



**WEB DESIGN POSSE**  
Where everything is possible

## GENERAL TERMS & CONDITIONS

### // Summary:

We'll always do our best to fulfil your needs and meet your expectations, but it's important to have things written down so that we both know what's what, who should do what and when, and what will happen if something goes wrong. In these General Terms & Conditions (which are a copy of our Contract) you won't find any complicated legal terms or long passages of unreadable text. We've no desire to trick you into signing something that you might later regret. What we do want is what's best for both parties, now and in the future.

### // What do both parties agree to?

*You:* You have the authority to enter into a contract with us on behalf of yourself, your company or your organisation. You'll give us the assets and information we tell you we need to complete the project. You'll do this when we ask and provide it in the formats we ask for. You'll review our work, provide feedback and approval in a timely manner too. Deadlines work two ways, so you'll also be bound by dates we set together. You also agree to stick to the payment schedule set out at in these General Terms & Conditions.

*Us:* We have the experience and ability to do everything we've agreed with you and we'll do it all in a professional and timely manner. We'll endeavour to meet every deadline that's set and on top of that we'll maintain the confidentiality of everything you give us.

## GETTING DOWN TO THE NITTY GRITTY

### // Design

We create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. We create designs iteratively and use WordPress so we won't waste time mocking up every template as a static visual. We may use visuals to indicate a creative direction (colour, texture and typography.) We call that 'atmosphere.'

You'll have plenty of opportunities to review our work and provide feedback. We'll share a OneDrive folder with you and we'll have regular, possibly daily contact.

If, at any stage, you change your mind about what you want to be delivered and are not happy with the direction our work is taking you'll pay us in full for the time we've spent working with you until that point and terminate our contract.

### // Text content

You supply us with textual content to be implemented into the website. If you have taken out a package that includes SEO, we will supply you with a range of well-researched keywords to be used in your text. We provide professional copywriting and editing services, so if you'd like us to create new content or input content for you, we can provide a separate estimate for that.



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### // Graphics and photographs

You should supply graphic files in an editable, vector digital format. You should supply photographs in a high resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries. If you'd like us to search for photographs for you, we can provide a separate estimate for that. We advise images with a minimum size of 1920px wide. Logos should be supplied at 300dpi with a transparent background (AI, PSD or PNG formats will do).

### // HTML, CSS and JavaScript

We deliver WordPress web page types developed from HTML markup, CSS stylesheets for styling and unobtrusive JavaScript for feature detection, poly-fills and behaviours.

### // Browser testing

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Edge) and (Mozilla) Firefox. We won't test in other older browsers unless we agreed separately. If you need an enhanced design for an older browser, we can provide a separate estimate for that.

### // Mobile browser testing

Testing using popular smaller screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our designs in:

iOS 10: Safari, Google Chrome

Android: Google Chrome on Android Emulator

We won't test in Blackberry, Opera Mini/Mobile, specific Android devices, Windows or other mobile browsers unless we agreed separately. If you need us to test using these, we can provide a separate estimate for that.

### // Search engine optimisation (SEO)

We don't guarantee improvements to your website's search engine ranking unless we have agreed an SEO package, but the web pages that we develop are accessible to search engines and practice common on-site SEO.

### // Changes and revisions

We don't want to limit your ability to change your mind. The price we agree on is based on the number of hours that we estimate we'll need to accomplish everything you've told us you



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want to achieve, but we're happy to be flexible. If you want to change your mind or add anything new, that won't be a problem as we'll provide a separate estimate for those additional weeks.

### // Legal stuff

We'll carry out our work in accordance with good industry practice and at the standard expected from a suitably qualified person with relevant experience.

That said, we can't guarantee that our work will be error-free and so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

Your liability to us will also be limited to the amount of fees payable under our contract and you won't be liable to us or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if we've advised you of them.

Finally, if any provision of our contract shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from our contract and shall not affect the validity and enforceability of any remaining provisions.

### // Intellectual property rights

Just to be clear, "Intellectual property rights" means all patents, rights to inventions, copyright (including rights in software) and related rights, trademarks, service marks, get up and trade names, internet domain names, rights to goodwill or to sue for passing off, rights in designs, database rights, rights in confidential information (including know-how) and any other intellectual property rights, in each case whether registered or unregistered and including all applications (or rights to apply) for, and renewals or extensions of, such rights and all similar or equivalent rights or forms of protection which subsist or shall subsist now or in the future in any part of the world.

First, you guarantee that all elements of text, images or other artwork you provide are either owned by your good selves, or that you've permission to use them. When you provide text, images or other artwork to us, you agree to protect us from any claim by a third party that we're using their intellectual property.

We guarantee that all elements of the work we deliver to you are either owned by us or we've obtained permission to provide them to you. When we provide text, images or other artwork to you, we agree to protect you from any claim by a third party that you're using their intellectual property. Provided you've paid for the work and that the contract hasn't been terminated, we'll assign all intellectual property rights to you as follows:

- You'll own the website we design for you plus the visual elements that we create for it. We'll give you full admin access to the WordPress dashboard. If you have purchased a hosting package, you will also receive all details to access cPanel and FTP.

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- We'll own any intellectual property rights we've developed prior to, or developed separately from this project and not paid for by you. We'll own the unique combination of these elements that constitutes a complete design and we'll license its use to you, exclusively and in perpetuity for this project only, unless we agree otherwise.

### // Displaying our work

We love to show off our work, so we reserve the right to display all aspects of our creative work, including sketches, work-in-progress designs and the completed project on our portfolio and in articles on websites, in magazine articles and in books.

### // Payment schedule

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. As we're also sure you'll want to stay friends, you agree to stick tight to the following payment schedule:

- 50% deposit payment prior to starting the design (for web sites above 1000€. Websites below 1000€ are to be paid in full in advance)
- 50% remainder payment upon completion and prior to transferring the site to your domain

We issue invoices electronically. Our payment terms are 14 days from the date of invoice by bank transfer or PayPal. All proposals are quoted in € (Euros) and excl. 21% VAT, and payments will be made at the equivalent conversion rate at the date the transfer is made.

You agree to pay all charges associated with (international) transfers of funds. The appropriate bank account details will be printed on our electronic invoice. We reserve the right to charge interest on all overdue debts at the rate of 2% per month or part of a month.

### // But where's all the horrible small print?

- Just like a parking ticket, neither of us can transfer our contract to anyone else without the other's permission.
- We both agree that we'll adhere to all relevant laws and regulations in relation to our activities under our contract and not cause the other to breach any relevant laws or regulations.
- Our contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.
- Although the language is simple, the intentions are serious, and our contract is a legal document under exclusive jurisdiction of EU courts.