



Services Price Guide - Jan 2024



Service	Cadence	Activities Include	Comments	Rate
A/B Testing	<i>Recurring</i>	Monitor and test CTA performance against variations Monitor and test landing page performance against variations Monitor and test email campaign performance against variations	Optimize current conversation path to ensure ongoing that conversion rates stay steady or are continually increasing. Testing one element at a time and continue testing over time. Elements for testing include CTA copy, CTA graphic, landing page copy, form length, landing page layout etc.	<b>£120.00</b> per week
Ad Campaign Management	<i>Recurring</i>	Ad management and performance tracking	Search ads and native social ads are an important part of an inbound marketing strategy. Ads can give proven content a more prominent stage, whether it's in maximizing reach to an existing audience or launching campaigns in a new market.	<b>£240.00</b> per week
Ad Development	<i>Recurring</i>	Creation of campaign and ad	Search ads and native social ads are an important part of an inbound marketer's strategy. Ads can give proven content a more prominent stage, whether it's in maximizing reach to an existing audience or launching campaigns in a new market.	<b>£440.00</b> per month
Add Communication Channel(s)	<i>One-Time</i>	Setup shared email inbox and live chat channels	Help teams manage, scale, and leverage one-to-one communication across site pages, Facebook, Slack, and other messaging channels.	<b>£120.00</b> per channel
Automation	<i>Recurring</i>	Existing contact segmentation Ongoing segmentation & list refinement	Segment contacts so you can align your messaging to the right buyer persona and stage in the buying journey. Through targeted lists, deliver more relevant, effective marketing messages to your audience.	from <b>£120.00</b>
Bloggng	<i>Recurring</i>	Blog post creation	Ongoing blogging activities brings organic visitors to your website. We recommend you blog consistantly, generally at least once per week or more. Includes research, writing, posting, sharing of blog.	<b>£440.00</b> per blog
Build Rep-Specific Landing Page (with Meetings)	<i>One-Time</i>	Meetings	Schedule your meetings and appointments faster without annoying back-and-forth emails. Skyrocket email productivity with the meeting scheduler tool.	<b>£120.00</b> per salesperson
Buyer Persona Development	<i>One-Time</i>	Buyer and stakeholder interviews Construct buyer persona's and lifecycle	Buyer personas are fictional generalized representations of your ideal customers. Having a deep understanding of your buyer persona(s) is critical to driving remarkable content and new customer acquisition.	<b>£440.00</b> per persona

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Buyer Profile Development	<i>One-Time</i>	Company/Industry interviews Construct Buyer Profiles and lifecycle	Buyer Profiles focus on the Industry/Companies rather than the individual (Buyer Persona)	<b>£440.00</b> per profile
Consultancy	<i>As Required</i>	Review, Strategy, Advise	We'll work with you to develop your strategy for maximum ROI	from <b>£600.00</b> per Day
Content Strategy	<i>One-Time</i>	Determine publishing schedule Determine content themes and topics Fill publishing slots and share	A Content Strategy helps to develop content topics and themes and organizes publishing schedules.	from <b>£760.00</b>
Conversion Path Creation	<i>Recurring</i>	Creating and Publishing CTA, LP, Thank-you page, Email follow up	The process by which an anonymous website visitor becomes a known lead. It includes a remarkable content offer, a call-to-action, a landing page, and a thank you page.	<b>£440.00</b> per offer
Conversion Path Creation	<i>Recurring</i>	Creating a top of funnel offer including research, design, & content writing	Create premium content offers, along with a conversion path to help generate leads.	<b>£1,995.00</b> per offer
Customer Case Study	<i>Recurring</i>	Review success cases and create enticing case study, showing how you solved crucial painpoints prospects are experiencing	Help others discover and understand your successes and how you have helped customers like them. Includes research, writing, creation of case study, online, pdf and social publishing, and news posts.	<b>£980.00</b> per case study
CRM Ongoing Optimization & Administration	<i>Recurring</i>	Reporting - Analytics	Keep Data updated reccuringly.	<b>£440.00</b> per month
Custom Fields and Views	<i>One-Time</i>	Contacts - Properties	Your HubSpot account includes a number of contact, company, deal, and ticket properties by default. It is likely you will need additional properties to gather information for your marketing, sales, and service processes.	<b>£640.00</b>
Data Import & Cleansing	<i>One-Time</i>	Contacts - Importing	Export your records from your current system, refine and import them into HubSpot with a few clicks.	from <b>£640.00</b>
Deal Stage Setup	<i>One-Time</i>	Set up and customize your deal pipelines and deal stages	Set up and customize your deal pipelines and deal stages	<b>£900.00</b>
Design	<i>As Required</i>	Graphic Design Functions	Whether it is for Brand, Web, Print or Digital Documents our experienced UK designers can get your brand on point,	from <b>£500.00</b> per Day

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Develop a Customer Journey Map	One-Time	Conversion Path (CTA, Forms, Lead Forms, Landing Pages)	A customer journey map is a visual representation of the process a customer or prospect goes through to achieve a goal with your company. With the help of a customer journey map, you can get a sense of your customers' motivations -- their needs and pain points.	<b>£1295.00</b>
Email Marketing	Recurring	Email creation & targeting	Use email marketing to connect with and engage with your existing contacts.	from <b>£175.00</b>
Email Template Creation and Optimization	One-Time	Templates	Stop creating individual emails over and over again. We will create templates instead, with personalisation.	<b>£260.00</b> per template
HubSpot CRM Setup	One-Time	Define deal stages, custom fields Initial CRM data migration Build custom rep lead views Build custom reports for managers	Implement the HubSpot CRM to help manage and analyze customer interactions and data throughout customer lifecycles.	from <b>£1,600.00</b>
Inbound Strategy	One-Time	Competitive analysis Website and content analysis Planning and strategy	The inbound strategy is an inbound version of a traditional marketing strategy. It combines analysis of the current state and opportunities, providing a plan for closing the gap.	from <b>£990.00</b>
Install HubSpot Sales	One-Time	Sales tool installation	This includes installing Outlook/Gmail integrations, website tracking codes etc.	<b>£140.00</b> per sales person
Integrations	One-Time	Install a one click integration or create custom made integrations	We will integrate your most popular apps with Hubspot. For custom integrations we also work with many HubSpot-certified integration partners to create Integrations that fit your needs.	from <b>£140.00</b> per integration
Kickoff Call	One-Time	Review goals, plans, challenges, timing Review roles and responsibilities Review and agree on timelines and action items	The Kickoff Call sets the stage for a successful client engagement. We'll cover GPCT (goals, plans, challenges, and timelines), roles & responsibilities, and other critical engagement information.	<b>£240.00</b>
Lead Hand-off Procedure & Feedback	One-Time	Help optimize your sales process by working on your marketing/sales handoff	Who will step in when? Is it documented and do you have SLA's in place between departments?	from <b>£1300.00</b>
Lead Nurturing & Automation	Recurring	Workflow creation & execution Workflow refinement	Nurture leads through your funnel by providing relevant content and offers along the buyer's journey.	<b>£180.00</b> per workflow

