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TERMS AND CONDITIONS

Terms and Conditions of Sale and Use of Low Cost Web Agency · Version 2026-11 · effective on publication · replaces all previous terms of sale, including the 2025 PDF. The "Terms of use" page remains a separate document for the use of the website.

Part A — General terms

1. Who we are

1.1 Lowcostwebagency.com is operated by Low Cost Web Agency Private Limited ("LCWA", "we"), a company incorporated in India under the Companies Act, 1956, GSTIN 33AACCL5144R1Z6, registered office No. 52 Mamalla Street (Extn.), Rahman Nagar, Kottakuppam, Villupuram District, 605104 Tamil Nadu, India. Phone +91 97 86 49 51 50. Email alex@lowcostwebagency.com.

1.2 We serve clients online, in the countries listed on our "Countries we serve" page (section 1.4), except the restricted territories of section 1.3.

1.3 **Territories and sanctions.** We comply with the sanctions and embargoes of the United Nations, India, the European Union, the United States (OFAC) and the United Kingdom, and with the international treaties binding on India.

(a) We do not sell to, deliver to or work for any person or company that is located, established or ordinarily resident in a restricted territory, that is owned or controlled by a person there, or that acts for such a person. We do not deliver services intended for use in a restricted territory either.

(b) We do not deal with any person or company that appears on a sanctions list (UN Security Council Consolidated List, EU consolidated list, OFAC SDN list, UK sanctions list, lists under Indian law) or that is owned or controlled by one.

(c) The restricted territories are listed on our "Restricted territories" page, linked at the bottom of every page, with the date of its last review. We update that page as soon as sanctions change. LCWA may restrict more territories than the law requires.

(d) By ordering, you confirm that none of points (a) and (b) applies to you or to the final user of the service. We may check your identity, billing address, IP address and payment details, and block an order or an account without notice when a restriction may apply.

(e) If we discover that a restriction applies, we cancel the order, stop the services and suspend the account. Amounts paid and credits are handled as the applicable sanctions law requires, which may mean freezing them or reporting them to the authorities; where the law allows, section 11 applies. We are not liable for any loss caused by complying with sanctions.

1.4 **Countries we serve.** Every project is directed by a person who speaks your language. We therefore serve only the countries where at least one language covered by our team is an official language. Today, those languages are English, French, Spanish, Italian and Tamil. The list of countries is published on our "Countries we serve" page, with the date of its last update. It grows as we add people covering new languages, and never includes a restricted territory of section 1.3. An order from a country that is not on the list is refused before payment.

2. One set of terms, everywhere

2.1 These terms are the only terms of sale of LCWA. They apply to every purchase made on the website, every quotation accepted by email and every invoice we issue. The use of the website and of the assistant by anyone is also governed by our Website Terms of Use; for a purchase, these terms prevail. The same text is linked at checkout and attached to our invoices.

2.2 By creating an account, ticking the terms box at checkout, paying an invoice or accepting a quotation, you accept these terms. You can download and store them at any time from the link at the bottom of every page.

2.3 If documents disagree, this order applies: (1) a quotation signed or accepted in writing, for what it states expressly; (2) the product page at the time of the order; (3) these terms, Part B (specific terms by service); (4) these terms, Part A.

2.4 The English version prevails. French, Spanish and Italian versions are translations provided for convenience.

3. Definitions

- **Client**, **you**: the person or company that uses the website or orders a service. A **consumer** is an individual acting for purposes outside their trade or profession; a **business client** is anyone else.
- **Credit**: the unit used to pay for services on the website. 1 credit = EUR 0.10.
- **Purchased credits**: credits you paid for, alone or in a pack.
- **Welcome credits**: the free credits offered once when an account is verified (section 7).
- **Credit note**: credits added to your balance by LCWA as a refund or a commercial gesture (section 11).
- **Service**: anything sold on the website or under a quotation: AI services, websites, domains, installation, hosting for LCWA sites, backups, maintenance, marketing and design.
- **Try**: one production run of a service, launched by you after you confirm its brief and its price in credits.
- **Deliverable**: what a service produces for you: a text, an image, a video, a voice file, a report, a website, a configuration.
- **Assistant**: the chat assistant of the website, an AI system run by LCWA.
- **Coming soon**: a service shown in the catalogue that cannot be bought yet.
- **Business day**: a day other than Saturday, Sunday or a public holiday in Tamil Nadu.

