

Android/iPhone App Development Terms and Conditions

Introduction

These terms and conditions are applicable to all App Development projects that are undertaken by Advancing Client Engagement Limited (*"The Supplier"*). If the App is to be hosted and supported by *The Supplier*, also view the separate Service terms and conditions.

1) Acceptance.

A copy of these terms and conditions is submitted along with project quotations and must be agreed prior to work commencing. Alternatively, payment of an advance fee or payment online is an acceptance of our terms and conditions. These terms and conditions are always available on our website for review.

2) Charges.

The initial purchase fee is the £997 plus VAT (£1,196.40) then a monthly payment of either £97 plus VAT or £147 plus VAT. The monthly fees are collected on completion and publication of your Digital App, usually 4 weeks from commencement of your project

3) Client Review.

The Supplier will provide the Client with an opportunity to review the appearance and content of the App during the design and once they are completed. At the completion of the project, such materials will be deemed to be accepted and approved unless the Client notifies *The Supplier* otherwise within twenty days of the date the materials are made available to the Client.

4) Project Schedule and Content Control.

In the majority of projects, *The Supplier* will supply the Client's App by the date specified in the project proposal. If no such date is specified, the time-scale shall be within eight weeks of the date initial payment is received from the Client, unless a delay is specifically requested by the Client and agreed by *The Supplier*. An alternate time-scale can be agreed during the initial project discussion.

In return, the Client agrees to delegate a single individual as 'first-point-of-call' to aid *The Supplier* with completing the project in a satisfactory and expedient manner.

During the project, *The Supplier* will require the Client to provide copy and images. If content is not provided within two weeks of an official request by email then *The Supplier* reserves the right to advise the Client of a revision to the final payment subject to any costs incurred in the project delay. If content is not provided within four weeks from the original email request then the Client is considered to be in default of the project, the project will be terminated and the Client sent the final invoice for

immediate payment. *The Supplier* will agree, at its discretion, to recommence the project after agreement is reached on a new quotation document and once the original fees have been paid.

5) Payment.

An invoice will be issued at the start of the project to cover the initial setup charge. A final invoice will be provided by *The Supplier* upon completion of the Development, Design and any associated services. Depending on the size of the project, and agreed milestones, intermediary milestone invoices may also be raised. Invoices are normally sent via email; however, the Client may elect to receive hard copy invoices. All invoice payments are due immediately. Final invoice is due before completed App will be submitted to the AppStores and source code released. If the invoice has not been settled after thirty days then *The Supplier* will consider the account to be in default.

6) Default.

If the Client in default has any information or files on *The Supplier*'s host space, *The Supplier* can, at its discretion, remove all such material from its host space. *The Supplier* is not responsible for any loss of data incurred due to the removal of the service. Removal of such material does not relieve the Client of the obligation to pay any outstanding charges assessed to the Client's account.

Cheques returned for insufficient funds, or electronic payments returned unpaid will be assessed a return charge of £25 and the Client's account will immediately be considered to be in default until full payment is received. Clients with accounts in default agree to pay *The Supplier* reasonable expenses, including legal fees and costs for collection by third-party agencies, incurred by *The Supplier* in enforcing these Terms and Conditions.

7) Termination.

Termination of the project by the Client must be requested in writing or email and will be effective on receipt of such notice. Telephone requests for termination of services will not be honoured until and unless confirmed in writing or email.

The Client will be invoiced for design and development work completed to the date of first notice of cancellation for payment in full within fourteen days.

Any deposit paid prior to project commencement will be forfeited if the project is cancelled by the client, even if no deliverable work has been completed.

8) Legal Restrictions.

This agreement is also bound by the *The Supplier* Non Disclosure Agreement and for Client Apps Hosted and Supported the *The Supplier* Services Terms and Conditions.

9) Copyright.

