

CLIENT RESPONSIBILITIES AGREEMENT

1. PURPOSE

This Agreement sets out what AI Takes Axion Ltd requires from the client to deliver services effectively and on time. Failure to meet these responsibilities may result in delayed timelines, additional charges, or inability to proceed.

2. CONTENT & MATERIALS

For website projects, the client must provide within the requested timeframe:

- Logo files — PNG with transparent background preferred
- Brand colours — hex codes or clear reference images
- Written copy — or confirmation the Company should write it
- Photography — or instruction to use stock imagery
- Business information — name, address, phone, hours, services, pricing
- Access to existing accounts — domain registrars, Google, social media where required

3. APPROVALS & FEEDBACK

- Website preview feedback must be submitted as a single consolidated response
- Written sign-off must be provided before the site goes live
- SEO deliverables require review — silence for more than 7 days constitutes approval
- AI system configurations must be reviewed and approved before deployment

4. RESPONSE TIMES & TIMELINE IMPACT

- Content requests — must be provided within 14 days. Late content shifts the timeline.
- Feedback — consolidated feedback should be provided within 5 working days of receiving a preview
- Approvals — written approval should be provided within 5 working days

Projects on hold at the client's request for more than 30 days may be subject to a re-engagement fee.

5. ACCURACY OF INFORMATION

The client is solely responsible for ensuring all information provided is accurate, up-to-date, and lawful. The Company is not responsible for errors arising from incorrect information.

6. LEGAL COMPLIANCE

- UK GDPR and the Data Protection Act 2018
- Privacy and Electronic Communications Regulations (PECR)
- Consumer protection and advertising standards
- Industry-specific regulations applicable to the client's business

7. CONSEQUENCES OF NON-COMPLIANCE

- Project timelines may be extended
- Additional charges may apply for work caused by late or incomplete information
- The Company may suspend work until required materials are received

In cases of persistent non-engagement, the Company may terminate the project. The deposit will not be refunded.

8. GOVERNING LAW

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