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Lead Scoring	One-Time	Lead scoring implementation Lead qualification	Construct a lead scoring system to help you qualify and assess leads. This is most useful for clients with good lead flow. For smaller clients, we will work with you to identify and apply prospect fit criteria through the sales team.	from <b>£640.00</b>
Live Chat and Chatbot Training	One Time	Creation of targeted live chat messages and corresponding chat bots	We will install and help you incorporat live chat as part of your customer service strategy	from <b>£440.00</b>
MOFU/BOFU Offer Creation	Recurring	Creating a top of funnel offer including research, design, & content writing	Create middle and bottom of the funnel offers to help advance prospects through the considersation and decision stages of the buyer's journey.	<b>£1,750.00</b>
MQL/ SQL Definition	One-Time	LifeCycle Stage	Focus on the definition of a Marketing Qualified Lead (MQL) and Sales Qualified Leads. This is the crucial handoff point between marketing and sales	<b>£660.00</b>
Other Content Creation	Recurring	Any other content creation that falls outside of the services listed in this tool such as podcasts, offline publishing, etc	The foundation of inbound marketing centers around content creation. We will help you leverage buyer personas to create content that speaks uniquely to your audience and different stages in the buyer's journey.	<b>£Varies</b>
Personalized Content	Recurring	Smart content modules, CTA's, and emails based on contact properties and site activity of users	Create a personalized site experience for users who engage with your website and content. Optimize site to display only relevant information and offers to repeat visitors and customers.	<b>£Varies</b>
Prospecting Support (Prospecting Tool)	One-Time + Recurring	Put your prospecting on autopilot to keep them from slipping through the cracks and free up more time to close warm leads	Put prospecting on autopilot to keep them from slipping through the cracks and free up more time to close warm leads.	<b>£1350.00</b>  <b>£660</b> per month
Reporting Setup/ Reporting & Review	Recurring	ROI and performance reporting Client review	Measure the effectiveness of inbound efforts to demonstrate results and continously improve.	<b>£Varies</b>
Reporting Dashboard Setup	One-Time	Sales rep activity reporting	Visualize Marketing, Sales and Services initaitves.	<b>£330.00</b>
Sales & Marketing Alignment	One-Time	Define MQLs/SQLs Define lead stages SLA and reporting Establish feedback mechanism	Integrate commications and operations between client sales and marketing teams.	<b>£1,700.00</b>

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Sales & Marketing Alignment Workshop	One-Time	Workshop, go through who does what, when and where	Get optimized results by aligning expectations between departments.	from <b>£990.00</b>
Sales and Marketing Funnel/Flywheel Analysis	One-Time	Sales, marketing services audit	How is each section performing?	<b>£390.00</b>
Sales and Marketing Goal Setting	One-Time	Setup SMART goals and potential workshop	SMART goals for Marketing and Sales	<b>£340.00</b>
Sales Audit and Strategy	One-Time	Audit, planning and workshops	Review the Sales process and Strategy of client in order to find optimization opportunities	<b>£2,200.00</b>
Sales Content Assessment and Recommendations	One-Time	Content Audit	Is the content up to date? What needs to be optimized? What needs to be created?	<b>£550.00</b>
Sales Document Creation	Recurring	Choose between Dropbox, Google Drive, HubSpot's documents and other tools to share documents	Build a library of helpful sales content for your entire team, share documents right from your Gmail or Outlook inbox, and see which content closes deals.	<b>£Varies</b>
SEO / Technical SEO	Recurring	On-Page SEO Technical SEO Link Building	Both On-Page SEO and Technical SEO are essential tools to improve the indexing of your website with Search Engines, helping it to be found more easily. We'll carry out a full site Audit to begin.	from <b>£600.00</b> per month
Sequence Creation & Optimization	Recurring	Workflows & Sequences	Automate Your Follow-Up Emails with Sequences	<b>£180.00</b> per sequence
Setup Calling	One-Time	Through Contact Record	Make and record calls through the software.	<b>£120.00</b> per sales person
Setup Conversations	One-Time	Connect shared inbox Setup targeted live chat messages Bot creation	You can use your conversations inbox to manage your team's email inbox and targeted messages all in one place.	<b>£220.00</b>
Setup Customer Listening Posts (NPS, CES, 3 Point Survey)	One-Time	Customer Loyalty - Customer Experience - Customer Support	Are customers delighted? A series of tools to monitor customer reactions to performance.	<b>£1,500.00</b>

Service	Cadence	Activities Include	Comments	Rate
Setup Messages	One-Time	Create targeted live chat messages	You can set up routing so incoming chats and emails are distributed across specific teams and users.	<b>£180.00</b>
Set up Messages Round-Robin Rotation	One-Time	Create targeted live chat messages with round robin rotation to seat users	Rotate who should get Chat messages.	<b>£180.00</b>
Set up Workflows and Automation	One-Time	Sequences/Workflows	Successful marketing automation relies on triggering relevant and timely actions based on context.	<b>£660.00</b>
Single Inbox Setup & Training	One-Time	Inbox	All communication in one Inbox	<b>£440.00</b>
SLA Development	One-Time	Define the marketing to sales handoff process	One of the most critical steps in order to align expectations is creating a service level agreement (SLA)	<b>£1,920.00</b>
Social Prospecting	Recurring	Configure social inbox feeds for relevant prospect lists and keywords Assist sales team use social inbox for connection and engagement	Scour the social web to identify potential prospects. Help them find your site and move through your buyer's funnel.	<b>£195.00</b> per week
Social Publishing	Recurring	Blog post promotion Social engagement Social growth	Social channels bring fresh, qualified traffic to your website. We determine the best networks to pursue (based on your target audiences and personas).	<b>£195.00</b> per week
Social Selling Enablement	Recurring	Configure social inbox feeds for relevant lists and keywords Monitor and respond as	Keep track of what prospects and customers are saying about you in social media and engage prospects (or guide you to do so) as appropriate.	<b>£140.00</b> per week
Technical Implementation (Setup & Integrations)	One-Time	Setup your HubSpot account Setup your content and contact tools Setup your analytics tools	Setup your portal for HubSpot.	<b>£660.00</b>
Video	Recurring	Video	Harness the power of video across your marketing, sales, and service teams to provide actionable, personalized content to your leads and customers	<b>£700.00</b> per month
Web Development	As Required	Design, Sitemaps, New Pages, New Sites, Landing Pages, Content	Working in Wordpress, Hubspot CMS or Shopify we deliver websites your company can be proud of.	from <b>£575.00</b> per Day

# The Small Print



NICK SPALDING LIMITED - TRADING AS THE GROWTH AGENCY  
STANDARD SERVICE TERMS & CONDITIONS FOR SERVICES AND PROJECTS

The Growth Agency (the "Service Provider") provides graphic design, web development and Hubspot services to business clients. The Service Provider has reasonable skill, knowledge, and experience in that field. These Terms and Conditions shall form the basis of contracts for the provision of services by the Service Provider to its clients.

