

TERMS OF BUSINESS

By accessing and using this service, you accept and agree to be bound by the terms and provisions of this agreement.

General Terms

These terms and conditions apply in respect of all work undertaken by First Page Digital Pty Ltd (ACN 647 588 190). By engaging First Page Digital Pty Ltd (ACN 647 588 190) with their business, the clients will be accepting the following terms and conditions.

1. Definitions
 - 1.1. The Agreement, as varied from time to time, applies to the provision of all services by the Company to the Client pursuant to the Agreement, together with any non-excludable conditions and warranties expressed by law, constitutes the entire agreement between the parties.
 - 1.2. "Agreement" means these general terms and conditions herewith.
 - 1.3. "Client" means the person and/or business described as the client in the Agreement
 - 1.4. "Company" means First Page Digital Pty Ltd (ACN 647 588 190)
 - 1.5. "Business Day" means any day that is not a Saturday, Sunday or public holiday in Victoria.
 - 1.6. "Fees" means the Price together with any Additional Charges incurred by you relating in any way to this Agreement and the Services.
 - 1.7. "Website" means your website designed, built and hosted pursuant to this Agreement.
 - 1.8. "Campaign Scope" means the document entitled either "Scope" or "Proposal" provided by First Page Digital to the Client containing the Services, Price and the Term of the campaign.
 - 1.9. "Intellectual Property" means the intellectual property attaching to the Services including copyright, patents, trademarks, design rights, and domain names whether registrable or not and whether registered or not.
 - 1.10. "Confidential Information" means all the information provided by one party to the other in connection with this Agreement where such information is identified as confidential or ought reasonably to be considered to be confidential based on its context, nature or the manner of its disclosure, but excluding:
 - 1.11. information that is in the public domain other than by a breach of this Agreement; and
 - 1.12. information developed independently by a third party.
 - 1.13. Without limiting the foregoing, Confidential Information includes the terms of this Agreement and the contents of the Scope or Proposal.

- 1.14. "Price" means the fees outlined in the Agreement
 - 1.15. "You" and "Your" means the Client named in the Agreement
 - 1.16. "Our", "Us", "First Page Digital Pty Ltd" and "We" means the "Company" First Page Digital Pty Ltd trading as First Page Digital (ACN 647 588 190).
2. The Client agrees that this agreement shall continue for the "term" from the date of this agreement. Once the "term" is reached, the campaign will continue to roll on until the client provides the company with 30 days written notice. In the event that the Client terminates the Company's services within the "term" from the date of this agreement, the Client is required to provide the Company with 30 days written notice and agrees that they shall be liable for and pay the Monthly Fee for the balance remaining of the "term".
- 2.1. In the event that the client enters into a 30-day rolling agreement. The agreement will continue to roll on every 30 days until a 60-day written notice for termination is sent by the client to the company (First Page Digital Pty Ltd). The client will be required to pay a minimum of 2 x (the service fee/s stipulated in the service agreement + GST p/m) from the date the written termination notice is sent.
 - 2.2. In the event that the Client fails to provide to the Company the correct access (FTP/cPanel/CMS and others relevant to the website) logins to the Website or communicate these details within one month of this Agreement, the Client agrees that the Company will provide onsite as a separate document with instructions for the Client or a nominated representative (such as a developer) to upload.
 - 2.3. All backlinks built by the company as part of the standalone SEO service is regarded as intellectual property of the company and will therefore not share the source of the backlinks with the client. In the event that the client has engaged the company for a standalone link-building service, intellectual property regarding the source of the backlinks built by the company will be shared upon the client's request.
3. The Client shall give feedback within the timeframe as stated in the timeline provided by the Company to avoid delays. The Company reserves the right to terminate the agreement in any of the following circumstances:
- 3.1. the Client does not contact / respond to requests by email or telephone within ten (10) working days.
 - 3.2. the Client's instructions deviate from this agreement and/or the Client refuses to pay any additional fees if required to do so for any additional work required.
 - 3.3. the Client fails to provide content, and/or any additional information requested by the Company within the reasonable deadlines stated.
 - 3.4. the Client has more than 1 outstanding invoice in the balance.
4. In the event of any of the above-stated occurrences, the Company may terminate the agreement in writing. Should the Company proceed with a termination, the Client is responsible for the remaining balance to be fulfilled in the Agreement.

5. The Client acknowledges that the Company makes no warranty that our service will guarantee any increase in traffic, sales, business activity, profits or any other form of improvement for the Client's business or any other purpose. The Client shall indemnify the Company for any damages or losses arising from or as a consequence of the provision of the Services.
6. The Client undertakes to handle all personal data in the Website in accordance with the provisions of the Personal Data (Privacy) Ordinance, including but not limited to the following:
 - 6.1. collect adequate, but not excessive, personal data by lawful and fair means only for lawful purposes related to the functions or activities of the Website;
 - 6.2. take all reasonably practicable steps to ensure that the personal data collected or retained are accurate, having regard to the purposes for which they are to be used;
 - 6.3. erase personal data which are no longer necessary for the purposes for which they are to be used;
 - 6.4. use the personal data collected only for purposes or directly related purposes for which the data were to be used at the time of collection unless the individual concerned has given express consent for a change of use or such use is permitted by law;
 - 6.5. take all reasonably practicable steps to ensure that personal data are protected against unauthorised or accidental access, processing, erasure or other use;
 - 6.6. take all reasonably practicable steps to ensure that a person can be informed of the kinds of personal data that the Website holds and the purposes for which the data are to be used; and
 - 6.7. permit persons to access and correct personal data of which they are the data subjects and process any such access/correction requests in a manner permitted or required by law.
7. The Client warrants to the Company that it shall indemnify the Company for any breach(es) of personal data privacy claims.
8. The Monthly Fee may be made by the Client to the Company by bank transfer, cheque or online direct debit via our secure online payment portal. The Company shall commence to provide the Services herein to the Client upon receipt of the Client's first payment and thereafter the Client shall settle the Monthly Fees within 7 days upon receipt of ongoing invoices issued by the Company. The Company reserves the right to assess and collect late-payment charges of 5% per month on any outstanding balances of the Monthly Fee(s).
9. There are no refunds available on services provided by the Company once payment is affected by the Client. There is also no credit SERVICE AGREEMENT transferred unless the Company agrees. There is also no credit transferred unless the Company agrees.
 - 9.1. In the event that the company agrees to grant a client a credit, the minimum term stipulated in the service agreement will be extended by the equivalent amount (if 1 month is credited, the minimum term will be extended by 1 month)

