

# Terms & Conditions

## DEFINITIONS

**The Client:** The company or individual requesting the services of "Five by Five".

**Five by Five:** Primary website designer/website owner & employees or affiliates. Our formal trading entity is Five by Five Pty Ltd (ABN: 35 658 185 338)

## GENERAL

1. Five by Five will carry out work only where an agreement is provided either by email, telephone or mail.
2. Five by Five will carry out work only for clients who are 18 years of age or above.
3. An 'order' is deemed to be a written or verbal contract between Five by Five and the client, this includes telephone and email agreements.
4. All quotes and proposals provided are valid for 30 days from the date of presentation.

## INTELLECTUAL PROPERTY

1. Five by Five will deliver all work performed in a ZIP archive on request. We reserve the right to reuse technical components that we may develop during the course of the project, to build our own component libraries. You retain copyright on all works on payment of final invoice:
  - a. At the end of a "Web Design" only project (typically 4 month delivery)
  - b. At the end of our "The Lot" 12 month engagement

## VARIATIONS & EXTENSIONS

1. In the event of any variations/extensions to any Five by Five contract or should the client wish to engage Five by Five on a time and material basis, all work will be undertaken in accordance with Five by Five's hourly rates negotiated at that time.
2. Five by Five will issue a quote at our current standard hourly rate.

## FEEDBACK & REVIEWS OF WORK

1. Five by Five expects client feedback on project milestones within a reasonable time.
2. If feedback is not received from a client then the assumption is made that the client is happy with work Five by Five has delivered and will be invoiced for the balance of the project accordingly.
3. Any further work will be negotiated on a time and material basis.

## GOODWILL

1. Any client entering into a service with Five by Five assumes goodwill from both sides

2. This includes what can reasonably be achieved in the designated time frame and a willingness to make best use of resources to achieve the most useful outcomes.

## WARRANTY

1. Whilst every endeavour will be made to ensure that the website and any scripts or programs are free of errors, Five by Five cannot accept responsibility for any losses incurred due to malfunction, the website, or any part of the project.
2. Five by Five cannot take responsibility for any losses incurred by the use of any software created for the client.
3. Whilst every care has been taken to ensure products are problem free and accurate, the ultimate responsibility lies with the client in ensuring that all software is functioning correctly before use.
4. The client is expected to test fully any application or programming relating to a site developed by Five by Five before being made generally available for use.
5. Where "bugs", errors or other issues are found after the site is live, Five by Five will endeavour (but is not obliged to) to correct these issues to meet the standards of function outlined in the quote

## COPYRIGHT

1. The website, graphics and any programming code remain the property of Five by Five until all outstanding accounts are paid in full.
2. Any scripts, web applications, php scripts, or software written by Five by Five remain the copyright of Five by Five and may only be commercially reproduced or resold with the permission of Five by Five unless otherwise specified in the project quote..
3. Five by Five cannot take responsibility for any copyright infringements caused by materials submitted by the client.
4. Five by Five reserves the right to refuse any material of a copyrighted nature unless adequate proof is provided by the client of permission to use such material.
5. Any scripts, web applications or software written by Five by Five remain the copyright of Five by Five and may only be commercially reproduced or resold with the permission of Five by Five unless otherwise specified in the project quote.

## COMPATIBILITY

1. In order to achieve the best possible outcome for each client, Five by Five ensures any work produced is in line with the latest technology available.
2. Five by Five will endeavour to ensure that any developed and/or designed site or application will function correctly on the server it is initially installed in and that it will function correctly when viewed with all major modern web and mobile browsers.
3. To see the full list of system requirements and compatible browsers & devices, click here: <https://elementor.com/help/requirements/>

## EXTERNAL SERVERS & ENVIRONMENTS

1. Where applications or sites are developed on servers not recommended by Five by Five, the client is expected to provide or seek any information, additional software, support or co-operation pertaining to the server required in order for the application to be correctly developed.
2. Where large applications are to be developed, it is the client's responsibility to provide Five by Five with a suitable testing environment which is identical to the final production environment.