## 1. Definitions and Interpretation

1.1 In these Terms and Conditions, unless the context otherwise requires, the following expressions have the following meanings:

<b>"Applicable Laws"</b>	means all laws, statutes, regulations, and similar instruments from time to time in force applicable to the Parties, the Services, and to the Contract;
<b>"Business Day"</b>	means, any day (other than Saturday or Sunday) on which ordinary banks are open for their full range of normal business in England;
<b>"Business Hours"</b>	means 9:30 a.m. to 4:30 p.m. on a Business Day;
<b>"Client"</b>	means the party procuring the Services from the Service Provider under the Contract;
<b>"Client Equipment"</b>	means any and all equipment including computer hardware, systems, SaaS platforms provided or otherwise made accessible by the Client to the Service Provider in relation to the provision of the Services (whether directly or indirectly) including, but not limited to, any such equipment set out in the project proposal or quote.
<b>"Client Materials"</b>	means any and all information, documents, and other materials provided by the Client to the Service Provider in relation to the provision of the Services
<b>"Commencement Date"</b>	means the date on which the Contract shall enter into effect, as set out in Clause 2 (Basis of Contract);
<b>"Confidential Information"</b>	means, in relation to either Party, information which is disclosed to that Party by the other Party pursuant to or in connection with the Contract (whether orally or in writing or any other medium, and whether or not the information is expressly stated to be confidential or marked as such);
<b>"Contract"</b>	means the contract entered into by the Service Provider and the Client for the provision of Services in accordance with and on the basis of these Terms and Conditions;
<b>"Data Protection Legislation"</b>	means all applicable legislation in force from time to time in the United Kingdom applicable to data protection and privacy including, but not limited to, the UK GDPR (as defined in section 3(10) (as supplemented by section 205(4)) of the Data Protection Act 2018; the Data Protection Act 2018 (and regulations made thereunder); and the Privacy and Electronic Communications Regulations 2003 as amended;]
<b>"Deliverables"</b>	means the deliverables resulting from the Service Provider's provision of the Services including, but not limited to, Graphic Design, Web Services, Print Services, SEO Services, Consultancy or Marketing Services.as specified in the Specification and any further materials or documents provided by the Service Provider to the Client in the course of providing the Services;
<b>"Fees"</b>	means any and all sums due under the Contract from the Client to the Service Provider in consideration of the Services, as set out in Clause 5 (Fees, Payment, and Records);
<b>"Intellectual Property Rights"</b>	means patents, rights to inventions, copyright and related rights, [moral rights,] trade marks, [service marks,] business names, domain names, rights in get-up and trade dress, goodwill and the right to passing off actions, design rights, database rights, [rights subsisting in software,] rights to use confidential information and the right to protect the same, and any and all other intellectual property rights, whether registered or unregistered, including applications and the right to apply for (and be granted) renewals or extensions of, and rights to claim priority from, any such rights and any and all equivalent rights or other forms of protection subsisting now or in the future anywhere in the world;
<b>"Order"</b>	means the Client's order for the Services as set out in the Client's purchase order form OR in the Client's written acceptance of the Service Provider's quotation
<b>"Services"</b>	means the services to be provided by the Service Provider to the Client in accordance with the Contract, as fully defined in the Specification or Quotation.
<b>"Service Provider Equipment"</b>	means any and all equipment including computer hardware, systems, software, SaaS platforms or other provided and used by the Service Provider in relation to the provision of the Services (whether directly or indirectly) [including, but not limited to, any such equipment set out in the

quotation.

## **“Specification”**

means the full description and specification of the Services as agreed in writing by the Client and the Service Provider.

- 1.2 Any reference to “writing”, and any similar expression, includes a reference to any communication sent by [fax or] email.
- 1.3 Unless expressly stated otherwise, legislation or a provision thereof is a reference to that legislation or provision as amended or re-enacted from time to time.
- 1.4 Unless expressly stated otherwise, legislation or a provision thereof, shall include all subordinate legislation made from time to time under that legislation or provision.
- 1.5 A reference to “these Terms and Conditions” is a reference to these Terms and Conditions as amended or supplemented at the relevant time.
- 1.6 A reference to “the Contract” is a reference to the contract between the Parties as defined above in sub-Clause 1.1 and further set out below in Clause 2 (Basis of Contract).
- 1.7 A reference to a “Party” or the “Parties” refer to the parties to the Contract.
- 1.8 A reference to any other agreement or document is a reference to that agreement or document as amended or supplemented at the relevant time.
- 1.9 Any obligation on either Party not to do a particular thing includes an obligation to not allow that thing to be done.
- 1.10 The headings used in these Terms and Conditions are for convenience only and shall have no effect upon the interpretation of the Contract.
- 1.11 Words communicating the singular number shall include the plural and vice versa.
- 1.12 References to any gender shall include any other gender.
- 1.13 References to persons shall include natural persons, corporate, or unincorporated bodies (whether or not the same have a separate legal personality).
- 1.14 References to a company shall include companies, corporations, or other bodies corporate, however so and wherever incorporated or established.

## **2. Basis of Contract**

- 2.1 An Order shall constitute a contractual offer by the Client to procure Services from the Service Provider in accordance with and on the basis of these Terms and Conditions.
- 2.2 An Order shall be deemed to be accepted by the Service Provider upon the Service Provider’s issuing its acceptance of that Order in writing.
- 2.3 Upon the Service Provider’s issuing of written acceptance under sub-Clause 2.2, a Contract shall come into existence between the Client and the Service Provider. The date of the Service Provider’s written acceptance shall be the Commencement Date of the Contract.
- 2.4 These Terms and Conditions shall form the basis of the Contract. Subject to Clause 18 (Variation) [and to sub-Clause 10.8 (Data Processing)], any other terms that the Service Provider seeks to impose or incorporate into the Contract, or which are implied by trade custom, practice, or course of dealing shall be excluded from the Contract.
- 2.5 No advertising, promotional literature, descriptive matter, drawings, samples, catalogues, brochures, or similar material issued or published by the Service Provider in any format or medium shall form part of the Contract or have any contractual force. Such material is provided by the Service Provider only for promotional purposes and for providing an approximate description of the services available from the Service Provider.
- 2.6 Quotations issued by the Service Provider shall not constitute a contractual offer capable of acceptance. Quotations are valid for a period of 14 Business Days only from the date of issue.