4. How we work: AI agents directed by people

4.1 Most of our services are produced by artificial intelligence agents. A human expert of LCWA acts as coordinator and project director: they set up the work, check the deliverables that the product page says are checked, and answer you. Product pages state which services include human expert time and how many minutes.

4.2 You are told when you are talking to the assistant or receiving AI-generated content. Images, videos and voices generated or altered by AI are identified as such when we publish them, and you must keep that information when you publish them yourself where the law requires it.

4.3 We may use subcontractors and technology suppliers (AI model providers, registrars, hosting companies, theme and plugin publishers, payment providers). We remain responsible to you for the service we sell. Their terms apply as stated in section 4.5.

4.4 We publish how our credit prices are computed (supplier public price, volume per try, exchange rate, margin, preparation) on the page “How your credits are computed”. That page is information; the price that binds us is the one shown before you confirm an order or a try.

4.5 **Third-party terms.** Many deliverables are produced with, or include, services of third parties: AI models and engines (text, image, video, voice, music), registrars and registries, hosting, theme and plugin publishers, stock media, payment providers. The terms and conditions and usage policies of those third parties apply to the production, delivery and use of our deliverables, in addition to these terms, and you accept them when you order. In particular, a limit on commercial use, attribution, content or likeness set by a third party applies to the deliverable made with its service.

4.6 **Live list of third parties.** The page “Third-party services we use” lists, at all times, every third-party service used to produce our services, the services concerned and a link to its current terms. The list is updated automatically when we add, change or remove a supplier. The version of the list and of those terms in force on the day of your order or try applies to it. The product page and the brief name the engine used when it limits your rights.

4.7 **Affiliate links.** Some links to third-party services on our website, in these terms and on the “Third-party services we use” page are affiliate links. If you buy from that supplier directly through such a link, LCWA may receive a commission from the supplier. It costs you nothing extra and does not change our recommendations or our prices.

5. Your account

5.1 You must be 18 or older and able to enter into a contract. One person or company may hold one account. Your email address must be verified through the link we send.

5.2 You keep your login details secret and are responsible for what is done with your account. Tell us at once if you think someone else uses it.

5.3 We may refuse an order, suspend or close an account in case of fraud, abuse of free offers, unpaid sums or breach of section 13. Before closing an account that holds purchased credits or credit notes, we give you 30 days to use them, except in case of fraud.

6. Prices, currencies and taxes

6.1 Prices of services are shown in credits. Prices of credit packs are shown in your currency when the website supports it, and in US dollars otherwise. You are charged the amount shown, in the currency shown on the payment page, and your invoice is issued in that same currency.

6.2 The reference value of 1 credit is EUR 0.10 (or its equivalent in the currency shown), all taxes included that LCWA must charge. LCWA is established in India. GST is charged only to clients whose billing address is in India, at the applicable rate (currently 18 %), on top of the amount shown, as stated at checkout. Clients outside India are charged no tax by LCWA: no GST and no VAT. A business client outside India accounts for any VAT or tax due in its own country where the law places it on the client (reverse charge).

6.3 We may change prices at any time. A change never affects a try already launched, an order already paid or a quotation still valid. A pack price change never reduces the credits already in your balance.

6.4 Fees charged by your bank or payment provider (currency conversion, foreign card fees) are yours.

6.5 **Best Price Guarantee.** If you find the same service cheaper elsewhere, we credit the difference to your account in credits. We never pay it in money. The guarantee applies only on these conditions:

(a) **Comparable offer.** The offer must come from an agency or a freelancer who delivers the work themselves, as a professional service. It must cover the same scope, the same deliverables, languages, number of pages or items, delivery time, revisions, warranty and support.