## DISPUTES

1. Five by Five will not be liable for, or become involved in, any disputes between the site owner and their clients.
2. Five by Five cannot be held responsible for any wrongdoing on the part of a site owner.
3. Five by Five will not be liable for any costs incurred, compensation or loss of earnings due to the work carried out on behalf of the client or any of the clients appointed agents.
4. Five by Five will not be liable for any costs incurred, compensation or loss of earnings due to the unavailability of the site, its servers, software or any material provided by its agents.

## COMPLAINTS PROCEDURE

### INFORMAL PROCEDURE

1. Any client who experiences a problem with the web service provided by Five by Five should raise the matter directly using Five by Five's online contact form (<https://www.fivebyfive.com.au/contact>) to do so.
2. The client must give sufficient information to locate the material in question, such as an url, and clearly outline the grounds for complaint.
3. Five by Five will approach the individual responsible for the material in question with a view to resolving the matter to the satisfaction of the complainant.

### FORMAL COMPLAINTS PROCEDURE

1. Five by Five's formal complaints procedure should only be used where the complainant feels that the nature of the complaint is too serious to be dealt with informally, or where a satisfactory conclusion has not been reached after following the informal procedure.
2. A formal complaint should be made by the client in writing to Five by Five via email to [hr@fivebyfive.com.au](mailto:hr@fivebyfive.com.au), who will acknowledge receipt and ensure that the matter is looked into as soon as possible.
3. An initial response from Five by Five to any complaint can be expected within seven days of its receipt.
4. A full and considered response to the complaint should be completed by Five by Five within 30 days and any subsequent remedy implemented with the minimum of delay.

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## ACCOUNTS & PAYMENTS

### GENERAL

1. A deposit is required by any new client before any work is carried out by Five By Five or its affiliates.
2. Once a deposit is paid and your outlined work is completed by Five By Five, clients are obliged to pay the balance of payment in full.
3. All Five by Five invoices for work completed are required to be paid no later than 30 days from the invoice date unless by prior arrangement with Five by Five.
4. Contact will be made with all clients via email and telephone to remind them of such payments if they are not received when due.
5. If outstanding accounts fail to be settled before 30 days of invoice, Five by Five may remove a client's personal access to their site and we will cease any work completed on the site, including SEO, PPC and Support requests.
6. If an invoice is not paid within 60 days, your website will be deactivated and will be reactivated once the invoice has been paid.
7. Once work on a client's site has been completed, whether it be design, development, hosting, monthly maintenance, quoted tasks, SEO, copywriting or paid ads, there are no exceptions or cancellations to our payment terms and on time payment in full will be expected.

8. After the initial 12-month engagement term, either party may terminate this agreement with written notice of no less than 90 days provided to the other party. Termination shall be effective upon the expiration of the notice period. In the event of termination, all obligations and responsibilities under this agreement shall cease, except those expressly stated to survive termination.
9. Outstanding payment will be pursued by Five by Five through the Small Claims Court. Non-payment can result in county court judgments (CCJ's) being added to the client's credit rating.
10. Following consistent non-payment of an invoice, Five by Five's solicitors will contact the client with a view of seeking payment through legal procedures, and if necessary court summons.

## PROJECT PAYMENT MILESTONES

1. Five by Five has monthly payment milestones as Five by Five is confident that the project can be delivered and launched within 120 days.
2. This is subject to full engagement and action on the client's part including content (if providing), imagery (if providing), logo and style guide and timely feedback.
3. Payment plan is listed within the Contract and will be signed by both parties. It includes:
  - 1<sup>st</sup> payment is due on or before the day of Induction.
  - All invoices issued must be paid by the due date listed on the invoice so Five by Five can allocate resources and continue work on the project.
  - Payments can be made via EziDebit, Direct Deposit or Credit Card and will be discussed with each client by Five by Five's Accounts Officer.