## **3. Provision of the Services and Service Provider’s Obligations**

- 3.1 With effect from [the Commencement Date, the Service Provider shall, throughout the term of the Contract, provide the Services to the Client.
- 3.2 The Service Provider shall ensure that the Services conform at all times with the Specification in all material respects.
- 3.3 The Service Provider shall provide the Services with reasonable skill and care, commensurate with best practices in the Design, Web and Hubspot Services sectors in the United Kingdom.
- 3.4 The Service Provider shall use reasonable endeavours to meet any performance dates set out in quotation or as the Client may notify to the Service Provider. Such dates shall be estimates only, however, and time shall not be of the essence in the provision of the Services.
- 3.5 The Service Provider shall act in accordance with all reasonable instructions issued by the Client provided that such instructions are compatible with the Specification.
- 3.6 The Service Provider shall ensure that any and all of its personnel involved in the provision of the Services are suitably skilled, qualified, and experienced to perform the part(s) of the Services to which they are assigned.

- 3.7 The Service Provider shall provide the Service Provider Equipment, which shall include all equipment required for the provision of the Services.
- 3.8 In the event that any licences or consents are required to enable the Service Provider to provide the Services and to install and use any required Service Provider Equipment, the Service Provider shall obtain the same before the date on which the provision of the Services is due to begin (in accordance with sub-Clause 3.1), and shall maintain the same to the extent required for the provision of the Services.
- 3.9 The Service Provider shall use any Client Materials provided by the Client from time to time only to the extent reasonably necessary for and only for the purposes of the provision of the Services [and only in accordance with the Client's written authorisation and instructions]. The Service Provider shall hold any and all Client Materials in safe custody, at its own risk, and shall maintain the same in good condition. The Service Provider shall return or dispose of Client Materials in its possession at the Client's option and on the Client's written instruction.
- 3.10 The Service Provider shall use any Client Equipment provided (or made available) by the Client from time to time only to the extent reasonably necessary for and only for the purposes of the provision of the Services. The Service Provider shall use all such Client Equipment with care and in accordance with best practice at all times. The Service Provider shall return Client Equipment in its possession on the Client's written instruction.
- 3.11 In the event that the Client provides access to the Client's premises and any other facilities that is or are agreed upon by the Parties or as otherwise reasonably required from time to time by the Service Provider to enable the Service Provider to provide the Services, the Service Provider shall use the same only to the extent reasonably necessary for and only for the purposes of the provision of the Services and only in accordance with any written authorisation and instructions and (as further stated in sub-Clause 8.1.(c)) all applicable health and safety rules and regulations and security requirements in place at the Client's premises and such other facilities.

## 4. Client's Obligations

- 4.1 The Client shall ensure that all information that it provides in the Order and the Specification shall be complete and accurate.
- 4.2 The Client shall provide:
  - a) all co-operation that is reasonably required by the Service Provider to enable the Service Provider to provide the Services;
  - b) any and all Client Materials that are agreed upon by the Parties [or as otherwise reasonably required from time to time by the Service Provider] together with any necessary written authorisation and instructions relating to the Client Materials, to enable the Service Provider to provide the Services;
  - c) (or make available) any and all Client Equipment (or access thereto) that is agreed upon by the Parties [or as otherwise reasonably required from time to time by the Service Provider] together with any necessary written authorisation and instructions relating to the Client Equipment, to enable the Service Provider to provide the Services;
  - d) where required, access to and availability and use of the Client's premises and any other facilities that is or are agreed upon by the Parties or as otherwise reasonably requested from time to time by the Service Provider to enable the Service Provider to provide the Services and shall inform the Service Provider of any applicable health and safety rules and regulations and security requirements.
- 4.3 The Client may from time to time issue reasonable instructions to the Service Provider in relation to the Service Provider's provision of the Services. Any such instructions shall be compatible with the Specification.
- 4.4 In the event that the Service Provider requires the decision, approval, consent, authorisation, or any other communication from the Client in order to continue with the provision of the Services (or any part thereof) at any time, the Client shall provide the same in a reasonable and timely manner.
- 4.5 In the event that any licences or consents are required to enable the Service Provider to provide the Services and to install and use any required Service Provider Equipment, the Client shall obtain the same before the date on which the provision of the Services is due to begin (in accordance with sub-Clause 3.1), and shall maintain the same to the extent required for the provision of the Services [and use of the Service Provider Equipment] throughout the term of the Contract.]
- 4.6 Any failure or delay in the provision of the Services by the Service Provider which results from the Client's failure or delay in complying with any of its obligations under the Contract or any other act or omission of the Client shall not be the responsibility or fault of the Service Provider.

## 5. Fees, Payment, and Records

- 5.1 The Fees shall be set out in the Quotation and/or Order. The Fees shall be the full and only consideration payable to the Service Provider with respect to its provision of the Services.
- 5.2 Unless the Parties agree otherwise in writing, the Fees shall include all costs and expenses incurred by the Service Provider, whether directly or indirectly, in connection with the provision of the Services. The Service Provider shall invoice the Client upon commencement of the Services, or upon the completion of the Services, or at regular intervals in advance, or in arrears, as stated in the quotation.
- 5.3 All payments required to be made pursuant to the Contract in consideration of the Services shall be made within 14 Business Days of receipt of the relevant invoice by the Client. Exceptions must be expressly stated otherwise in the Invoice.
- 5.4 All payments required to be made pursuant to the Contract in consideration of the Services shall be made in British Pounds (GBP) in cleared funds to such bank in England as the Service Provider may nominate in writing.
- 5.5 Where any payment is required to be made on a day that is not a Business Day, it may be made on the next following Business Day.
- 5.6 All sums payable by the Client under the Contract shall be exclusive of VAT. In the event that any taxable supply for VAT purposes is made under the Contract by the Service Provider to the Client, the Client shall, upon receipt of a valid VAT invoice from the Service Provider, pay to the Service Provider such additional sums in respect of VAT as are chargeable on the supply of the Services at the same time that payment is due for the provision of the Services.
- 5.7 If the Client receives an invoice and reasonably believes that it is incorrect, it may dispute that invoice in good faith as follows:
  - a) the Client shall notify the Service Provider in writing as soon as reasonably possible and practicable;
  - b) the Client shall not be deemed to be in breach of the Contract for failure to pay the disputed sums while such a dispute is ongoing;
  - c) the Client shall pay any sum which is not in dispute by the due date for payment;
  - d) following the resolution of the dispute, the Client shall pay the sum agreed between the Parties including any interest charged on that sum by the Service Provider, as calculated in accordance with sub-Clause 5.8
  - e) in the event that the Service Provider is required to refund any sums to the Client, interest shall be added to such sums, as calculated in accordance with sub-Clause 5.8
  - f) following the resolution of the dispute, in the event that either Party is required to make a balancing payment, that Party shall make such payment within 48 Hours and, in the event that the Service Provider is required to issue a credit note, it shall issue the same within 7 Days.
- 5.8 Without prejudice to sub-Clause 14.2(a) (termination for late payment), any sums which remain unpaid by the due date for payment under the Contract shall incur interest on a daily basis at a rate of 6% per annum above the base rate of the Bank of England from time to time, or at 6% per annum for any period during which that base rate is below 0%, from the due date for payment until payment is made in full of any such outstanding sums, whether before or after judgment.
- 5.9 All sums due under the Contract shall be paid in full without any set-off, withholding, deduction, or counterclaim except any withholding or deduction (if any) of tax that is required by law.
- 5.10 The Service Provider shall:
  - a) keep or procure that are kept, such records and books of account as are necessary to enable the amount of any sums payable pursuant to the Contract to be accurately calculated; and
  - b) at the reasonable request of the Client, allow the Client or its agent to inspect those records and books of account.