- 9.2. In the event that the company agrees to grant a client a refund, the minimum term stipulated in the service agreement will be extended by the equivalent amount (if 1 month is refunded, the minimum term will be extended by 1 month)
10. Any agreement to engage the Services of the Company is made in accordance with Australian laws and regulations. The Services are considered entered into under the jurisdiction of the State of Victoria, Australia. If any dispute arises between the Company and the Client, both parties irrevocably submit to the jurisdiction of the courts of the State of Victoria, Australia.
11. The Client shall not offer any form of employment to the Company's current and past staff whilst using the Company's services, or within 12 months of ceasing the Company's services at any time during the Term hereof to the expiry of twelve (12) months after the date of termination of this Agreement (as the case may be) employ or attempt to employ any person who is, or shall at any time between the date hereof and the date of such termination be, one of the Company's employees engaged in providing the Services.
12. The client acknowledges that they will be limited to 2 rounds of revisions for all services. This includes, but is not limited to, target keyword approvals, content approvals, ad copy approvals, landing page design approvals. Any additional revisions past 2 rounds will be charged at \$150 + GST per hour. Additional charges will need to be quoted by the company and confirmed by the client before proceeding with the third round of revisions.
- 12.1. The client acknowledges that every round of revisions will be accompanied by delays in pushing the respective service/services live due to the provision of services.
13. The customer must refrain from making any statements or comments of a defamatory or disparaging nature (in circumstances where those views are not honestly and genuinely held) to any third party, including on social media or any websites on the internet, in relation to the company or any company personnel except as required to comply with any law.

Search Engine Optimisation (SEO)

The following terms relate to the supply of search engine optimisation (SEO) services ("the Services") by the Company (First Page Ltd) to the Client for the Website.

1. The Company agrees to provide the Client with the Services and is authorised by the Client to use the Key Phrases to attempt to improve the ranking of and/or positioning of the Website within the Search Engines.
2. The client acknowledges and agrees that:
 - 2.1. If the services provided are delayed and are not a result of fault(s) on the part of the company, no refund or compensation will be offered to the client.
 - 2.2. In the event that the Client fails to provide to the Company the correct access (FTP/cPanel/CMS and others relevant to the website) logins to the Website or communicate these details within one month of this Agreement, the Client agrees that the Company will

provide onsite as a separate document with instructions for the Client or a nominated representative (such as a developer) to upload.

3. The Client warrants to the Company that the Key Phrases and/or contents of the Website do not and will not violate any law or regulation.
4. The Client warrants to the Company that it has not received any written notice or claim, and the Key Phrases and/or the contents of the Website do not infringe, interfere, violate or misappropriate the intellectual property rights of any other party.
5. If the Company notifies the Client in writing of a claim or cause of action against the Company that any of the contents of the Website infringes a presently existing intellectual property right of a third party, the Client shall indemnify and defend such claim or cause of action at its own expenses and pay any costs or damages, including but not limited to all legal costs and disbursements which may be reasonably incurred or finally awarded against the Company.
6. The guarantee made by the Company in the (SEO Performance Guarantee) table does not apply in the following circumstances:
 - 6.1. If changes are made to the Website by other parties than the Company that adversely affect the search engine rankings of the Website (as determined by the Company).
 - 6.2. Or, if the Website is offline due to a reason not caused by the Company.
7. If the Company does not reach the stipulated guarantees/milestones at no fault of the Client (the Company has full website access and the client site has never been offline), the company shall work for free for no more than 90 days after the contract term is completed.
 - 7.1. The guarantee begins from the day the Company uploads SEO copy to the Clients website. All organic rankings (including map rankings) will contribute towards the negotiated 1st page ranking milestones. The guarantee is void if the Company's changes are overwritten or lost by the Client.
8. The Client acknowledges that the Company makes no warranty that SEO will generate any increase in sales, business activity, profits or any other form of improvement for the Client's business or any other purpose. No liability whatsoever (except as provided by law) will be accepted by the Company for any damages or losses arising from or because of the provision of the Services.

LLM (AI) SEO Services

1. Scope of AI SEO Services

1.1 The Company agrees to provide the Client with LLM SEO services ("AI SEO Services") in addition to traditional SEO services. This includes, but is not limited to, optimising content for AI search engines, leveraging generative AI models for keyword enrichment, tracking visibility across AI-powered platforms, and utilising AI tools for ranking and citation management.

1.2 The LLM (AI) SEO Services will be delivered through the Company's proprietary platform, NexSEO™, or other relevant AI-based technologies, and are subject to the terms of this Agreement.

2. Client Responsibilities

2.1 The Client agrees to provide timely and complete access to all relevant digital assets, including API keys and login credentials to ensure the Company can deliver the LLM (AI) SEO Services efficiently.

2.2 The Client acknowledges that delays in providing necessary access to platforms or data may delay the implementation of LLM (AI) SEO Services and agrees to hold the Company harmless for any such delays.