## 12 MONTH "THE LOT" PACKAGES

1. Five by Five has monthly payment milestones as Five by Five is confident that the project can be delivered and launched within 120 days.
2. This is subject to full engagement and action on the client's part including content (if providing), imagery (if providing), logo and style guide and timely feedback.
3. If Five by Five's SEO service is part of the client's package, it will commence immediately once the initial deposit is received and will continue for 12 months from the date of the first payment/deposit.
4. Five by Five's SEO packages can be renewed once the 12 month contract is finalised/final payment for the project is received.
5. If Five by Five's Website Care Package is part of the client's package this will commence once the client's new website is launched and will continue for 8 months.
6. Five by Five's Website Care Package can be renewed once the 12 month contract is finalised/final payment for the project is received.
7. All details of the payment plan and services to be delivered by Five by Five is listed within the Contract and will be signed by both parties. A summary will be included in the client's invoicing which includes:
  - 1<sup>st</sup> payment is due on or before the day of Induction.
  - All invoices issued must be paid by the due date listed on the invoice so we can allocate resources and continue work on your project.
  - Payment preference is via EziDebit and will be discussed with you by our Accounts Officer.

## ONGOING SUPPORT & HOSTING / SEO PACKAGES (WHP, WCP, ANNUAL HOSTING, SEO)

1. WordPress Care Package (WCP) and SEO package payment are made one month in advance before the package commences.
2. Client is to remain on the initially chosen WordPress Care Package for a minimum term of 3 months from first monthly payment before requesting a change.
3. Following the initial 3 months, packages are run on a month to month basis and a client may upgrade or downgrade to suit their monthly support needs.
4. Five by Five will contact the client via telephone and email if it is found they need to change their WordPress Care Package or SEO Package according to the client's monthly usage. The client's ongoing monthly invoices will be updated accordingly.
5. Payment plan is listed within the Contract and will be signed by both parties. It includes:
  - Payments can be made via EziDebit, Direct Deposit or Credit Card and will be discussed with you by our Accounts Officer.

## SUPPORT QUOTED WORK PAYMENTS

1. Support Quoted Work specified deadlines by Five by Five are subject to full engagement and action on the client's part including content (if providing), imagery (if providing), logo and style guide and timely feedback.
  2. Payment plan is listed within the quote and will be signed by both parties. It includes:
    - Payment is upfront prior to scheduling and commencement, unless stated otherwise.
    - Payments can be made via Ezidebit, Direct Deposit or Credit Card and will be discussed with you by our Accounts Officer.
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## WEBSITE BUILDS

### USABILITY

1. Five by Five will give each client a great looking, customised WordPress website and include a recorded training session with a team member of Five by Five.
2. Clients will be taken through how to make simple, everyday changes, add new blog posts and products.

### LAUNCH INCLUSIONS

1. For the initial website launch, Five by Five will add up to 10 blog posts to the website unless otherwise specified in the project quote.
2. For the initial website launch, Five by Five will add up to 10 simple products to the website's shop or catalogue if applicable.
3. For the initial website launch, Five by Five will integrate the client's email subscription form with their current email marketing platform.
4. Client is to provide Five by Five with the form embed code for their CRM and/or email marketing platforms.
5. Any email work such as design of templates, auto-responders or confirmation messages will need to be quoted by Five by Five on a time and materials basis.

### POST LAUNCH UPDATES

1. Client will have 7 days (1 week) to flag any bugs, edits, tweaks to the website with Five by Five after launch.
2. Within these 7 days (1 week) after launch above mentioned changes and updates made to the client's site by Five by Five will be addressed as part of the initial project quote and will not incur an extra cost.

### PROJECT DELIVERY TIMEFRAME

1. A full website build takes 120 days from the day of the client induction.
2. All Five by Five timeframes and deadlines are subject to full engagement and action on the client's part including content (if providing), imagery (if providing), logo and style guide and timely feedback.
3. The client agrees to make all materials required to complete the site to the agreed standard and within the set deadline, available to Five by Five as soon as is reasonably possible.
4. No guarantees can be made as to the availability or interruption of this service. Five by Five cannot accept liability for losses caused by the unavailability, malfunction or interruption of this service, or for loss of turnover, sales, revenue, profits or indirect, consequential or special loss.

5. Five by Five will not be liable for costs incurred by the client or for compensation of loss of earnings by the client due to the failure to meet agreed deadlines.

## **WEBSITE ACCESS & FILES**

1. Five by Five will deliver all work performed in a ZIP archive at the client's request.
2. Back end access to the site is only granted to the client by Five by Five once the client's website is launched.