## 6. Intellectual Property Rights

- 6.1 The Client (and, where applicable, its licensors) shall retain ownership of the Intellectual Property Rights subsisting in any and all Client Materials.
- 6.2 The Client shall grant to the Service Provider a non-exclusive, fully paid-up, royalty-free, licence to use, copy, and modify the Client Materials for the term of the Contract only to the extent reasonably necessary for and only for the purposes of the provision of the Services [and only in accordance with the Client's written authorisation and

instructions.

- 6.3 The following shall apply to the ownership of Intellectual Property Rights subsisting in the Deliverables:
- a) the Service Provider (and, where applicable, its licensors) shall retain ownership of the Intellectual Property Rights subsisting in the Deliverables, except to the extent that any Client Materials are integrated into the Deliverables; and
  - b) as set out in the Quotation, and only if expressly stated, the Service Provider shall grant to the Client a non-exclusive, fully paid-up, royalty-free, non-transferable, non-sub-licensable, perpetual and irrevocable licence to use, copy, and modify the Deliverables to the extent reasonably necessary for using and receiving the Services and the Deliverables in the course of business, and
  - c) the Client shall have the right to sub-licence the rights to use, copy, and modify the Deliverables under sub-Clause 6.3(b) to its Affiliates, customers and other third parties to the extent reasonably necessary for using and receiving services which are similar in nature to the Services.
- 6.4 The Service Provider will not indemnify the Client against any and all IP Claims, liabilities, costs, expenses, losses, or damages (including, but not limited to, reasonable legal costs) suffered or incurred by the Client arising out of or in connection with the Client's receipt or use of the Deliverables (to the extent that the same does not arise out of or in connection with any Client Materials integrated into the Deliverables).
- 6.5 In the event that the Client requires the Service Provider to indemnify it under sub-Clause 6.4, the Client shall:
- a) notify the Service Provider in writing as soon as reasonably possible and practicable of the IP Claim, liability, costs, expenses, loss, or damage;
  - b) consult with the Service Provider as to the action to be taken in dealing with such matters;
  - c) permit the Service Provider, at its own cost, to conduct all negotiations and proceedings necessary to settle the matter;
  - d) provide the Service Provider with all reasonable assistance in handling the matter as the Service Provider may reasonably require, at the Service Provider's cost; and
  - e) make no agreement with any third party for the payment of any sum without the prior written agreement of the Service Provider, such agreement not to be unreasonably withheld.

## 7. Confidentiality

- 7.1 Each Party undertakes that, except as provided by sub-Clause 7.2 or as authorised in writing by the other Party (such authorisation not to be unreasonably withheld), it shall, at all times during the term of the Contract and [for <<insert period>>] after its termination or expiry:
- a) keep confidential all Confidential Information;
  - b) not disclose any Confidential Information to any other party;
  - c) not use any Confidential Information for any purpose other than as contemplated by the Contract; and
  - d) ensure that (as applicable) none of its employees, directors, officers, agents, or sub-contractors does any act which, if done by that Party, would be a breach of the provisions of this Clause 7.
- 7.2 Subject to sub-Clause 7.3, either Party may disclose any Confidential Information to:
- a) any sub-contractors, substitutes, or suppliers;
  - b) any governmental or other authority or regulatory body;
  - c) any employee or officer of that Party or of any of the aforementioned persons, parties, or bodies.
- 7.3 Disclosure under sub-Clause 7.2 may be made only to the extent that it is necessary for the purposes contemplated by the Contract, or as required by law. In each case, the disclosing Party must first inform the recipient that the Confidential Information is confidential. Unless the recipient is a body described in sub-Clause 7.2(b) or is an authorised employee or officer of such a body, the Party disclosing the Confidential Information under sub-Clause 7.2 must obtain and submit to the other Party a written undertaking from the recipient to keep the Confidential Information confidential and to use it only for the purposes for which the disclosure is made.
- 7.4 Either Party may use any Confidential for any purpose, or disclose it to any other party, where that Confidential Information is or becomes public knowledge through no fault of that Party.
- 7.5 When using or disclosing Confidential Information under sub-Clause 7.4, the Party using or disclosing that Confidential Information must ensure that it does not use or disclose any part of that Confidential Information which is not public knowledge.

7.6 The provisions of this Clause 7 shall continue in force in accordance with their terms, notwithstanding the termination or expiry of the Contract for any reason.

## 8. Law (and Policies)

8.1 The Service Provider shall, at all times, and at its own expense when performing its obligations under the Contract:

- a) comply with the Applicable Laws; [and]
- b) [comply with the Mandatory Policies; and]
- c) comply with all applicable health and safety rules and regulations and security requirements in place at the Client's premises and any other facilities to which the Service Provider has access that is or are agreed upon by the Parties.

8.2 Each Party shall inform the other Party as soon as reasonably possible and practicable when it becomes aware of any changes to the Applicable Laws.

8.3 The Client shall give at least 28 days written notice to the Service Provider of any change to the Mandatory Policies.

## 9. Data Protection

The Service Provider shall only use the Client's personal data as set out in the Service Provider's Privacy Notice, available from our website at [thegrowthagency.co.uk/privacy](https://thegrowthagency.co.uk/privacy).