3. Performance and Visibility

3.1 The Client understands and agrees that AI search engine visibility is inherently dynamic and may fluctuate based on factors outside the Company's control, including but not limited to changes in AI search engine algorithms, client website changes, or shifts in competitor activity.

3.2 The Company will track the Client's brand visibility across multiple AI platforms, monitor keyword performance in AI-driven environments, and provide regular reports on the SEO performance of the Website across relevant AI models.

4. AI Insights and Data Use

4.1 The Company may use proprietary AI-driven insights, analytics, and data to help optimise and improve the Client's SEO strategy across AI search platforms. These insights are based on aggregated data collected via the Company's tracking systems and are used exclusively to improve SEO performance and visibility.

4.2 The Client agrees to allow the Company to use anonymised, aggregated data collected during the course of providing LLM (AI) SEO Services for the purpose of improving and refining the Company's AI-driven processes.

5. Limitation of Liability

5.1 The Client understands and agrees that the Company cannot guarantee specific sales, revenue, or profit increases as a result of LLM (AI) SEO Services. AI search results and rankings are influenced by numerous external factors, including ongoing changes to algorithms and competitor actions.

5.2 The Company will not be held responsible for any losses, damages, or missed opportunities resulting from fluctuations in AI-driven search visibility or from the Client's failure to adhere to the terms and conditions of the Agreement.

6. Termination of LLM (AI) SEO Services

6.1 Either party may terminate the provision of LLM (AI) SEO Services by providing a 30 day written notice to the other party. Upon termination, the Client agrees to pay for all services rendered or unrendered up until the minimum term stipulated in the service agreement.

6.2 The Company reserves the right to suspend or terminate LLM (AI) SEO Services immediately if the Client violates any provisions outlined in this Agreement or if access to necessary platforms is revoked or remains inaccessible for an extended period.

7. Additional AI Search Optimisation Options

7.1 The Company may offer additional AI-based services (such as AI-driven content generation, chatbot optimisation, etc.), which can be included as part of a customised package or on a case-by-case basis. These services will be governed by the terms outlined in separate agreements or addendums, as applicable.

Paid Media: Pay Per Click (PPC) & Paid Social

The following terms relate to the offer to supply Pay-Per-Click (PPC) / digital advertising / social media advertising / Paid Social / Facebook/Instagram Advertising / LinkedIn Advertising / Yahoo Bing Advertising services ("the Services") by "the Company" to the "Client" for the "Website".

1. The Company agrees to provide the Client with the Services and is authorised by the Client to use the Key Phrases to manage and attempt to improve the performance of the Client's advertising campaign(s) within the Search Engine and/or managing digital advertising on other platforms on platforms including, but not limited to: Google, Bing/Yahoo, Facebook, LinkedIn, WeChat.
2. For the purposes of providing these services, "Client" agrees to provide where applicable:
 - 2.1. Google Ads, Google Search Console, Facebook Business Manager, LinkedIn Ad Manager and Google Analytics access.
 - 2.2. If applicable suggested keywords for ad targeting, as well as ad copy suggestions and creative assets, are shared with the Company by the Client. The Client warrants the Client has the unrestricted legal and/or trademark and patent rights to use the assets provided to the Company for digital advertising purposes in all the territories and/or countries targeted via digital ads. The Client also confirms that the Company has the right to act as an agent of the Client deploying said creative assets via digital advertising. If any of the creative assets

provided by the Client to the Company can, for whatever reason, no longer be used in digital advertising, it is the sole responsibility of the Client to promptly inform the Company in writing via letter or official Company email. If the Company has produced creative assets (ads) for the Client (to be used in digital advertising promoting the Client's products or services), the Client will take the sole responsibility for promptly pointing out to the Company (in writing via official Company email addresses) any reasons as to why said creative assets cannot be used / run in digital advertising. These reasons include but are not limited to the use of non-approved brand language, the use of non-approved brand visuals or imagery, use of non-approved corporate identity. It is the sole responsibility of the Client to share brand guidelines, as well as lists of 'non-brand approved' terminology and jargon at the beginning of the cooperation between the Client and the Company.

- 2.3. The Company warrants that its own creative work (assets created for ads and copywriting for ads) is original and that it will not knowingly or negligently infringe the rights or intellectual property of a third party. It is the Client's sole responsibility to make all appropriate searches or enquiries in this regard at the appropriate time prior to the start of all work to be completed by the Company. Beyond the scope of this warranty, the Company shall have no liability to the Client in respect of any infringement or alleged infringement of intellectual property of any third party or passing off.
- 2.4. The Client acknowledges the following with respect to services:
 - 2.4.1. The Company has no control over the policies of search engines with respect to the type of ads that are being served on the search engine and/or advertising platform and/or the sites and/or content that they accept now or in the future. "Client" site and keywords may be excluded from any website or search engine results page at any time at the sole discretion of the search engine and/or advertising platform.
 - 2.4.2. It is the sole responsibility of the Client to inform the Company of keywords that should, for whichever non-performance related reason, categorically be excluded from targeting.
 - 2.4.3. Media spend can be paid to Google, Bing/Yahoo, Facebook, LinkedIn, WeChat or any other advertising platform directly by the Client. The Company can pay on behalf of the Client, once the Client has prepaid the Company's invoice which includes media spend.
3. The Client acknowledges that the Company makes no warranty that digital ads will generate any increase in sales, business activity, profits or any other form of improvement for the Client's business or any other purpose. If performance goal-related bonus components are mutually agreed by the Company and the Client, the Company will make reasonable efforts towards achieving said performance-related goals. This however does not warrant any guarantees that performance goals can and/or will be achieved.