## **STOCK PHOTOGRAPHY**

1. Basic graphics and iconography by Five by Five's designers is included in the initial project quote.
2. Separate to this, photography to complete the site will need to be provided by the client.
3. If the volume or standard of suitable photography or videography provided by the client is not adequate to complete the site, Five by Five will source images or motion footage from open libraries such as <https://unsplash.com/license> and <https://www.pexels.com/license/>
4. Additional stock photography or motion footage can be purchased for use on the website by Five by Five at the client's request and the costs incurred will be added to the client's final invoice.
5. Five by Five will charge our current standard hourly rate for the time taken to select stock images and motion footage on the client's behalf assuming there is a large volume of photos or video required for selection..

## **CUSTOM ILLUSTRATIONS**

1. Customised complex illustrations such as an infographic or unique iconography can be created by Five by Five's designers at the client's request and the costs incurred will be added to the client's final invoice.

## **CUSTOM VIDEO EDITING**

1. Five by Five can slice provided motion footage into a 10-15 second loop for specific website banner use only.
2. A single client review of the sliced footage is accommodated for any changes, additional reviews will be quoted and added to the client's final invoice.
3. Unique editing of videos or images by Five by Five for the use on another platform or website by the client is not included in the project quote.

## **LOGO CREATION**

1. It is the client's responsibility to store and/or backup logos created by Five by Five in a safe location for future use.
2. Five by Five does not keep backups of created client logos for possible future asset requests.

## **MOBILE BREAKPOINT DESIGNS**

1. Five by Five's static individual primary website page designs are designed at an industry median viewport desktop standard using a responsive column structure to accommodate mobile device breakpoint cascading, which will be addressed during the development phase of the project.
2. Specific mobile breakpoint designs will be quoted and added to the client's final invoice unless otherwise specified in the project quote.
3. Five by Five cannot accommodate specific mobile layout design reviews with clients unless otherwise specified in the project quote.

## ANIMATIONS

1. Basic loading, scroll and UX interaction animations by Five by Five's designers is included in the initial project quote.
2. Specific custom animations to sell a product or process can be designed by Five by Five at the client's request and the additional costs incurred will be added to the client's final invoice.

## FONTS AND FONT LICENSING

1. Five by Five's designers use Google open source fonts for their web safety and versatility.
2. The client will not need to keep font licensing subscriptions (e.g. Adobe Fonts) active for the life of the website.
3. Any fonts that are NOT open source and are covered by a license will need to be provided by the client.
4. Five by Five will not purchase licenses or font families for any client projects.

## CHANGES TO SCOPE

1. Any changes to the scope of the project such as addition of new pages or functionality will need to be quoted accordingly and will be added to the client's final invoice.
2. Five by Five's Project Manager will advise the client of any additional work that falls outside the original scope requested by the client.
3. This is called a 'Variation' and includes, but is not limited to, additional requested website pages which are not included in the finalised sitemap provided with this proposal.
4. Once the client confirms Five by Five's design of their website, it will move into the development phase of the project deeming the design final.
5. Any redesign work after this confirmation can be executed at the client's request however the additional costs incurred will be added to the client's final invoice.

## RIGHT TO REFUSE

1. Five by Five reserves the right to refuse to deal with any material which may be deemed offensive, illegal or in any way controversial.
2. Five by Five reserves the right to refuse continuing working with a client or delivering a project due to the nature of the project or client's behaviour.

## BUILD WARRANTY

1. Each project delivered by Five by Five comes with a three month technical code warranty.
2. Within these 3 months after launch all technical issues that affect the site's ability to perform as quoted will be addressed by Five by Five as part of the initial project quote and will not incur an extra cost.
3. If a Five by Five website is launched on an external host outside of Five by Five and its partners, any issues caused by an inferior hosting environment will not be covered within the project quote.

## COPYWRITING

### GENERAL

1. All Five by Five timeframes and deadlines are subject to full engagement and action on the client's part including draft content (if providing), and timely feedback.
2. Five by Five cannot take responsibility for any copyright infringements caused by materials submitted by the client.
3. It is up to the client to provide Five by Five with any legal limitations on words or phrasing in the initial extraction meeting.
4. Five by Five will make every effort to proofread and fact check any work submitted to the client.
5. Five by Five cannot guarantee a client's copy will be free of any typographical, grammatical or factual errors.
6. It is the responsibility of the client to ensure that all Five by Five's copywriting is factual and correct.
7. All copywriting will be provided to the client for review in the form of a Google document.
8. Five by Five ensures all information provided by the client remains confidential.