The Client retains the copyright to data, files and graphic logos provided by the Client, and grants *The Supplier* the rights to publish and use such material. The Client must obtain permission and rights to use any information or files that are copyrighted by a third party. The Client is further responsible for granting *The Supplier* permission and rights for use of the same and agrees to indemnify and hold harmless *The Supplier* from any and all claims resulting from the Client's negligence or inability to obtain proper copyright permissions. A contract for App design and/or development shall be regarded as a guarantee by the Client to *The Supplier* that all such permissions and authorities have been obtained. Evidence of permissions and authorities may be requested.

10) Media Delivery Requirements.

Unless otherwise specified in the project quotation, this Agreement assumes that any text will be provided by the Client in electronic format (ASCII text files delivered via e-mail, CD-ROM, DVD, or FTP) and that all photographs and other graphics will be provided physically in high quality print suitable for scanning or electronically in .gif, .jpg or .png format. The specific requirements will be discussed and agreed with the Client prior to commencement of the project. Although every reasonable attempt shall be made by *The Supplier* to return to the Client any images or printed material provided for use in creation of the Client's App, such return cannot be guaranteed.

11) Access Requirements.

If the Client's App is to be published on a third-party development account, *The Supplier* must be granted temporary access to the account to prepare App submission. If the Client's App is to interact with a third-party remote server the Client shall provide full access details to storage and content directories. Depending on the specific nature of the project, other resources might also need to be configured on the server.

12) Post Project Alterations.

The Supplier cannot accept responsibility for any alterations caused by the Client or a third party occurring to the Client's App once installed. Such alterations include, but are not limited to additions, modifications or deletions. *The Supplier* may require a one-off App Development charge before resolving any issues that may arise.

13) Third Party Services.

The Supplier may require the usage of third party services - for example, Google Maps API - to complete the Client's project requirements and will ensure these services are integrated into the project and working correctly upon completion. *The Supplier* cannot be held responsible for subsequent changes or issues with these third party services that may result in issues on the Client's App and may require a one-off App Development charge before resolving any problems that may arise.

14) Domain Names.

The Supplier may purchase domain names on behalf of the Client, in which case they will then be renewed on an annual basis and the Client will be invoiced by *The Supplier*. For all domains, reminder emails will be sent out to the client before the domain expires at sixty and thirty days before expiration. Domains are automatically renewed ten days before expiration. In all cases, the Client must notify *The Supplier* that they do not wish to keep the domain twenty days before the expiration date. The loss, cancellation or otherwise of the domain brought about by none or late payment is not the responsibility of *The Supplier*. The Client should keep a record of the due dates for payment to ensure that payment is received in good time.

15) General.

These Terms and Conditions supersede all previous representations, understandings or agreements. The Client's signature below or payment of an advance fee constitutes agreement to and acceptance of these Terms and Conditions. Payment online is an acceptance of our terms and conditions.

16) Governing Law.

This Agreement shall be governed by English Law.



Sales Agreement

Smart business owners across the globe are realising the power of the mobile devices. The App Revolution is here. We will show you how to harness the power of the smartphones that most of your clients (and prospective clients) are carrying with them ALL THE TIME! With your own iPhone, iPad and even Android App, you can reach out and touch these people.

We will design and build your own custom App with easy to use design interface. The App can be up and live in a few short days, ready to work as your Mobile marketing arm 24/7!

Business owners everywhere are seeing the future of Apps, and the value in having a Mobile App for your business, increasing your Brand visibility, customer loyalty, promotional ability and overall interaction with your clients. And by utilising counter top displays or window posters that display your "App icon", we will help you harness the power of this powerful marketing medium.

So take the next step and join the App wave. Simply complete the attached Credit Card Authorisation Form and return to your App representative.

Congratulations and Thank you again from the IFA-Apps Team!

Address Info: **23 Thrales End Business Centre,
Thrales End Lane,
Harpenden, Herts
AL5 3NS**

Contact Info: support@ifa-apps.com

What You Get:

1. Give clients turn-by-turn GPS directions from anywhere in the world - directly to your business.
2. Create a viral buzz with our built-in sharing capabilities to Facebook, Twitter, and email.
3. Build brand loyalty by giving your clients coupons for checking in at your business. Coupons can be "redeemed" based on your criteria.
4. Provide up to date information about all of your businesses events and specials. Create an events calendar.

