

### Terms and Conditions – Social Media Content Services

1. Digital Freak will carry out the services set out in the proposal on the terms and conditions provided hereunder and the client has read and agrees to the Terms and Conditions.
2. The price for the services shall be that set out in the proposal. Any variation or additional works shall attract a further charge as directed by the client in writing and only if approved by the client in advance.
3. The proposal is valid for 30 days.
4. Digital Freak's management fee for Social Media Content services are billed on a monthly basis. The delivery of any Social Media Content service will commence only after necessary approval has been received from the client, not upon receipt of payment.
5. Any new social media accounts which are created by Digital Freak will be handed over to the client upon completion of setup and receipt of payment.
6. Digital Freak requires access to any existing social media accounts. The client may be required to coordinate with the Digital Freak team to complete security checks upon the request of the social media platform. This can be arranged at a time to suit the client.
7. Once the images and copy are created, Digital Freak will provide the client with all visual elements for approval. Explicit approval of all components is required prior to any content being posted. Digital Freak is not responsible for gaps in posting if content has been provided to the client within 5 working days of the previous scheduled content finishing.
8. Social Media Content services from Digital Freak are designed to engage existing page followers and encourage visits to the company website from social media sources on a month to month basis. Data for this key metric is provided on a weekly and monthly basis.
9. Social Media Content services from Digital Freak are not designed as standalone sales tactics. Additional engagement and activity by the client is required to increase reach beyond existing page followers.
10. Access to our analytics app is provided to the client for optimal transparency.
11. Access to required technical information and logins for accounts to fulfil the requirements of the scope may impact the delivery of the service reporting. If Digital Freak does not have the ability to access website traffic data through Google Analytics or equivalent, ongoing reporting will include only limited information.
12. Any legal titles and ownership of property are assumed to be held by the client unless Digital Freak is advised otherwise. It is the client's responsibility to ensure any permits or permissions required to access and carry out the services are given, in writing, to Digital Freak by the legal owner of the property prior to services commencing.
13. The client warrants that the project or property is not in breach of any applicable codes, ordinances or other government regulations.
14. All due care has been taken by Digital Freak to ensure information has been obtained from reliable sources, however, Digital Freak can neither guarantee nor be responsible for the accuracy of the information provided by aforementioned sources.
15. Digital Freak shall not be liable for any loss or damage caused in accessing the client technical information beyond the reasonable control of Digital Freak.
16. Digital Freak shall be under no liability to the client for any indirect loss and/or expense (including loss of profit) suffered by the client arising out of a breach by Digital Freak of this agreement, other than refunds noted within it.
17. In the event of any breach of this agreement by Digital Freak, the remedies of the client shall be limited to damages. Under no circumstances shall the liability of Digital Freak exceed the price of the services.
18. Digital Freak will not be liable for any failure or delay caused by force majeure, natural disaster or any other delay outside the control of Digital Freak.
19. All accounts are to be paid in full at the start of each monthly billing cycle as per the terms of the proposal unless other arrangements have been made prior to commencing. Our standard payment terms are settlement in full within **14 days**.



20. To cancel your Digital Freak Social Media Content service, contact your account manager 10 working days before your next monthly bill is due for free cancellation. Last minute cancellations may incur a 25% penalty fee of your monthly service cost.
21. In the event payment is not received within 60 days of the original due date (as shown on invoice), the client may incur a late fee of 2% which will be added to the invoice price on the 61st day post due date and thereafter interest shall be incurred on overdue payments daily at the rate of 2% per annum from date of due payment until eventual date of payment.
22. Words denoting the singular shall include the plural and works noting the masculine shall include the feminine and vice versa. Where the client consists of more than one person, the persons shall be jointly and severally liable.
23. In the event that any of the provisions or conditions or part thereof herein cannot be given effect or full force and effect by reason of any statutory invalidity, uncertainty or otherwise the said provision or conditional part thereof as the case may be shall be severed, ignored or read down restrictively to maintain and uphold so far as possible remaining conditions and provisions hereof.