(b) **Excluded comparisons.** You cannot compare our services with: an AI tool, chatbot or AI model used directly by you, including subscriptions and APIs (for example a chat assistant, an image or video generator, or a language model billed per token); a do-it-yourself website builder or template; a gig on a freelance marketplace; a price that is promotional, a flash sale, for a first order only, tied to a coupon, bundle or membership, or not publicly available; an offer from a person or company linked to you.

(c) **Proof and timing.** You send us the written quote or the public page showing the price, before you order or within 7 days after paying. Prices are compared all taxes and fees included, converted at the rate of the day if needed.

(d) **Limits.** One claim per order. The credit is at most the difference between the two prices and never more than 50 % of the price you paid us. Third-party costs we pass on at cost (domains, licences, themes, AI engine costs) are not covered. Credited amounts follow section 11 (credit notes, no expiry).

(e) **Our decision.** We decide whether the offer is comparable and may check it with its author. We refuse claims that are false, repeated or abusive, and we may close an account that uses the guarantee to obtain credits it is not entitled to.

6.6 **Purchases from third parties made for you.** When we buy something from a third party for your project (theme, licence, plugin, stock media or any other item), we show you its price in credits before you confirm, broken down into the purchase price charged by the supplier, the bank and payment fees of the purchase, and the AI cost involved. Nothing is bought or debited before you approve that price.

7. Credits

7.1 **Packs.** Credits are sold in packs, from the Mini pack to the larger packs shown on the website. The price and the number of credits of each pack are shown before payment and on your invoice.

7.2 **No expiry.** Purchased credits and credit notes never expire.

7.3 **Welcome credits.** When you verify your email address through the link we send at sign-up, we add 10 welcome credits to your account, once per email address. We may refuse disposable email addresses and limit the number of welcome offers per network. Welcome credits are valid for 30 days from the day they are added; unused welcome credits then lapse. They have no cash value, cannot be refunded, converted into a credit note or transferred, and are used before your other credits. Welcome credits obtained by creating several accounts or by any other abuse are withdrawn, with the deliverables produced with them.

7.4 **Nature of credits.** Credits are personal. They cannot be transferred to another account, resold or exchanged for money. They are a prepayment for services of LCWA, not a currency or a deposit.

7.5 **How credits are used.** When you launch a try, the credits shown are reserved on your balance. They are debited when the deliverable is delivered and accepted (section 9.4). If the try cannot be produced for a reason on our side, the reserved credits come back to your balance automatically.

7.6 **Balance and statement.** Your account shows your balance, the credits reserved, and every movement (purchase, welcome credits, use, credit note, return) with its date.

8. Payment

8.1 On the website, you pay by card or PayPal through our payment providers, or with the credits in your balance where the product page allows it. We never see or store your full card number. An invoice issued outside the website (accepted quotation, renewal of an existing contract) can also be paid by international bank transfer to the account shown on the invoice; bank fees are borne by the client.

8.2 Services are paid in full before production starts, except where a quotation states otherwise.

8.3 Recurring services (domains, hosting of an LCWA site, backups, maintenance) renew each year. We take the renewal from your credit balance when it is enough. Otherwise we send you an invoice at least 30 days before the due date; the service is renewed only once that invoice is paid. Renewals are charged at the price in force on the renewal date, which we announce in the 30-day notice.

8.4 If you think a charge is wrong, write to us first: we answer within 5 business days. During a payment dispute opened with your bank, we may suspend the services linked to the disputed payment.

8.5 Each payment gives rise to an invoice, available in your account and sent by email. Our invoices carry these terms. The credit statement in your account records movements of credits; it is not an invoice.