4. No liability whatsoever (except as provided by law) will be accepted by the Company for any damages or losses arising from or because of the provision of the Services.
5. The Client acknowledges that the Company will invoice service fees for managing ads on Google, Bing/Yahoo, Facebook, LinkedIn, WeChat or any other advertising platform as per the stipulations outlined in the service agreement. In cases where service fees are not stipulated in the service agreement the following fee structure applies: The Client acknowledges that the Company will adjust the monthly service fee based on a percentage of the media spend (click spend) when the following thresholds or click spend are reached per service:
 - 5.1. When monthly click spend is between AUD\$10,000 and AUD\$15,000, the clients monthly service fee will amount to 20% of total media spend (click spend)
 - 5.2. When monthly click spend is between AUD\$15,001 and \$AUD25,000, the clients monthly service fee will amount to 18% of total media spend (click spend)
 - 5.3. When monthly click spend is between AUD\$25,001 and AUD\$40,000, the clients monthly service fee will amount to 16% of total media spend (click spend)
 - 5.4. When monthly click spend is AUD\$40,001 and above, the clients monthly service fee will amount to 15% of total media spend (click spend)
6. The Client acknowledges that the Company will provide an agreed, set number of ad variations for the clients' approval (this includes ad copies as well as creative assets used in digital advertising). Unless otherwise agreed by the parties, the standard ad revision is one round per ad. Subject to prior written Client approval any further rounds of revisions for a particular ad variation may incur an additional fee that will be added to the Clients' next invoice. Such additional fees need to be approved by the Client before the subsequent rounds of revisions are executed by the Company.

Social Advertising

The following terms relate to the offer to supply Social Media Advertising services ("the Services") by "the Company" to the "Client" for the "Website".

1. The Company agrees to provide the Client with the Services and is authorised to use Social Media Advertising to manage and attempt to improve the performance of the Client's advertising campaign/s within the agreed upon channel.
2. For the purposes of providing these services, "Client" agrees to provide where applicable: channel page log in details, copy suggestions for ad creation.
3. The Client acknowledges the following with respect to services:
 - 3.1. The Company has no control over the policies of channels with respect to the type of sites and/or content that they accept now or in the future.
 - 3.2. Targeting selected for channel is up to the discretion of the "Company".

- 3.3. Media spend can be paid to Google, Facebook, Instagram, LinkedIn or WeChat directly by the Client, or the Company can pay on behalf of the client, once the Client has prepaid the Company's invoice which includes media spend.
4. The Client acknowledges that the Company will provide an agreed, set number of ad variations for the clients' approval. Unless otherwise agreed by the parties, the standard ad revision is one round per ad. Any further rounds of revisions for a particular ad variation may incur an additional fee that will be added to the Clients' next invoice. The fee will need be disclosed by the Campaign Manager to the Client and will need to be approved by the Client before the subsequent rounds of revisions are execute.

Amazon Ads Service

The Amazon Ads service provided by First Page Digital Pty Ltd ("Company") facilitates advertising on the Amazon platform, allowing Clients to enhance their product visibility and sales through targeted ad placements. This service includes campaign planning, ad creation, optimization, and reporting. By using the Amazon Ads service, you ("Client") agree to be bound by these Terms of Business, including any amendments made from time to time as notified by the Company through its standard communication channels.

The Company will:

1. Develop and manage advertising campaigns specifically tailored for display on Amazon.
2. Provide ongoing optimization and adjustment of campaigns based on performance data and Client feedback.
3. Deliver monthly performance reports detailing campaign results, insights, and recommendations for further improvements.
4. Own all ad creatives, designs, and copy created by the Company. However, the Client has the right to use these materials solely within the Amazon platform during the term of the campaign.
5. Not guarantee specific results from the use of its Amazon Ads service. The Client acknowledges that advertising performance is subject to factors beyond the Company's control. The Client agrees to indemnify the Company against any losses or damages arising from the use of the Amazon Ads service.
6. reserve the right to amend these terms at any time. Any such amendments will be communicated to the Client and will take effect 30 days after notification.

The Client agrees to:

1. Provide all necessary product information, brand guidelines, and other required materials to enable the creation and optimization of advertisements.
2. Respond promptly to any requests from the Company for approvals or additional information to avoid delays in campaign execution.
3. Review and approve all campaign elements, including keywords, ad copy, and graphics, before they go live.

4. The Client shall pay for the Amazon Ads service as per the fee structure agreed upon in the signed Service Agreement. All payments are due within 30 days of the invoice date. Late payments may incur additional charges as outlined in the General Terms section of this agreement.

Landing Page

The following terms relate to the offer to supply Landing Page Design & Development services ("the Services") by "the Company" to the "Client" for the "Website".

1. The Company agrees to provide the Client with the Services including:
 - 1.1. A custom-designed landing page.
 - 1.2. One round of minor design revisions.
 - 1.3. Up to 300 words of copy (unless provided by the "Client").
2. The Company agrees to complete "the Services" within 14 business days, if "the Client" provides necessary approvals within 24 hours. "The Client" agrees that any delays in design, development and content approval will result in overall project delays.
3. For the purposes of providing these services, the "Client" agrees to provide where applicable: channel page log in details, copy suggestions, images, branding files and documents.
4. The Client acknowledges the following with respect to services:
 - 4.1. The Company has no control over the policies of channels with respect to the type of sites and/or C content that they accept now or in the future.
5. No liability whatsoever (except as provided by law) will be accepted by the Company for any damages or losses arising from or because of the provision of the Services.

Email Marketing

The following terms relate to the offer to supply Email Marketing services ("the Services") by "the Company" to the "Client" for the "Website".

1. **Service Provision**
 - 1.1. First Page Digital Pty Ltd ("the Company") agrees to provide the Client with email marketing services ("the Services"), including but not limited to campaign creation, management, sending, and reporting of email marketing campaigns as detailed in the agreed Service Agreement.
2. **Client Responsibilities**
 - 2.1. The Client agrees to:
 - 2.1.1. Provide all necessary content, recipient lists, and other materials required for the creation and execution of email marketing campaigns.