5. Keep your clients informed about everything involving your business, by creating an Information tab.
6. Give clients multiple ways to get in touch with you with our contact pages such as direct calling, GPS directions, and email.
7. Personalised iPhone App solution customised to your business.
8. App reviewed and submitted by our staff to the iTunes App Store
9. Lifetime support and maintenance of your App
10. Regular updates and improvements to your App
11. Powerful CMS account to update your App, instantly

Market and Brand Recognition:

Apps are replacing websites, tablet devices and mobile phones are replacing computers, the market is currently 5+ Billion smartphone users....and only 1.4 Billion Internet users, if you have a business...you need an App to effectively market to your clients whenever and wherever they are!

The Mobile App trend, The Gartner Group says: (August 2011)

“Worldwide mobile application store downloads are forecast to reach 17.7 billion downloads in 2011, a 117 percent increase from an estimated 8.2 billion downloads in 2010, according to Gartner, Inc. By the end of 2014, Gartner forecast over 185 billion applications will have been downloaded from mobile app stores, since the launch of the first one in July 2008.

Measure the performance of your App:

Back office analytics, content additions, special offers, news or events, discounts and much more, accessible through the easy CMS AppTools back office 24 X 7.

1. Have our staff of expert designers assist you in delivering a Professionally Designed App that speaks to your target audience. Includes custom design work using the Professional Business App CMS system.



Privacy Policy

1. Introduction

This privacy policy explains how Advancing Client Engagement Limited treats personal information when you create an Account.

- Personal information is information about you that is personally identifiable like your name, email address or phone number.
- Non-identifiable information is information that our system records in order to use our services. It is not possible to identify you using this data. This data may include the page you are browsing, the OS you are using and the browser you are using.

2. Usage

2.1 Advancing Client Engagement Limited will use the Personal Data you provide to create an Account and to use our services.

2.2 Advancing Client Engagement Limited will use this information for the following purposes: product updates and improvements, service provision, billing, authentication and contact.

2.3 Advancing Client Engagement Limited does not sell, trade, rent or distribute your personal data to third parties except for specific situations where we will highlight exactly what data we are sharing.

2.4 Advancing Client Engagement Limited may disclose your Personal Data where it complies with a court order or other legal process or request by law enforcement authorities or to defend itself against any legal claims.

3. App Tracking

3.1 Advancing Client Engagement Limited uses cookies and session management tracking to maintain your user experience. A cookie is a small data file stored on your device's local drive.

3.2 Cookies are required to use Advancing Client Engagement Limited's service.

3.3 The App also uses a ‘session cookie’ that only exists until you finish your browser session, these cookies are used to store your data as you move through your browser session but are never accessed by anyone else.

4. Storage & Security

4.1 Advancing Client Engagement Limited’s service is provided by using the hosting services of Google.

4.2 Your account information is password-protected.

4.3 The security of all data is very important. Advancing Client Engagement Limited implements the following measures: protection of servers by firewalls, SSL connections and encryption of sensitive data. This list is not exhaustive.

5. Communications

5.1 Where appropriate we may send you communications relating to the services, such as product updates and improvements and service provision.

6. Responsibility & Liability

6.1 Advancing Client Engagement Limited’s service may contain hyperlinks to other website, other 3rd party providers or services or advertisers. Advancing Client Engagement Limited has no control over the content, websites or services of these 3rd parties. This Privacy statement only applies to Personal Data that has been gathered through Advancing Client Engagement Limited’s services.

7. Data Removal

7.1 You may request removal of your data at any time by emailing support. However, core functions of the service, and user experience may be compromised with the removal of any data stored within the services.

8. Changes to this Policy

8.1 This policy may be updated at any time, for any reason.