### Terms and Conditions – Social Media Advertising Services

1. Digital Freak will carry out the services set out in the proposal on the terms and conditions provided hereunder and the client has read and agrees to the Terms and Conditions.
2. The price for the services shall be that set out in the proposal. Any variation or additional works shall attract a further charge as directed by the client in writing and only if approved by the client in advance.
3. The proposal is valid for 30 days.
4. Digital Freak's management fee for Social Media Advertising services are billed on a monthly basis. The delivery of any Social Media Advertising service will commence only after necessary approval has been received from the client, not upon receipt of payment.
5. Payment of advertisement spend to Facebook Ads, LinkedIn Ads or Twitter Ads is the responsibility of the client. It is not the responsibility of Digital Freak to set up, edit, fix or cancel any advertisement spend to these third party websites unless otherwise agreed upon in writing.
6. The setup fee of an advertisement account with Digital Freak includes all technical elements including pixel placement, conversion tracking, linking to Google Analytics as well as creation of the campaigns, audiences and ad creatives. Technical elements cannot be completed without the client providing access to necessary digital assets.
7. Once created, Digital Freak will provide the client with all visual elements of the campaigns for approval. Audience creation is intellectual property and an overview only will be provided to the client. Explicit approval of all campaign components is required prior to any campaign being switched live.
8. Social Media Advertising services from Digital Freak are designed to increase the overall percentage of website traffic originating from social media sources on a month to month basis. Data for this key metric is provided on a weekly and monthly basis.
9. Social Media Advertising services from Digital Freak are not designed as standalone sales tactics and are intended to drive traffic into the start of a sales funnel such as a website landing page. Digital Freak is not responsible for the capacity of the end URL page in generating ongoing leads unless Digital Freak has also additionally provided on-page development services.
10. Success of Digital Freak's Social Media Advertising services are compared to industry data from 2018, released by Facebook Ads. Data for these key metrics are provided on a weekly and monthly basis. Your industry data for **INDUSTRY** is:
  - a. Click Through Rate (CTR): %
  - b. Average Cost Per Click (CPC): \$
  - c. Conversion Rate (CVR): %
  - d. Average Cost Per Action (CPA): \$
11. Access to our analytics app is provided to the client for optimal transparency.
12. Access to required technical information and logins for accounts to fulfil the requirements of the scope may impact the delivery of the service reporting. If Digital Freak does not have the ability to access website traffic data through Google Analytics or equivalent, ongoing reporting will include only limited information.
13. Any legal titles and ownership of property are assumed to be held by the client unless Digital Freak is advised otherwise. It is the client's responsibility to ensure any permits or permissions required to access and carry out the services are given, in writing, to Digital Freak by the legal owner of the property prior to services commencing.
14. The client warrants that the project or property is not in breach of any applicable codes, ordinances or other government regulations.
15. All due care has been taken by Digital Freak to ensure information has been obtained from reliable sources, however, Digital Freak can neither guarantee nor be responsible for the accuracy of the information provided by aforementioned sources.



16. Digital Freak shall not be liable for any loss or damage caused in accessing the client technical information beyond the reasonable control of Digital Freak.
17. Digital Freak shall be under no liability to the client for any indirect loss and/or expense (including loss of profit) suffered by the client arising out of a breach by Digital Freak of this agreement, other than refunds noted within it.
18. In the event of any breach of this agreement by Digital Freak, the remedies of the client shall be limited to damages. Under no circumstances shall the liability of Digital Freak exceed the price of the services.
19. Digital Freak will not be liable for any failure or delay caused by force majeure, natural disaster or any other delay outside the control of Digital Freak.
20. All accounts are to be paid in full at the start of each monthly billing cycle as per the terms of the proposal unless other arrangements have been made prior to commencing. Our standard payment terms are settlement in full within **14 days**.
21. To cancel your Digital Freak Social Media Advertisement service, contact your account manager 5 working days before your next monthly bill is due for free cancellation. Last minute cancellations may incur a 25% penalty fee of your monthly service cost.
22. In the event payment is not received within 60 days of the original due date (as shown on invoice), the client may incur a late fee of 2% which will be added to the invoice price on the 61st day post due date and thereafter interest shall be incurred on overdue payments daily at the rate of 2% per annum from date of due payment until eventual date of payment.
23. Words denoting the singular shall include the plural and works noting the masculine shall include the feminine and vice versa. Where the client consists of more than one person, the persons shall be jointly and severally liable.
24. In the event that any of the provisions or conditions or part thereof herein cannot be given effect or full force and effect by reason of any statutory invalidity, uncertainty or otherwise the said provision or conditional part thereof as the case may be shall be severed, ignored or read down restrictively to maintain and uphold so far as possible remaining conditions and provisions hereof.