8.6 **Payment status.** An order is confirmed only when our payment provider confirms the payment. The invoice is then issued, marked “Paid” with the date and the payment method, and the credits are added to your balance. A payment that is still pending (bank transfer, check by the provider) produces no paid invoice, adds no credits and starts no production.

8.7 **Payment problems.**

(a) **Refused, failed or abandoned payment.** Nothing is charged and no credits are added. An order that stays unpaid for 72 hours is cancelled automatically. You can order again at any time.

(b) **Charge made in error.** If you are charged twice, or charged without a confirmed order, we cancel the extra charge with the payment provider as soon as we see it or you tell us. This cancels a charge made in error. It is not a refund of a service.

(c) **Reversal or chargeback after payment.** If a confirmed payment is later reversed, disputed with your bank or cancelled by the provider, we may freeze the credits it bought, suspend the services linked to it and pause new orders on the account. If those credits were already used, the amount due stays owed and must be settled before any new order. The invoice is cancelled by a matching credit document for our accounts. If the dispute is decided in our favour, the credits and services are restored.

(d) **Failed renewal.** When a renewal payment fails, we tell you by email and try again during the notice period of section 8.3. If the renewal is still unpaid on the due date, the service is suspended. Domains follow section 25.

9. Ordering, production and acceptance

9.1 **The brief.** Each service starts from a brief: what you want, prepared with you by the assistant or by our team, with the price in credits and the delivery time. Before production, the “Launch the try” button shows the credits the try will use and asks you to confirm. A confirmed try is an order. The price shown is guaranteed for 48 hours. As proof, we keep the brief, the date and time of confirmation, the credits reserved and your IP address. A voice exchange is never a confirmation.

9.2 **Your materials.** You provide on time the texts, images, logos, access and answers the service needs. Delivery times start when we have them. You guarantee that you hold the rights on everything you give us and that it is lawful.

9.3 **Revisions.** Unless the product page states otherwise, two revision rounds are included. The Premium option, where offered, gives unlimited revisions within the brief for 30 days. A revision corrects the deliverable against the brief; a change of brief is a new try.

9.4 **Acceptance.** A deliverable is accepted when you download it, publish it, accept it in your account, or do not raise a precise objection within 5 business days of delivery. A justified objection (the deliverable does not match the approved brief) gives you a free correction; if we cannot correct it, the credits of that try are returned as a credit note.

9.5 **Projects on hold.** If we cannot progress for 30 days because we are waiting for you, we put the project on hold and tell you. After 90 days on hold, the project is archived. Reactivating an archived project costs 500 credits. The credits of work not yet started stay in your balance; we never delete your account balance because a project is archived.

9.6 **Time frames.** Delivery times on product pages are our commitment for a complete brief. If we are late by more than 50 % of the stated time for a reason on our side, you can cancel the work not yet delivered and the corresponding credits are returned as a credit note.

9.7 **Cancellation.** You can cancel a try before its production starts: the reserved credits are released. Once production has started, the preparation part of the price shown in the brief is used; the rest is released.

10. Coming soon services

10.1 Some services in the catalogue are marked “Coming soon” while we finish their production process. They cannot be ordered or paid. You may ask the assistant to tell you when they open; that request commits neither you nor us.

10.2 The description of a “Coming soon” service is information. The service, its price and its delivery time bind us only once it is open to order.

11. Refunds, credit notes and cancellation

11.1 **Credits used are not refundable.** Each try uses AI resources and expert time paid per use. You can ask for a revision under section 9.3 or launch a new try.

11.2 **Credit notes, never money.** Any refund we grant, any compensation and any commercial gesture is made as a credit note in credits, added to your balance, with no expiry date. A credit note cannot be converted into money. We make no bank transfers and no currency exchanges.

11.3 **Services consumed at once.** A try is produced and consumed as soon as you launch it, like a cinema ticket used at the door. Credits, used or unused, are never refunded in money, by any payment method or by bank transfer.

11.4 **Failures on our side.** If a service cannot be supplied for a reason on our side (technical failure, domain no longer available, supplier refusal), the credits concerned are returned automatically as a credit note.

