours or remove backgrounds) additional time/charges may apply.

### HOSTING (IF REQUIRED)

- Hosting includes 4GB of data transfer each month unless agreed specified in your Service Agreement.

### CANCELLATION TERMS

- **Websites**: the minimum contract period is twelve months. After this time you may give us three months notice of cancellation (a full HTML-only copy of your site will be provided to you).
- **SEO** - As specified in your Service Agreement.
- **PPC** - As specified in your Service Agreement.
- **Marketing Consultancy & other consultancy** – as specified in your Order Form or Statement of Works