2.1.2. Ensure that all provided content, materials, and recipient lists comply with the Australian Spam Act 2003, including but not limited to obtaining consent from recipients before sending marketing emails.

2.1.3. Review and approve all email campaigns and associated materials before they are distributed. Any delays in providing approvals may result in project delays, and the Company will not be held liable for such delays.

3. Compliance with Laws

3.1. Both parties agree to comply with all applicable laws and regulations, including but not limited to the Australian Spam Act 2003, the Privacy Act 1988, and any relevant state laws in Victoria.

4. Performance and Guarantees

4.1. The Company will make reasonable efforts to ensure that email marketing campaigns are delivered successfully. However, the Company does not guarantee specific results from the use of the Services, including but not limited to open rates, click-through rates, or conversion rates.

5. Payment and Fees

5.1. The Client agrees to pay for the Services as per the fee structure outlined in the signed Service Agreement. Payments are due within 7 days of the invoice date. Late payments may incur additional charges as outlined in the General Terms of this agreement.

6. Intellectual Property

6.1. The Company retains ownership of all creative content and designs created for the email marketing campaigns unless otherwise agreed in writing. The Client is granted a limited, non-exclusive license to use the content solely for the purposes of the email marketing campaigns during the term of the agreement.

7. Data Protection and Privacy

7.1. The Company will take all reasonable steps to ensure the protection of personal data used in email marketing campaigns, in accordance with the Privacy Act 1988. The Client warrants that any data provided to the Company has been lawfully obtained and can be used for email marketing purposes.

8. Termination

8.1. Either party may terminate the agreement by providing 30 days written notice. If the Client terminates the agreement during an active campaign, the Client remains liable for any fees associated with the Services provided up to the date of the minimum term stipulated in the service agreement.

9. Limitation of Liability

9.1. No liability whatsoever (except as provided by law) will be accepted by the Company for any damages or losses arising from or related to the provision of the Services. The

Client shall indemnify the Company against any claims or damages arising from the use of the email marketing Services.

Content Writing

The following terms relate to the offer to supply Premium Content Writing services ("the Services") by "the Company" to the "Client" for the "Website".

1. The Company agrees to provide the Client with the Services including:
 - 1.1. A dedicated Content Writing Specialist
 - 1.2. One round of minor revisions
2. The Company agrees to complete "the Services" within the agreed upon turnaround time, as per the signed Service Agreement between the Client and the Company, if the Client provides necessary approvals and amendments within 3 business days.
3. For the purposes of providing these services, the Client agrees to provide:
 - 3.1. A completed content questionnaire with proper detail
 - 3.2. Copy samples and suggestions.
 - 3.3. Approval of content within 10 business days

and where applicable:

- 3.4. Images
 - 3.5. Branding files
 - 3.6. Channel page log in details
4. The Client acknowledges the following with the respect to the Services:
 - 4.1. The Company has no control over the policies of channels with respect to the type of sites and/or content that they accept now or in the future.
 - 4.2. The Company has permission to upload the content, should the Company have relevant access and the Client does not provide approval within the agreed 10 business days.
5. No liability whatsoever (except as provided by law) will be accepted by the Company for any damages or losses arising from or because of the provision of the Services.

Reputation Management

The following agreement relates to the supply of Online Reputation Management (ORM) services ("the Services") by First Page Digital ("the Company") to the "Client" for the Campaign.

1. The "Company" agrees to provide the "Client" with the "Services" and is authorised to optimise the business profiles and microsites which are used in the campaign for the purposes of increasing the ranking for selected key phrases and the goal of demoting 'offending and negative sites' on page 1 of google.
2. For the "Company" to provide the "Services", the "Client" agrees to provide correct access and other necessary logins to the Website for uploading, title tags, meta tags and making changes to content and source code for the purpose of optimization.
3. The client acknowledges and agrees that:
 - 3.1. The Company has no control over the policies of the Search Engines with respect to the type of sites and/or content that they accept now or in the future.
 - 3.2. The Client acknowledges that the Company makes no warranty that Reputation Management will generate any increase in sales, business activity, profits or any other form of improvement for the Clients business.
 - 3.3. Services are due payment under all circumstances; including if any of the following situations occur which may disrupt the efforts and work provided by the "Company": If changes are made to the website(s) and/or backlinks are built to the website by other parties that adversely affect the services provided by the Company; or
 - 3.4. If work is delayed through no fault of the "Company"
 - 3.5. If the Website(s) is offline due to a reason not caused by the Company; or
 - 3.6. If Google releases an algorithm update and changes suggested by the "Company" are not implemented by the "Client"
 - 3.7. If work is delayed through no fault of the "Company"
4. Any guarantees made by the Company does not apply in the following circumstances:
 - 4.1. If changes are made to the Website(s) by parties other than the Company that adversely affect the search engine rankings of the Website (as determined by the Company).
 - 4.2. If the Website(s) are offline due to a reason not caused by the Company.
5. If the Company does not reach the stipulated guarantees or milestones, at no fault of the Client (Company has full website access and client site has never been offline), the company shall work for free for no more than 90 days after the contract term is completed.
6. The guarantee begins from the date of payment. All guarantees are void if any changes by the Company are overwritten or lost by the Client.
7. Early Termination: Either party may terminate this agreement by giving each other one month's written notice before the expiry of the "term". If the "Client" terminates the "Company's" "Services" during the period covered by this contract, the "Client" agrees that it shall be liable for and shall pay the Monthly Fee for the balance remaining of the contract.
8. There are no refunds available on services provided by the "Company".