### COPYRIGHT

1. All custom copywriting remains the property of Five by Five until all outstanding accounts are paid in full.
2. Until such time, the client is banned from reproducing, altering or redistributing any copy produced by Five by Five.
3. Five by Five retains the right to use all or a portion of the copywriting for promotional purposes.
4. If a project is cancelled at any stage before it is launched, Five by Five retains copyright, regardless of any previous payments.

### CHANGES TO SCOPE

Any changes to the scope of the project such as addition of new pages will need to be quoted accordingly and will be added to the client's final invoice.

Five by Five's Copywriter will advise the client of any additional work that falls outside the original scope requested by the client.

This is called a 'Variation' and includes, but is not limited to, additional requested website pages which are not included in the finalised sitemap provided with this proposal.

Once the client confirms Five by Five's copywriting, it will be used in the development phase of the project deeming the copywriting final.

Any extensive rewriting work after this confirmation can be executed at the client's request however the additional costs incurred will be added to the client's final invoice.

## SEARCH ENGINE OPTIMISATION (SEO) AND PAY PER CLICK (PPC)

### SCOPE OF WORK



1. All of Five by Five's SEO clients must be on a Five by Five WordPress Care Package in conjunction with their SEO package.
2. Five by Five will not execute any SEO work on an externally hosted website.
3. Five by Five's monthly SEO packages include copywriting which can be replaced with another form of SEO work that is equal in time spent where Five by Five sees fit.
4. This includes a site health audit, set up of new Google My Business profiles, or onsite page optimisations.
5. Five by Five reserves the right to share paid hours of work between a client's SEO and WordPress Care package where they see fit.
6. This includes work such as building a new web page, adding new products, or additional website copywriting.

## CONVERSION RESULTS

1. Due to the nature of SEO and PPC, Five by Five cannot guarantee specific positions or specific keyword rankings for any client website.
  2. Five by Five will not be held to a specific time frame for any SEO and PPC results.
  3. Five by Five cannot guarantee an increase in traffic to a client's site month on month.
  4. Five by Five cannot guarantee an increase in a client's website conversions month on month.
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## SUPPORT & HOSTING

### SUPPORT QUERIES

1. All support requests and queries should be sent to our support email address [support@fivebyfive.com.au](mailto:support@fivebyfive.com.au).
2. Our First response time is within 24 from hours, where your task will be assessed and scheduled to be addressed.
3. Our Support desk operating hours are from 9am - 5pm AEST Monday - Friday
4. Our offices and support desk are closed over Queensland and Gold Coast Public Holidays. We also close over the Christmas period (dates vary per year) where we have skeleton crew available for dire emergencies.
5. Before completing a task we confirm that you still have time available based on your subscribed package. If you have used your time allocation for the month - the team will quote for the work to be completed. (See Ad Hoc Quoted Work below)
6. We have a system to triage updates to websites based on the urgency and effect the updates have on the running of the business. If your task is urgent for any other reasons - please specify this in your request.
7. Depending on the issue and troubleshooting involved - some tasks may take longer to complete - we appreciate your patience during this time.

### SECURITY

1. Due to a number of external factors Five by Five is unable to guarantee a client's site will not get infected. This is particularly relevant when the client has multiple staff and/or third party service providers working on the site daily.
2. To reduce/minimise security risk, Five by Five encourages the following precautions:
  - Ensure you have a strong User password
  - Update your User password regularly
  - Don't share your access with anyone else. If you need to grant access, rather create a specific user with their email address.

- It's imperative that your Wordpress Core and Plugins are updated regularly. If we are not doing this for you - you need to ensure you have someone managing this for you. Outdated Plugin can become a security risk.
- Ensure that all users accessing the backend of your website either via the Wordpress Dashboard or SFTP are doing so from a PC with a comprehensive antivirus detection and scanner.
- Be sure to remove wordpress users of staff who leave your company. It's a good idea to do an audit of your Users every 3-6 months.
- If you rely on a 3rd party for SEO or any other website services, ensure that you remove them when you no longer require their service.