## 10. Data Processing

10.1 In this Clause 10, the terms "personal data", "processing", "data subject", "controller", "processor", and "personal data breach" shall have the meanings defined in Article 4 of the UK GDPR, and the terms "Data Processor" and "Data Controller" shall have the same meanings as "processor" and "controller" respectively. The term "domestic law" means the law of the United Kingdom or a part thereof.

10.2 The Parties shall both comply with all applicable data protection requirements set out in the Data Protection Legislation. This Clause 10 shall not relieve either Party of any obligations set out in the Data Protection Legislation and does not remove or replace any of those obligations.

10.3 For the purposes of the Data Protection Legislation and for this Clause 10, the Client shall be the "Data Controller", and the Service Provider shall be the "Data Processor".

10.4 The scope, nature, and purpose of the processing; the duration of the processing; the type(s) of personal data; and the category or categories of data subject shall be set out in Quotation.

10.5 The Data Controller shall (without prejudice to the generality of sub-Clause 10.2) ensure that it has in place all necessary consents and notices required to enable [the lawful transfer of personal data to the Data Processor for the purposes described in [the Quotation for the duration of the Contract.

10.6 The Data Processor shall (without prejudice to the generality of sub-Clause 10.2), with respect to any personal data processed by it in relation to its performance of any of its obligations under the Contract:

- a) process the personal data only on the written documented instructions of the Data Controller unless the Data Processor is otherwise required to process such personal data by domestic law. The Data Processor shall promptly notify the Data Controller before carrying out such processing unless it is prohibited from doing so by that law;
- b) ensure that it has in place appropriate technical and organisational measures (as approved by the Data Controller) to protect the personal data from unauthorised or unlawful processing, accidental loss, damage, or destruction. Such measures shall be appropriate and proportionate to the potential harm resulting from such events and to the nature, scope, and context of the personal data and processing involved, taking into account the current state of the art in technology and the cost of implementing those measures. Measures to be taken shall be set out in [the Order] OR [the Specification] OR [<<insert location>>];
- c) ensure that any and all persons with access to the personal data (whether for processing purposes or otherwise) are contractually obliged to keep that personal data confidential;
- d) not transfer any personal data outside of the UK without the prior written consent of the Data Controller and only if the following conditions are satisfied:

- I. the Data Controller and/or the Data Processor has/have provided appropriate safeguards for the transfer of personal data;
  - II. affected data subjects have enforceable rights and effective legal remedies;
  - III. the Data Processor complies with its obligations under the Data Protection Legislation, providing an adequate level of protection to any and all personal data so transferred; and
  - IV. the Data Processor complies with all reasonable instructions given in advance by the Data Controller with respect to the processing of the personal data;
- e) assist the Data Controller, at the Data Controller's cost, in responding to any and all requests from data subjects and in ensuring its compliance with the Data Protection Legislation with respect to impact assessments, security, breach notifications, and consultations with supervisory authorities or other applicable regulatory authorities (including, but not limited to, the Information Commissioner's Office);
- f) notify the Data Controller without undue delay of any personal data breach of which it becomes aware;
- g) on the Data Controller's written instruction, delete (or otherwise dispose of) or return all personal data and any and all copies thereof to the Data Controller on termination or expiry of the Contract unless it is required to retain any of the personal data by domestic law; and
- h) maintain complete and accurate records of all processing activities and technical and organisational measures implemented necessary to demonstrate compliance with this Clause 10 and to allow for audits, including inspections, by the Data Controller and/or any party designated by the Data Controller. The Data Processor shall inform the Data Controller immediately if, in its opinion, any instruction infringes the Data Protection Legislation.
- 10.7 The Data Processor shall not sub-contract any of its obligations with respect to the processing of personal data under this Clause 10 to another processor without the prior written consent of the Data Controller (such consent not to be unreasonably withheld). In the event that the Data Processor appoints another processor, the Data Processor shall:
- a) enter into a written contract with the other processor, which shall impose upon that other processor substantially the same obligations as are imposed upon the Data Processor by this Clause 10, which the Data Processor shall ensure shall reflect the requirements of the Data Protection Legislation at all times;
  - b) ensure that the other processor complies fully with its obligations under that agreement and the Data Protection Legislation; and
  - c) remain fully liable to the Data Controller for the performance of that other processor's obligations and the acts or omissions thereof.
- 10.8 Either Party may, at any time, and on at least 30 calendar days notice, alter this Clause 10, replacing it with any applicable data processing clauses or similar terms adopted by the Information Commissioner or that form part of an applicable certification scheme.

## 11. Insurance

The Service Provider shall, for the term of the Contract:

- 11.1 take out and maintain public liability insurance with a reputable insurance company to cover the liabilities that may arise under or in relation to the Contract, if professional indemnity insurance cover is required by the Client, this will be agreed in advance of Commencement Date and charged separately and accordingly as a separate item on the Quotation. And
- 11.2 on the Client's request, supply the Client with copies of current certificates of insurance.

## 12. Liability

- 12.1 As set out in Clause 11 (Insurance), the Service Provider shall obtain insurance cover with respect to its own liability for individual claims that do not exceed £1 million pounds (GBP) per claim. The limits to, and exclusions of, liability in this Clause 12 shall reflect the insurance cover that the Service Provider has been able to obtain. The Client shall be responsible for making its own arrangements for the insurance of any excess loss.
- 12.2 References in this Clause 12 to "liability" shall include every liability arising under or in relation to the Contract including, but not limited to, liability in contract, tort (including negligence), breach of statutory duty, misrepresentation, restitution, or otherwise.
- 12.3 Nothing in the Contract shall limit or exclude either Party's liability under or in relation to the Contract for any form of liability which cannot be limited or excluded by law

including, but not limited to:

- a) death or personal injury caused by negligence;
- b) fraud or fraudulent misrepresentation;
- c) for the wilful misconduct of either that Party or that of its employees or agents; or
- d) any breach of the terms implied by section 12 of the Sale of Goods Act 1979 or section 2 of the Supply of Goods and Services Act 1982 (relating to title and quiet possession).