9. Definitions:

- 9.1. 'Reputation Management' means providing work to reduce the impact of 'offending sites' made by third parties against the Client 'Offending sites' means a website, blog post or article deemed as harmful to the Client's online reputation 'Negative Keyword' means the key phrases used as search terms which produce the 'offending sites' deemed harmful to the Client's reputation.

Photography/Videography

The following terms relate to the offer to supply Photography and/or Videography services ("the Services") by "the Company" to the "Client".

1. The Company agrees to provide the Client with the Services including:
 - 1.1. One round of minor design revisions
 - 1.2. Upon full payment, licensing to photographs and/or videos created by the Company.
2. The Company agrees to complete "the Services" within 30 business days, if "the Client" provides necessary.
 - 2.1. approvals within 3 business days.
3. For the purpose of providing the services, the Client agrees to provide.
 - 3.1. A completed brief or briefing session with proper detail.
 - 3.2. Photograph and/or video samples and suggestions
 - 3.3. Approval of content within 3 business days and where applicable:
 - 3.4. Branding files
 - 3.5. Existing imagery
 - 3.6. Client representative on day of shooting
4. "The Client" agrees that any delays in briefing, communications and content approval will result in overall project delays.
5. The Company is entitled to use all Photographs and Videos for self-promotion purposes, including entries into contests and awards, advertising, print and website use.
6. Unless specified in the Agreement, the Company is the sole owner of any intellectual property created by the Company in the course of the Services, including but not limited to Photographs, Videos, digital or electronic material, scripts, or any other products relating to the photographs and/or videos.
7. Unless otherwise agreed to in writing, the Photographer is not responsible for storing or archiving any Photographs or Video footage.
8. The Company grants the Client the license to use the agreed photographs and/or videos during an initial 12-month term from the date that full payment has been made.

9. The initial Licensing fee will be paid by the Client in the initial invoice, at 10% of the total production cost.
10. The Client may purchase the licensing rights at 50% of the total production cost.
11. The Client may renew the license every 12 months at 10% of the total production cost. Licensing will be.
 - 11.1. renewed by the Company every 12 months unless the Client chooses to terminate the Licensing Agreement in writing.
12. The Company may not assign or transfer any license or part thereof, unless authorized in writing by the Company. By default, the License shall be deemed cancelled by the operation of law.
13. The Client does NOT have the right to edit, change, add to, take from, alter or otherwise amend any videos without the prior written consent of the photographer.
14. The Client agrees and acknowledges that the details of the Services provided have been discussed by both parties and are described in full in any applicable attached briefs.
15. Should a client representative be required on the day of shooting, the Client agrees that any absence on that day will result in the Company's interpretation of the Services prevailing.
16. The Client agrees that should shooting extend beyond the standard hours included, the Client will pay an overtime fee of:
 - 16.1. \$680.00 AUD + GST for the team (The Company), including any make-up artists and stylists, per hour.
 - 16.2. \$350.00 AUD + GST for any models and talents per hour
17. The Client warrants to the Company that:
 - 17.1. It has the capacity and authority to enter into the Agreement with the Company
 - 17.2. It has obtained necessary clearances in relation to the subject matter to be photographed/recorded.
 - 17.3. It will only use the Photographs and/or videos provided in accordance with the Law and License granted by the Company.
18. No liability whatsoever (except as provided by law) will be accepted by the Company for any damages or
 - 18.1. losses arising from or because of the provision of the Services.
19. If the Client cancels the agreement, the Company reserves the right to charge the Client the full Fee, as well.
 - 19.1. as any Expenses incurred.
20. This agreement may be terminated if:
 - 20.1. The Client fails to pay any part of the Fee or Expenses
 - 20.2. The Client is declared bankrupt, enters administration or into liquidation.
 - 20.3. The Client is in breach of the Agreement and has failed to rectify the breach within 30 days after receiving notice from the Company of such breach.

21. The Agreement may not be modified, amended, or otherwise altered unless agreed to in writing between both parties.
22. If any provision of the Agreement is held to be invalid under the law, the validity of the whole Agreement shall not be affected. Any remaining provisions will remain in full force and effect.

Definitions:

1. 'Photographs' refer to and include all original work or any part thereof, created by the Company for the purpose of provision to the Client.
2. 'Videos' refer to and include all original work or any part thereof, created by the Company for the purpose of provision to the client.

Link Building Services

1. Service Description
 - 1.1. First Page Digital Pty Ltd ("Company") offers Link Building Services designed to enhance the Client's website authority and search engine rankings by acquiring backlinks from reputable sources.
2. Client Responsibilities
 - 2.1. If required, the Client must provide the Company with necessary access, information, and materials to facilitate the Link Building Services.
 - 2.2. The Client acknowledges that the effectiveness of Link Building Services depends on various factors, including website content quality and industry competitiveness.
3. Fees and Payment
 - 3.1. Fees for Link Building Services are outlined in the Campaign Scope or Proposal provided to the Client.
 - 3.2. All fees must be paid in full prior to the commencement of the campaign. Link building will be placed on hold until payments are up to date
4. Service Limitations
 - 4.1. The Company does not guarantee specific search engine rankings or traffic increases as a result of Link Building Services.
 - 4.2. The Company is not responsible for changes made to the Client's website by other parties that may adversely affect search engine rankings.
 - 4.3. The Company does not have ownership of the sites that backlinks are linking from and, therefore, has no control over the sites from which the links are linking.
 - 4.4. The Company is not liable for any changes attributed to the referring sites from which the backlinks are linking from.
5. Term and Termination
 - 5.1. The term for Link Building Services is specified in the Campaign Service Agreement Scope of Work.
 - 5.2. Upon completion of the minimum term stipulated on the Scope of Work, services will continue on a rolling basis until the Client provides a minimum of 30 days written notice of termination.
 - 5.3. The Company reserves the right to remove all prior links built for the Client upon breach of contract

6. Confidentiality
 - 6.1. Both parties agree to maintain the confidentiality of all information exchanged during and following the provision of Link Building Services, as per the existing Confidentiality terms in the Agreement.
7. Intellectual Property
 - 7.1. The Company retains all Intellectual Property rights to the methodologies and processes used in delivering Link Building Services.
8. Modifications
 - 8.1. The Company reserves the right to modify these terms specific to Link Building Services by providing notice to the Client.