## WEBSITE CARE PACKAGES

1. Our package runs on a month to month basis - based on your paid subscription. On first signup we expect that you will stay on the same package for a minimum of 3 months - after which period you will be able to upgrade to a higher package depending on your specific needs. We are happy to consult with you to find the most suitable package once the site has settled down from the move or launch.
2. If a client wishes to cancel their WordPress Care Package and/or Hosting Package and move their site to a new hosting provider, Five by Five must receive 30 days notice in writing. This gives us time to assist you with all the details you require to make a smooth transition to your new provider.
3. Five by Five will only cancel billing once confirmation has been received from the client that the Website / Domain / DNS records have all been moved and updated.
4. Five by Five will confirm that the site move has been executed correctly before terminating the client's account and website from Five by Five's hosting server.
5. For current pricing on all support packages, please refer to our website <https://www.fivebyfive.com.au/wordpress-website-maintenance-package>

## WEBSITE CARE PACKAGES

### WEBSITE CARE PACKAGE (STANDARD) INCLUDES:

1. Premium Website Hosting in Google's Data Centre in Sydney
2. Website Security (SSL Certificate) & Uptime Monitoring
3. Daily Backups of your website
4. Scheduled Monthly Plugin & WordPress Core Updates - physically checked by one of our team for any compatibility issues
5. Monthly Google Analytics Website Reporting
6. Reliable & Efficient Team of Experts
7. 1 hour support per month
8. Any additional support time will be quoted at our current standard hourly rate

### WEBSITE CARE PACKAGE PRO INCLUDES:

1. Premium Website Hosting in Google's Data Centre in Sydney
2. Website Security (SSL Certificate) & Uptime Monitoring
3. Daily Backups of your website
4. Scheduled Monthly Plugin & WordPress Core Updates - physically checked by one of our team for any compatibility issues
5. Monthly Google Analytics Website Reporting
6. Reliable & Efficient Team of Experts
7. 4 hours support per month
8. Any additional support time will be quoted at our current standard hourly rate

### WEBSITE CARE PACKAGE PLUS INCLUDES:

1. Premium Website Hosting in Google's Data Centre in Sydney

2. Website Security (SSL Certificate) & Uptime Monitoring
3. Daily Backups of your website
4. Scheduled Monthly Plugin & WordPress Core Updates - physically checked by one of our team for any compatibility issues
5. Monthly Google Analytics Website Reporting
6. Reliable & Efficient Team of Experts
7. 10 hours support per month
8. Any additional support time will be quoted at our current standard hourly rate

## HOSTING PACKAGES

### WEBSITE HOSTING PACKAGE INCLUDES:

1. Premium Website Hosting in Google's Data Centre in Sydney
2. Website Security (SSL Certificate) & Uptime Monitoring
3. Daily Backups of your website
4. Scheduled Monthly Plugin & WordPress Core Updates - physically checked by one of our team for any compatibility issues
5. Monthly Google Analytics Website Reporting
6. Reliable & Efficient Team of Experts
7. No additional support hours included
8. Any additional support time will be quoted at our current standard hourly rate

## AD HOC QUOTED WORK

1. Ad Hoc Quoted work refers to any work that is completed over and above Five by Five's standard WordPress Care Packages. This could include the following:
  - A small task that is required once the client's allotted time has run out.
  - A large body of work to make various changes to a client's site.
  - Anything outside of Five by Five's standard package inclusions
2. Five by Five's Support team will quote for the ad hoc work to be completed at our current standard hourly rate.
3. Five by Five will only start the ad hoc quoted work when the invoice has been paid by the client.
4. Timings and deadlines of ad hoc quoted work will vary depending on the specified task and the urgency deemed by Five by Five.
5. Specified deadlines by Five by Five are subject to full engagement and action on the client's part including content (if providing), imagery (if providing), and timely feedback and thorough testing.
6. In some cases, Five by Five will make changes directly on a client's live site where deemed appropriate by Five by Five.
7. Five by Five's Support Team will advise the client of any additional work that falls outside the original scope of ad hoc quoted work requested by the client.
8. This additional work can be executed by Five by Five however additional costs incurred will be added to the client's final invoice.