11.5 **Recurring services.** You can stop the renewal of a recurring service at any time from your account, before the next due date. A year started is due and is not refunded.

12. Consumers: immediate supply and right of withdrawal

12.1 Credits, like every service of LCWA, are supplied at once: they are available in your balance as soon as your payment is confirmed. Before paying, you expressly ask for this immediate supply and acknowledge that you thereby lose any right of withdrawal, by ticking the box provided at checkout. We keep the date, time, IP address and version of the terms of that request, and confirm it in the order email.

12.2 In the same way, the “Launch the try” button and the order of any other service collect your express request to start at once, and your acknowledgement that the service is used as soon as it starts.

12.3 These terms never deprive a consumer of the mandatory protections of the law of their country of residence.

13. Acceptable use

You must not use the website, the assistant or our services to: produce or publish illegal, defamatory, hateful, sexual content involving minors, or misleading content; imitate a real person, voice or brand without their consent; infringe intellectual property or privacy; send spam; attack, overload or scrape our systems; get around the limits of free offers. We may refuse or stop a try that breaks this section; credits already used for it are not returned.

14. The assistant

14.1 The assistant helps you choose, prepare a brief and follow your orders. It is an AI system: it can make mistakes. A price, a delay or a feature becomes binding only when shown on the confirmation step of an order or a try.

14.2 The assistant is free. Its free mode is limited in time per day (currently 5 minutes per 24 hours) and in global volume; beyond it, you can leave a message for our team.

14.3 Conversations are recorded to answer you, follow your orders and improve our services, as described in our Privacy Policy. Do not share passwords, card numbers or health data with the assistant.

15. Deliverables and intellectual property

15.1 Once the service is paid, LCWA assigns to you all the rights it holds in the deliverables made for you, for the whole world and for their legal duration. Generic know-how, tools, prompts, agents and templates of LCWA remain ours.

15.2 AI-generated content may not be protected by copyright in some countries, and a similar output may be generated for someone else. We do not guarantee exclusivity of AI outputs.

15.3 Third-party elements (themes, plugins, fonts, stock images, music, open-source software) remain under their own licences, which you must respect. We tell you when a deliverable contains such an element with specific limits.

15.4 You check deliverables before use, in particular facts, figures, legal statements, translations and the rights of persons shown. You remain responsible for what you publish.

15.5 We may show a deliverable in our portfolio, unless you ask us not to in writing. Websites we create carry a small credit link to LCWA in the footer; you may ask us to remove it.

16. Personal data and confidentiality

16.1 Our Privacy Policy explains how we process personal data. When we process personal data on your behalf (for example on a website we host or maintain), we act as your processor, on your instructions, and we apply appropriate security measures.

16.2 We keep confidential the information you give us that is not public, and you do the same with ours.

17. Warranties

17.1 We perform our services with care and according to current professional practice, and we correct free of charge a deliverable that does not match the approved brief (section 9.4).

17.2 We do not guarantee a result that depends on third parties: search engine rankings, advertising approvals, sales, availability of a domain name, decisions of registries, platforms or app stores.

17.3 Consumers keep the legal warranties of their country of residence.

18. Liability

18.1 Our total liability for a service is limited to the price paid for that service (in credits, converted at EUR 0.10, or in money) in the 12 months before the event giving rise to the claim.

18.2 We are not liable for indirect losses: loss of profit, revenue, business, data or opportunity.

18.3 Nothing in these terms limits liability for death or personal injury caused by negligence, for fraud, or any liability that the applicable law does not allow to limit.

18.4 You keep your own backups of your content and data. Our backup services (section 26) add to your own backups; they do not replace them.

19. Force majeure

Neither party is liable for a delay or failure caused by an event beyond its reasonable control: natural disaster, epidemic, war, riot, government action, general failure of the internet, power or telecommunication networks, failure of a major cloud or AI provider. The party affected tells the other and resumes as soon as possible.

