

REFUND POLICY

1. INTRODUCTION

This Refund Policy outlines the terms under which refunds may be issued by AI Takes Axion Ltd. This Policy forms part of our Terms & Conditions and Billing Terms.

2. GENERAL POLICY

Due to the digital, service-based, and time-intensive nature of our offerings, all sales are generally final. The Company may, at its discretion, consider refund requests in limited circumstances as outlined below.

3. WEBSITE BUILD PROJECTS

Non-Refundable Deposit: The 50% deposit paid to commence a website build is strictly non-refundable once work has begun, regardless of the circumstances.

The final 50% payment is due upon go-live. Once the client has provided written sign-off and the site has gone live, the project is considered fully delivered and no refund will be issued.

If the client wishes to cancel after work has commenced but before go-live: the deposit is non-refundable under any circumstances; any additional work completed beyond the deposit value will be invoiced and must be paid; completed files will only be released upon receipt of all outstanding payments.

4. MONTHLY RETAINER FEES

Monthly fees — including SEO retainers and maintenance packages — are charged in advance and are non-refundable once billed. If the client cancels a monthly service, the cancellation takes effect at the end of the current billing period. No refund is issued for remaining days in the period.

5. AI AUTOMATION & SETUP FEES

Setup fees for AI systems are non-refundable once configuration has commenced. A 30-day review period applies for new ongoing service arrangements, during which the client may request a review. Refunds in this period are not automatic and are assessed on a case-by-case basis.

6. NON-REFUNDABLE ITEMS

The following are strictly non-refundable in all circumstances:

- Website build deposits
- Third-party costs including domain registration, software subscriptions, and advertising spend
- Services fully delivered or signed off by the client
- Monthly fees already billed and paid
- Any fees relating to services cancelled due to breach of the Terms or AUP

7. SEO SERVICES

SEO retainer fees are not refundable on the basis of dissatisfaction with ranking results, provided the agreed activities have been carried out. The client acknowledges via the SEO Disclaimer that results cannot be guaranteed and that meaningful results typically take three to six months.

8. REQUESTING A REFUND

Refund requests must be submitted in writing to contact@aitakesaxion.com within 30 days of the charge in question. Requests must include the client name, service in question, charge date, and reason. The Company will respond within 10 working days.