- 12.4 Neither Party shall have the right to benefit from any of the limitations or exclusions of liability set out in this Clause 12 in respect of any liability under or in relation to the Contract which arises out of the deliberate default of either that Party or of that Party's employees or agents.
- 12.5 Nothing in this Clause 12 shall limit or exclude either Party's payment obligations under the Contract.
- 12.7 Subject to sub-Clause 12.3 (liabilities which cannot be limited or excluded by law, the total liability of the Service Provider to the Client under or in relation to the Contract for any and all related or unrelated acts or omissions, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, shall be limited to the maximum value of the contract.
- 12.8 Subject to sub-Clause 12.3 (liabilities which cannot be limited or excluded by law) and sub-Clause 12.4 (no limitations or exclusions of liability in respect of deliberate default), the total liability of the Client to the Service Provider under or in relation to the Contract for any and all related or unrelated acts or omissions, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, shall be limited to the maximum value of the contract.
- 12.9 The limit on the Service Provider's liability set out in sub-Clause 12.7 shall not be reduced [by any sums agreed to be paid or awarded in accordance with sub-Clause 10.6(i) (Data processing indemnity) or by any sums awarded by any court or arbitrator using their statutory or procedural powers in relation to the costs of proceedings or interest for late payment.
- 12.10 The limit on the Client's liability set out in sub-Clause 12.8 shall not be reduced by any sums awarded by any court or arbitrator using their statutory or procedural powers in relation to the costs of proceedings or interest for late payment.
- 12.11 Subject to sub-Clause 12.3 (liabilities which cannot be limited or excluded by law), sub-Clause 12.4 (no limitations or exclusions of liability in respect of deliberate default), and sub-Clause 12.5 (no limitations or exclusions of either Party's payment obligations), the following categories of loss shall be wholly excluded by the Parties and neither Party shall be liable under or in relation to the Contract for any such losses suffered by the other, whether directly or indirectly, or whether immediate or consequential:
- a) loss of profits;
  - b) loss of sales or business;
  - c) loss of business opportunity;
  - d) loss of agreements or contracts;
  - e) loss of anticipated savings;
  - f) [loss or corruption of data or information;]
  - g) [loss or corruption of software;]
  - h) loss of, or damage to, goodwill; or
  - i) indirect or consequential loss.
- 12.12 Notwithstanding sub-Clause 12.11 (categories of loss which are excluded), but subject to sub-Clause 12.7 (limit on the Service Provider's liability) and sub-Clause 12.8 (limit on the Client's liability), the following categories of loss are not excluded:
- a) sums paid by the Client to the Service Provider under the Contract in respect of any part of the Services which is or are not provided in accordance with the terms of the Contract;
  - b) wasted expenditure;
  - c) additional costs incurred by the Client in procuring and implementing replacements or alternatives for or to services not provided in accordance with the terms of the Contract including, but not limited to, costs of management and personnel time, consultancy costs, materials costs, and equipment costs; and
  - d) losses incurred by the Client which arise out of or in connection with any claim, demand, penalty, fine, action, investigation, or other proceeding by any third party against the Client resulting from any act or omission of the Service Provider.



- 12.13 In the event that any loss falls into one or more of the categories of loss set out in sub-Clause 12.11 (categories of loss which are excluded) and also falls into one of the categories of loss set out in sub-Clause 12.12 (categories of loss which are not excluded), that loss shall not be excluded.
- 12.14 Subject to the above provisions of this Clause 12, the Client's rights under the Contract shall be in addition to, and not exclusive of, any common law rights or remedies.

## 13. Force Majeure

- 13.1 For the purposes of the Contract, "Force Majeure Event" means, in relation to either Party, any circumstances beyond that Party's reasonable control including, but not limited to, any strike, lockout, or other form of industrial action, a shortage of components or raw materials; lack of, interruption to, or failure of any utility service, or lack of available facilities; non-performance by suppliers or sub-contractors; collapse of buildings, fire, explosion, accident, acts of God, storm, flood, drought, earthquake, epidemic, pandemic, or other natural disaster; terrorist attack, civil commotion or riots, war, civil war, threat of preparation for war, armed conflict, imposition of sanctions, embargo, or breaking off diplomatic relations; nuclear, chemical, or biological contamination, or sonic boom; [or] any law or action taken by a government or public authority including but not limited to, imposing an export or import restriction, quota, or prohibition [, or failing to grant a necessary licence or consent, or any similar or dissimilar circumstances.
- 13.2 If any Force Majeure Event occurs in relation to either Party which affects or may affect that Party's performance of its obligations under the Contract, the affected Party shall notify the other Party as soon as reasonably possible and practicable of the nature and extent of the circumstances in question. The affected Party shall use reasonable endeavours to mitigate the effect of the Force Majeure Event on the performance of its obligations.
- 13.3 Subject to compliance with sub-Clause 13.2, neither Party shall be deemed to be in breach of the Contract or shall otherwise be liable to the other by reason of any delay in performance or non-performance of any of its obligations under the Contract to the extent that performance of that obligation is prevented, hindered, or delayed by a Force Majeure Event of which it has notified the other Party, and the time for that performance shall be extended accordingly.
- 13.4 If the performance by either Party of any of its obligations under the Contract is prevented, hindered, or delayed by a Force Majeure Event for a continuous period in excess of fourteen days the Parties shall enter into bona fide discussions with a view to alleviating its effects, or to agreeing upon such alternative arrangements as may be fair and reasonable.

## 14. Termination

- 14.1 Without prejudice to any other right or remedy available to it, either Party may terminate the Contract by giving the other Party twenty eight days written notice.
- 14.2 Without prejudice to any other right or remedy available to it, either Party may terminate the Contract immediately by giving written notice to the other Party in the event that:
- a) the other Party does not pay any sum due under the Contract when it is due to be paid and such sum remains outstanding for at least twenty eight days after receiving written notification to pay that sum;
  - b) the other Party commits a material breach of any term of the Contract and (if that breach is capable of remedy) does not remedy that breach within fourteen days after receiving written notification to do so;
  - c) the other Party threatens to, or does, suspend, payment of its debts as they fall due, admits that it is unable to pay its debts, or (being a company or limited liability partnership) is deemed unable to pay its debts within the meaning of section 123 of the Insolvency Act 1986 (as if the meaning of the words "it is proved to the satisfaction of the courts" contained in sections 123(1)(e) or 123(2) of the Insolvency Act 1986 did not appear in those sections), or (being an individual) is deemed either to be unable to pay its debts or as having no reasonable prospect of paying its debts, in either case, within the meaning of section 268 of the Insolvency act 1986, or (being a partnership) has any partner to whom any of the foregoing applies;
  - d) the other Party begins negotiations with any class or all of its creditors about the rescheduling of any of its debts, or proposes any compromise or arrangements with any of its creditors or enters into the same, other than (being a company) solely for the purpose of a scheme for the solvent amalgamation of that other Party with one or more other companies or for the solvent reconstruction of that other Party;
  - e) the other Party applies to the court for, or obtains, a moratorium under Part A1 of the Insolvency Act 1986;