This addition aligns with the existing structure and terms of First Page Digital Pty Ltd's Terms of Business, ensuring clarity and consistency in service offerings.

Dispute Resolution

- 1. Good Faith Negotiation**
 - 1.1. In the event of any dispute, controversy, or claim arising out of or relating to this Agreement, or the breach, termination, or validity thereof (a "Dispute"), the parties shall first seek to resolve the Dispute by negotiation between senior representatives with authority to settle the Dispute. Such negotiations must commence within [14] days after a party issues a written notice of the Dispute to the other party. Billing and work will commence as outlined by the agreement.
- 2. Mediation**
 - 2.1. If the Dispute is not resolved within [30] days of the commencement of negotiations (or such further period as agreed in writing by the parties), the parties agree to endeavour to settle the Dispute by mediation administered by the [Australian Disputes Centre] under its [Mediation Rules]. The mediation shall be conducted in [Melbourne, Victoria]. Billing and work will commence as outlined by the agreement.
- 3. Arbitration**
 - 3.1. If the Dispute is not settled by mediation within [60] days of the appointment of the mediator (or such further period as agreed in writing by the parties), the Dispute shall be referred to and finally resolved by arbitration administered by the [Australian Centre for International Commercial Arbitration (ACICA)] in accordance with the ACICA Arbitration Rules. The seat of arbitration shall be [Melbourne, Victoria]. The language of the arbitration shall be English. The number of arbitrators shall be one. Billing and work will commence as outlined by the agreement.
- 4. Continued Performance**
 - 4.1. Notwithstanding the existence of a Dispute, the parties shall continue to perform their respective obligations under this Agreement
- 5. Confidentiality**
 - 5.1. All negotiations, mediations, and arbitration proceedings pursuant to this clause are confidential and shall be treated as compromise and settlement negotiations for the purposes of applicable rules of evidence.
- 6. Costs**
 - 6.1. The client shall bear all costs (including the costs accumulated by the company) arising from or in connection with the negotiation and mediation stages where it's deemed that the company has not breached any terms of the agreement. The costs of arbitration, including the fees and expenses of the arbitrator, shall be borne by the client unless otherwise determined by the arbitrator.

Simplify - CRM

1. Introduction

These Terms of Service ("Terms") govern your use of the Simplify CRM software platform (the "Platform"), owned and operated by First Page Digital Pty Ltd. Below are the terms of business outlining the services, fees, and conditions

associated with the use of Simplify CRM. By creating an account, subscribing, or otherwise using the Platform, you agree to be bound by these Terms. If you do not agree, do not use the Platform.

2. Use of the Platform

2.1 Eligibility

You must be at least 18 years old to use the Platform. By using it, you confirm that you have the authority to enter into these Terms.

2.2 Account Ownership & Responsibility

- The individual or business entity that registers for the account is considered the owner.
- You are responsible for all activity under your account, including actions by employees or agents.
- You must keep your login credentials secure and notify us immediately of any unauthorised access.

2.3 Permitted Use

You may use the Platform solely for lawful business purposes. You agree to:

- Provide accurate and complete information.
- Comply with all applicable laws and regulations.
- Ensure that your customers' data is handled in accordance with applicable privacy laws.

2.4 Prohibited Use

You may not:

- Use the Platform for any illegal, deceptive, or fraudulent activity.
- Share access with competitors or attempt to reverse-engineer the software.
- Send unsolicited communications ("spam").
- Use the Platform to transmit harmful content, malware, or violate intellectual property rights.
- Attempt to bypass security measures or disrupt service.
- Use the platform if your First Page service payments are in arrears for 30 + days

3. CRM Integration and Lead Management

- First Page Digital Pty Ltd will integrate Simplify CRM with your website lead forms to ensure leads flow directly into the CRM for streamlined lead management.
- This integration service is provided free of charge.

4. Free CRM Features

- Simplify CRM is provided as a 100% free service, including access to all core features.
- If you require additional setup or configuration of advanced features (e.g., email workflows and sms for lead nurturing etc.), a fee of \$150 AUD per hour + GST will apply.

5. Cancellation or Continuation of Service

If you cancel your services with First Page Digital Pty Ltd, you may choose to:

- a. Cancel Simplify CRM at no additional cost, or
- b. Continue using Simplify CRM at a fee of \$550 AUD per month + GST.

First Page Digital Pty Ltd will provide written confirmation of your chosen option upon cancellation of services.

6. CRM Integration Timeline

Integration of Simplify CRM with your website will be completed within 14 business days of receiving your website login credentials.

7. Training and Support

- First Page Digital Pty Ltd will provide:
 - a. A 30-minute training session to familiarise you with Simplify CRM.
 - b. Access to training videos for ongoing reference.
- Additional training or support may be provided at a rate of \$150 AUD per hour + GST.

8. Mobile App Access

Simplify CRM includes a mobile app compatible with Android and iPhone devices, allowing you to manage leads on the go.

9. Third-Party Affiliate and Certification Programs

9.1 Affiliate Program

Simplify may offer an affiliate program that allows users to earn commissions for referring new customers. Participation in the affiliate program is subject to separate terms and conditions.

9.2 Certification Program

Simplify may provide certification programs to users demonstrating proficiency with the Platform. Certification is granted on an individual basis and does not apply to an entire organization. Misrepresentation of certification is prohibited.

