

TERMS & CONDITIONS

1. INTRODUCTION

These Terms & Conditions govern all services provided by AI Takes Axion Ltd (Company No. 17159021) to the client. By purchasing or using our services, you agree to be bound by this Agreement in full. Contact: contact@aitakesaxion.com.

2. SERVICES PROVIDED

AI Takes Axion Ltd provides:

- AI-powered automation — chatbots, AI receptionists, automated messaging across Instagram, WhatsApp, SMS, and website live chat
- Automated booking and appointment systems
- Website design and development — including build, hosting, and ongoing maintenance
- Search engine optimisation (SEO) — on-page setup, ongoing retainer, and reporting
- Email marketing setup and management
- Digital marketing support and strategy

3. WEBSITE DESIGN & DEVELOPMENT

Scope of Work

All website projects are governed by a written scope of work agreed prior to commencement. Anything outside the agreed scope is a new request and will be quoted separately.

Revisions

Two rounds of revisions are included in every build. Additional revisions beyond two rounds are charged at £85/hour, agreed in writing before work proceeds.

Client Content Obligations

The client must provide all content — logo, colours, copy, photography, and business information — within 14 days of request. Late content shifts the project timeline accordingly.

Sign-Off and Go-Live

Written client sign-off is required before go-live. Once the site launches, the project is considered complete. Post-launch structural changes are treated as new work.

Ownership of Assets

Upon full payment, the client owns all content and design assets created for their project. The Company retains ownership of proprietary systems, templates, and frameworks.

Non-Payment

If payment is not received as agreed, the Company reserves the right to suspend website access or withhold files until payment is received.

4. SEO SERVICES

SEO services are subject to the separate SEO Disclaimer forming part of this Agreement. SEO results cannot be guaranteed. Results typically take a minimum of three to six months.

5. HOSTING & DOMAIN

Websites are hosted on the Company's GoHighLevel platform. Hosting is included as standard across all packages at no additional monthly charge. The client is responsible for annual domain renewal fees. Domain names purchased on behalf of the client remain the property of the client.

6. NO GUARANTEE OF RESULTS

The Company does not guarantee specific business outcomes including increased revenue, leads, bookings, or traffic. All services are provided on a best effort basis.

7. CLIENT RESPONSIBILITIES

- Provide accurate, complete, and up-to-date business information
- Review and approve AI configurations, website content, and SEO deliverables
- Ensure compliance with all applicable laws including data protection and marketing regulations
- Respond to requests for information, content, or approvals within a reasonable timeframe

8. PAYMENT TERMS

Website builds require a 50% deposit before work commences. The remaining 50% is due upon go-live. Full terms are set out in the Company's Billing Terms.

9. LIMITATION OF LIABILITY

Total liability shall not exceed the amount paid by the client in the 30 days prior to the event giving rise to the claim. The Company is not liable for indirect, consequential, or special damages.

10. INTELLECTUAL PROPERTY

All proprietary systems, frameworks, and codebase remain the Company's intellectual property unless explicitly transferred in writing.

11. TERMINATION

Either party may terminate ongoing services with 30 days written notice. The Company may terminate immediately for non-payment or breach. The client remains liable for all outstanding fees.

12. GOVERNING LAW

This Agreement is governed by the laws of England and Wales.