20. Suspension and termination

20.1 Either party can end the contract by written notice if the other seriously breaches these terms and does not cure the breach within 10 days of notice.

20.2 You can close your account at any time. Purchased credits and credit notes still in your balance remain available for 12 months if you reopen your account; they are not refunded in money.

21. Changes to these terms

We may update these terms. The version in force on the day of your order or try applies to it. If a change affects credits already in your balance, we tell you by email at least 30 days before it applies; your existing credits never lose value or validity.

22. Law, disputes and notices

22.1 These terms are governed by the laws of India. Before any claim, write to us: we answer within 10 business days and look for an amicable solution.

22.2 The courts of Villupuram District, Tamil Nadu, India, have exclusive jurisdiction, except that a consumer may also act before the courts of their place of residence where their law allows it.

22.3 If a clause is held invalid, the rest of these terms remains in force.

22.4 Notices to LCWA are sent to alex@lowcostwebagency.com. Notices to you are sent to the email address of your account.

Part B — Specific terms by service

23. Websites

23.1 **Catalogue.** We sell complete websites by type of business and by family: websites without online sales, e-commerce websites, and custom websites by size. Each product page states the pages, features, languages, revisions, delivery time and price included.

23.2 **Included in every complete website.** An SSL certificate (renewed automatically while the website is hosted or maintained by LCWA) and the lifetime warranty of section 23.3.

23.3 **Lifetime warranty.** For as long as the website is hosted on LCWA servers or under an LCWA maintenance service, we correct free of charge any defect in the work we delivered, including after updates of WordPress, the theme or the plugins we installed. The warranty does not cover changes made by you or a third party, plugins or code added without us, new features, content changes, or a website hosted elsewhere without LCWA maintenance.

23.4 **Premium themes.** When a website uses a ThemeForest theme, our AI agents compare the themes that match your features, sales volume and reviews, and recommend a short list. Before you choose, we show you, for each proposed theme, its full price in credits, broken down into the purchase price of the licence on Envato, the bank and payment fees of the purchase, and the AI cost of selecting and installing it. You choose and approve that price; LCWA then buys the licence from Envato and installs the theme, and the credits shown are debited. Once the licence is bought, a change of theme is a new order. Themes are subject to the Envato licence terms.

23.5 **Partner licences.** Premium tools such as Elementor Pro, Divi, UpdraftPlus Premium and WPML are supplied under LCWA agency licences, only as part of a complete website created or redesigned by LCWA, never alone. They remain licences of LCWA. If the website leaves LCWA hosting and maintenance, we may deactivate them; the website keeps working without the premium updates, and you can buy your own licences.

23.6 **Migrations.** When we migrate a website from another platform, we move the content and structure listed on the product page. Some features of the old platform may have no exact equivalent; we tell you before starting.

23.7 **Browsers and devices.** Websites are built to work on current versions of the main browsers and on mobile. Third-party plugins may not support every browser.

23.8 **Search engines.** Our websites follow current search engine best practices. No position in search results is guaranteed.

23.9 **Handover.** At delivery you receive the administrator access of your website. Training included, if any, is stated on the product page.

24. Hosting and installation

24.1 **No hosting alone.** LCWA does not sell hosting on its own. Two options exist:

- **installation on your hosting**: we install the website at the host of your choice. We are responsible for our installation, not for the host's servers, email, security or availability;
- **hosting on LCWA servers** (o2switch, France): only for a website created, redesigned or maintained by LCWA, for the annual price shown on the product page.

24.2 Hosting on LCWA servers is provided on a best-effort basis; we do not guarantee uninterrupted availability. Use must stay reasonable compared with similar websites; a website that overloads the servers may be limited after notice.

24.3 Hosting contracts signed before these terms (Basic and VIP hosting with professional email) continue on renewal for websites created or maintained by LCWA, at the renewal price announced in the 30-day notice.