10. Fees & Subscription Model

10.1 Subscription & Payment

- Access to the Platform is subject to subscription fees as outlined in your service agreement.
- Fees are billed in advance on a monthly or annual basis.
- Failure to pay may result in suspension or termination of your account.

10.2 Refund Policy

All payments are non-refundable. If you cancel your subscription, you will not receive a refund for any unused portion.

10.3 Pricing Adjustments

Simplify reserves the right to modify pricing at any time. Changes will be communicated in advance.

11. Liability & Dispute Resolution

11.1 Limitation of Liability

To the fullest extent permitted by law:

- Simplify is not responsible for any indirect, incidental, or consequential damages arising from your use of the Platform.
- Our total liability under these Terms is limited to the amount you paid us in the 12 months preceding the claim.

11.2 Dispute Resolution

These Terms are governed by the laws of [Your State/Country].
Any disputes must be resolved through binding arbitration on an individual basis, not as part of a class action.

12. Privacy, Data Processing & Third-Party Services

12.1 Your Responsibilities

You are responsible for ensuring that your use of the Platform, including the collection and handling of customer data, complies with all applicable privacy laws. You must implement your own privacy policies for interactions with your customers.

12.2 Data Processing Agreement

By using the Platform, you consent to Simplify's collection and use of your data in accordance with our Privacy Policy and any applicable Data Processing Agreements.

12.3 Third-Party Integrations

The Platform may integrate with third-party services. Simplify is not responsible for their performance or data handling practices. You use such integrations at your own risk.

13. Third-Party Content & Integration Limitations

13.1 Use of Third-Party Services

Simplify provides integrations with third-party services but does not endorse or assume liability for them. You must comply with any applicable third-party terms when using integrations.

13.2 Third-Party Content

Any third-party content accessed through the Platform is at your own risk. Simplify is not responsible for the accuracy, reliability, or legality of such content.

14. Termination & Suspension

14.1 Termination by You

You may cancel your account at any time, but fees are non-refundable.

14.2 Termination by Simplify

Simplify may suspend or terminate your account if you violate these Terms or fail to make timely payments.

15. General Terms

- First Page Digital Pty Ltd reserves the right to modify these terms of business at any time. Any changes will be communicated in writing.
- Simplify CRM is provided "as is," and First Page Digital Pty Ltd is not liable for any indirect, incidental, or consequential damages arising from its use.
- By using Simplify CRM, you agree to these terms of business.

16. Contact Information

For questions about these Terms, contact us at:

First Page Digital Pty Ltd

info@firstpage.com.au

Building 1, 658 Church Street, Richmond VIC 3121

By using the Platform, you acknowledge that you have read, understood, and agreed to these Terms of Service.

Mia AI Collections Agent

The following terms relate to the supply of Mia, the AI Collections Agent service ("the Services") by First Page Digital Pty Ltd ("the Company") to the "Client".

1. The Service (Mia)

1.1 Service Description: Mia is an AI-powered collections agent designed to automate accounts receivable by syncing with your Xero account and engaging in two-way SMS conversations with debtors.

1.2 Deployment: First Page assists in the initial setup. Once active, Mia operates autonomously 24/7 based on the parameters agreed upon during setup.

1.3 Escalation: Complex disputes or specific flags triggered by the AI will be forwarded to the Client's designated contact for manual resolution.

2. Client Obligations & Data Accuracy

2.1 Xero Integration: The Client is responsible for ensuring Xero data is accurate. First Page is not liable for messages sent based on incorrect or unallocated payments.

2.2 Authority: By connecting Mia, you grant First Page the authority to act as your agent in communicating with your debtors.

3. Debt Collection Compliance

3.1 ASIC/ACCC Guidelines: The Client must ensure their collection strategy complies with Australian debt collection guidelines.

3.2 Prohibited Conduct: Use of Mia to harass or engage in misleading conduct is strictly prohibited and may result in immediate service suspension.

4. Fees and Payment

4.1 Subscription Model: Fees are charged as a monthly subscription per the Service Agreement via Direct Debit.

4.2 Fees:

4.2.1 \$347.00 + GST per month for the use of Mia

4.2.2 12c per sms (no response)

4.2.3 24c per conversation (unlimited responses)

4.3 Non-Refundability: All fees paid under this agreement (including setup fees, monthly subscription fees, and any advanced payments) are strictly non-refundable. No refunds or credits will be issued for partial months of service, unused portions of a billing cycle, or if the Client chooses to cease use of the service before the end of the notice period.

5. Data Privacy

5.1 Privacy Act 1988: Data is handled in accordance with Australian Privacy Principles.

5.2 AI Training: Anonymised metadata may be used to improve Mia's conversational accuracy.

6. Disclaimers & Liability

6.1 No Guarantee: First Page makes no guarantee that any specific debt will be recovered by Mia.

6.2 Liability Cap: Total liability is limited to the fees paid by the Client in the three (3) months preceding a claim.

7. Intellectual Property

7.1 Ownership: First Page retains all rights to the Mia AI software and proprietary SMS logic.

8. Term and Termination

8.1 Standard Term: Services are provided on a rolling monthly basis following any initial minimum term specified in the Service Agreement.

8.2 Mandatory Notice Period: If the Client wishes to cancel the Service, they must provide at least 30 days' written notice.

8.2.1 Notice must be sent via email to the Client's designated support via mia@firstpage.com.au.

8.2.2 The 30-day period commences on the date the written notice is acknowledged by First Page.

8.2.3 The Client remains liable for all subscription fees during the 30-day notice period, and per clause 4.3, these fees are non-refundable.

8.3 Effect of Termination: Upon the expiry of the notice period, the Xero sync will be disconnected and Mia will cease all collection attempts.