- f) a petition is filed, a notice is given, a resolution is passed, or an order is made, for or otherwise in connection with the winding up of the other Party (being a company, limited liability partnership, or a partnership) other than solely for the purpose of a scheme for the solvent amalgamation of that other Party with one or more other companies or for the solvent reconstruction of that Party;
  - g) an application is made to the court, or an order is made, for the appointment of an administrator, or a notice of intention to appoint an administrator is given, or an administrator is appointed, over the other Party (being a company, limited liability partnership, or a partnership);
  - h) the holder of a qualifying floating charge over the assets of that other Party (being a company or limited liability partnership) has become entitled to appoint, or has appointed, an administrative receiver;
  - i) a person becomes entitled to appoint a receiver over any or all of the assets of the other Party, or a receiver is appointed over all or any of the assets of the other Party;
  - j) the other Party (being an individual) is the subject of a bankruptcy petition, application, or order;
  - k) a creditor or encumbrancer of the other Party attaches or takes possession of, or a distress, execution, sequestration, or other such process is levied or enforced on or sued against, the whole or part of the other Party's assets and such attachment or process is not discharged within <<insert period>>;
  - l) any event occurs, or proceeding is taken, with respect to the other Party in any jurisdiction to which it is subject, that has a similar effect to any of the events set out above in sub-Clauses 14.2(c) to (k) (inclusive);
  - m) the other Party ceases or suspends, or threatens to cease or suspend, carrying on all or a substantial part of its business;
  - n) the other Party (being an individual) dies, or due to illness or incapacity (whether mental or physical), becomes incapable of managing their own affairs or becomes a patient under any mental health legislation; or
  - o) there is a change of control of the other Party (within the meaning of section 1124 of the Corporation Tax Act 2010).
- 14.3 For the purposes of sub-Clause 14.2(b), a breach shall be considered capable of remedy if the Party in breach can comply with the provision in question in all respects.

## 15. Effects of Termination

Upon the termination or expiry of the Contract for any reason:

- 15.1 any sum owing by either Party to the other Party under the Contract shall become immediately due and payable;
- 15.2 the Service Provider shall immediately return any and all Client Materials and Client Equipment in its possession. The Service Provider shall be fully and solely responsible for Client Materials [and Client Equipment] in its possession until they are returned to the Client and shall not use the same for any purpose which is not connected with the Contract. In the event that the Service Provider fails to return any Client Materials or Client Equipment within fourteen days of the termination or expiry of the Contract], the Client shall have the right to enter the Service Provider's premises to take possession of them;
- 15.3 each Party shall (except to the extent referred to in Clause 7 (Confidentiality)) immediately cease to use, either directly or indirectly, any Confidential Information belonging to the other Party, and shall immediately return to the other Party any documents in its possession or control which contain or record any Confidential Information;
- 15.4 termination or expiry shall not affect or prejudice any rights, remedies, obligations, or liabilities of the Parties that have accrued up to the date of termination or expiry including, but not limited to, the right to claim damages or any other remedy in respect of any breach of the Contract which existed at or before the date of termination or expiry; and
- 15.5 any provision of the Contract which either expressly or by implication is intended to continue in force or come into force after or upon the termination or expiry of the Contract shall remain in full force and effect.

## 16. No Waiver

No failure or delay by either Party in exercising any of its rights under the Contract shall be deemed to be a waiver of that right, and no waiver by either Party of a breach of any provision of the Contract shall be deemed to be a waiver of any subsequent breach of the same or any other provision.

## 17. Further Assurance

Each Party shall execute and do all such further deeds, documents and things as may be necessary to carry the provisions of the Contract into full force and effect.

## 18. Variation

Other than as set out in these Terms and Conditions, no variation of the Contract including, but not limited to, the introduction of any additional terms and conditions, shall be effective unless it is made in writing and signed by the Parties (or their authorised representatives).

## 19. Severance

In the event that one or more of the provisions of the Contract is found to be unlawful, invalid or otherwise unenforceable, that / those provision(s) shall be deemed severed from the remainder of the Contract. The remainder of the Contract shall be valid and enforceable.

## 20. Assignment and Sub-Contracting

20.1 The Contract shall be personal to the Parties. Neither Party may assign, mortgage, charge (otherwise than by floating charge) or sub-licence or otherwise delegate any of its rights thereunder, or sub-contract or otherwise delegate any of its obligations thereunder without the written consent of the other Party, such consent not to be unreasonably withheld.

20.2 The Service Provider shall be entitled to perform any of the obligations undertaken by it through any other member of its group or through suitably qualified and skilled subcontractors. Any act or omission of such other member or sub-contractor shall, for the purposes of the Contract, be deemed to be an act or omission of the Party in question.

## 21. Third Party Rights

21.1 No part of the Contract shall be intended to confer rights on any third parties and accordingly the Contracts (Rights of Third Parties) Act 1999 shall not apply to the Contract.

21.2 Subject to this Clause 21, the Contract shall continue and be binding on the transferee, successors and assigns of either Party as required.

## 22. Relationship of the Parties

Nothing in the Contract shall constitute or be deemed to constitute a partnership, joint venture, agency, or other fiduciary relationship between the Parties other than the contractual relationship expressly provided for in the Contract.

## 23. Notices

23.1 All notices under the Contract shall be in writing and deemed duly given if signed by, or on behalf of, a duly authorised officer of the Party giving the notice.

23.2 All notices under the Contract shall be addressed to the most recent postal address [, fax number,] or email address given in <<insert document or location>> or as otherwise notified in writing by either Party to the other from time to time.

23.3 Notices shall be deemed to have been duly given:

a) when delivered, if delivered by courier or other messenger during the normal business hours of the recipient [, on signature of a delivery receipt]; or

b) when sent, if sent by email during the normal business hours of the recipient or, if sent outside the recipient's normal business hours, when such business hours resume; or

c) at 9:00 a.m. on the second Business Day following mailing, if mailed by first-class mail, postage prepaid or by any other next working day delivery service.

23.4 For the purposes of this Clause 23, "normal business hours" shall mean 9.00 a.m to 5.00 p.m., Monday to Friday on a day that is not a public or bank holiday.

## 24. Entire Agreement

- 24.1 The Contract constitutes the entire agreement between the Parties with respect to its subject matter.
- 24.2 Each Party acknowledges that, in entering into the Contract, it shall not rely on any representation, warranty, assurance or other provision (made innocently or negligently) except as expressly provided in the Contract.

## 25. Law and Jurisdiction

- 25.1 The Contract (including any non-contractual matters and obligations arising therefrom or associated therewith) shall be governed by, and construed in accordance with, the laws of England and Wales.
- 25.2 Any dispute, controversy, proceedings or claim between the Parties relating to the Contract (including any non-contractual matters and obligations arising therefrom or associated therewith) shall fall within the jurisdiction of the courts of England and Wales.

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