24.4 When hosting ends, we give you a full copy of the website and its database, and we keep it online for 30 days after the end date so that you can move it.

24.5 Main suppliers for websites, hosting and domains: o2switch (hosting), Netim (domain names), Let's Encrypt (SSL), Envato (themes), UpdraftPlus and CodeGuard (backups), Cashfree Payments and PayPal (payments). The full and current list, with links to their terms, is on the page “Third-party services we use” (section 4.6).

25. Domain names

25.1 **Price.** The price of a domain name is shown in credits, per extension, before you order and before each renewal. It is made of the exact cost charged by our registrar for that extension (registration or renewal) on that day, the bank and payment fees, and the human and AI cost of LCWA for registering and managing the name, including DNS records. The current price of every extension, in credits, is listed on our “Domain prices” page (lowcostwebagency.com/domain-prices/), updated from our registrar's prices, and the breakdown is shown on the order page, in line with section 6.6.

25.2 **Registrar.** Domain names are registered through Netim, an accredited registrar, under the reseller account of LCWA. Registration is subject to the rules of the registry of each extension, which you accept by ordering; some extensions have eligibility conditions you must meet.

25.3 **Holder.** You are the holder (registrant) of the domain name. LCWA is the administrative, technical and billing contact. You keep your holder details accurate.

25.4 **Availability.** A name is registered only once the registry confirms it. If the registration fails, the credits are returned automatically as a credit note.

25.5 **Renewal.** Domain names renew automatically each year from your credit balance, or by invoice if the balance is not enough (section 8.3). A domain that is not renewed expires; the registry may charge recovery fees, which are yours.

25.6 **Transfer out.** You can transfer your domain name to another registrar at any time; we give you its authorisation code on request, free of charge.

25.7 **Assisted buy-back.** For a name already held by someone else, we can negotiate on your behalf. You pay a deposit of 490 credits, returned to you as a credit note if the purchase does not happen, and a success fee of 10 % of the price obtained, with a minimum of 500 credits. The price paid to the seller is on top and is paid only with your written approval. We do not guarantee that the holder will sell.

25.8 You guarantee that the name you choose does not infringe the rights of others.

26. Backups

26.1 WordPress websites are backed up with UpdraftPlus Premium; other websites with CodeGuard. Frequency, retention and storage are stated on the product page.

26.2 Backups are an additional safety. You keep your own copies (section 18.4). A restoration requested by you is a service priced in credits, unless the loss is caused by us.

27. AI services

27.1 Writing, SEO, images, video and voice, consulting and the other AI services are sold per try, at the price in credits shown before you launch it.

27.2 Where a service includes human expert time, it is stated in minutes on the product page. Additional expert time costs 8 credits per minute, only with your prior approval.

27.3 For avatars, cloned voices or images of real people, you guarantee that you have the written consent of each person shown or heard. We refuse any try that imitates a person without consent.

27.4 Music, voices and videos generated with third-party engines are also subject to the use terms of those engines, which we tell you when they limit your use.

28. Marketing, SEO and advertising

28.1 Advertising budgets paid to platforms (Google, Meta, LinkedIn and others) are not included in our prices; you pay them directly to the platform.

28.2 Platforms may refuse or remove an advertisement at any time; we propose a replacement but cannot be held liable for their decisions.

28.3 SEO work aims at improving visibility; no ranking, traffic or sales result is guaranteed. Changes made by others to your website may cancel the effect of our work.

28.4 You give us the access needed (website administration, statistics, advertising accounts). Advertising accounts we create for you belong to you.

29. Design and print

29.1 You proofread and approve final files before printing or publication. We are not liable for errors you approved.

29.2 Colours printed may differ from colours on screen. You check with your printer that our files meet its technical requirements.

30. Maintenance and support

30.1 Maintenance services include what their product page lists. Other requests are quoted in credits before we start.

30.2 Before asking for support on your website, you make a backup. We may refuse a request that would endanger the security or performance of the website, or that is abusive.