

# TERMS & CONDITIONS

AIA Technical Media | Web Development & Analytics

**Effective Date:** April 14, 2026

## 1. Engagement & Services

These Terms and Conditions govern the relationship between **AIA Technical Media** ("the Agency") and the Client for the provision of web development, maintenance, and traffic analytics services. By engaging our services, the Client agrees to be bound by these terms.

**Scope of Work:** All services provided will be detailed in a separate Statement of Work (SOW) or Proposal. Any work requested outside the original SOW will be subject to additional fees.

## 2. Client Obligations

To ensure timely delivery, the Client agrees to:

- Provide all necessary content (text, images, logos) in a timely manner.
- Grant administrative access to existing hosting, domains, and analytics accounts (e.g., Google Analytics, GTM).
- Provide feedback and approvals within five (5) business days of milestone presentations.

## 3. Fees and Payment

The Client shall pay the Agency the fees set out in the Proposal. Standard payment terms are:

- **Deposit:** 50% upfront before work commences.
- **Milestone/Final:** Remaining 50% due upon project completion or as specified in the SOW.
- **Late Payments:** Payments overdue by 14 days may incur a late fee or lead to a temporary suspension of services/hosting.

## 4. Intellectual Property

Upon final payment, the Agency transfers all rights, title, and interest in the final website design and custom code to the Client. The Agency retains:

- Rights to any pre-existing proprietary tools, libraries, or code snippets used.
- The right to display the project in the Agency's portfolio for marketing purposes.

## 5. Analytics & Traffic Tracking

AIA Technical Media integrates third-party tracking tools (e.g., Google Analytics). The Agency is not responsible for:

- Data inaccuracies caused by third-party platform downtime or browser privacy settings (e.g., ad-blockers).
- Ongoing compliance with local data privacy laws (GDPR/CCPA) unless specifically contracted as a service.

## 6. Warranties & Liability

The Agency warrants that the website will function as described in the SOW at the time of launch. However:

- The Agency does not guarantee specific traffic volume or conversion rates.
- Total liability is limited to the amount paid by the Client for the specific service in question.
- The Agency is not liable for loss of data or revenue resulting from third-party hosting failures or malicious attacks (hacking).

## 7. Termination

Either party may terminate the agreement with 30 days' written notice. In the event of termination, the Client will be billed for all work completed up to the date of notice.