



## SUBSCRIPTION SERVICES AGREEMENT

*"Site de Ouro" (Website + Hosting + Basic SEO + Email) — UK*

Date: \_\_\_\_\_

### PARTIES

(1) SERVICE PROVIDER: GOLDEN HOUSEKEEPER LTD, Company Number 16502368, with registered office at 460 Abbey Road, Basingstoke, RG24 9EN, United Kingdom, trading as "Site de Ouro" ("Service Provider").

(2) CLIENT: \_\_\_\_\_, registration number (if applicable) \_\_\_\_\_, with address \_\_\_\_\_ at \_\_\_\_\_, email \_\_\_\_\_ ("Client").

The Parties agree to enter into this Agreement ("Agreement"), governed by the laws of England and Wales, under the following terms.

### 1. DEFINITIONS

- 1.1 "Subscription" = recurring monthly payment that entitles the Client to the Services whilst in good standing.
- 1.2 "Services" = creation and publication of the Website, hosting, initial basic SEO, 1 professional email, lead form, limited maintenance and email support, as per this Agreement and Annexes.
- 1.3 "Website" = the Client's website hosted/managed by the Service Provider.
- 1.4 "Included Change" = 1 (one) minor change per month, as defined in Annex B.
- 1.5 "Minimum Term" = 12 (twelve) months from the Start Date.
- 1.6 "Start Date" = the date on which (i) the first payment is confirmed and (ii) the Client provides the complete mandatory onboarding (Annex A).

### 2. SCOPE AND FIXED STRUCTURE (ANTI-SCOPE CREEP)

- 2.1 The Service Provider shall provide the 'Site de Ouro' Services on a Subscription model, with fixed structure and navigation as described in Annex A.
- 2.2 The Website menu/tabs are FIXED and limited to the pages in Annex A. Any additional pages, non-standard sections, extra functionality, advanced integrations or customisation beyond Annex A are OUT OF SCOPE and shall only be executed upon separate quotation and written acceptance.

### 3. TARGET AUDIENCE AND NATURE OF AGREEMENT (PROFESSIONAL)

- 3.1 This service is offered primarily for professional/business purposes (e.g., cleaners/housekeepers as self-employed/sole traders/companies).
- 3.2 If, exceptionally, the Client is deemed a 'consumer' under applicable law (e.g., distance contracting for non-professional purposes), additional mandatory rights may exist (including a 14-day cooling-off right in certain situations). In such cases, Clause 13 applies without prejudice to rights that cannot be waived by contract.

## **4. PRICE, VAT AND PAYMENT (STRIPE)**

**4.1** Amount: £49 (forty-nine pounds) per month, VAT inclusive ("Monthly Fee").

**4.2** Billing: via Stripe, recurring monthly.

**4.3** First month in advance: the Client shall pay the first month IN ADVANCE. The Service Provider shall only commence development after confirmation of initial payment and complete onboarding.

**4.4** The Monthly Fee covers maintenance of the Website, hosting and included services whilst the agreement is active and in good standing.

## **5. TERM, RENEWAL AND NOTICE**

**5.1** Minimum Term: 12 months from the Start Date.

**5.2** After the Minimum Term, the Agreement continues on a rolling monthly basis.

**5.3** Termination after Minimum Term: either Party may terminate by giving 30 (thirty) days' written notice.

## **6. DELIVERY TIME (BUILD)**

**6.1** The Service Provider shall deliver the Website within 30 (thirty) days from the Start Date.

**6.2** If onboarding is incomplete, the timeline shall be suspended until full delivery of information/materials by the Client.

## **7. CLIENT OBLIGATIONS (ONBOARDING / DOMAIN / TERMS)**

**7.1** The Client shall provide the onboarding items (Annex A) and ensure information is true and current.

**7.2** Domain: purchase and renewal of the domain is the exclusive responsibility of the Client. Failures in renewal may bring down the site without fault of the Service Provider.

**7.3** Terms and Conditions (Client's): if the Client wishes to have "Terms and Conditions of Service" published on the Website, they must provide the text ready-made. The Service Provider shall publish as provided, without assuming legal authorship of the content.

**7.4** The Service Provider shall create and publish the standard Privacy Policy (GDPR/UK GDPR aligned) of the Website. The Client remains responsible for their actual data collection/use practices (e.g., marketing, lists, external tools) and for compliance in their operating jurisdiction.

## **8. WHAT IS INCLUDED (DELIVERABLES)**

**8.1** Includes:

- (a) Website in 'Site de Ouro' standard (Annex A);
- (b) Website hosting;
- (c) Basic on-page SEO (titles, descriptions, headings, basic mobile/performance), without ranking guarantee;
- (d) 1 (one) professional email box with 10GB;
- (e) 1 (one) lead capture form (Name, Email, Phone, Message);
- (f) Large WhatsApp/Call buttons + floating WhatsApp button;
- (g) 1 (one) Included Change per month;
- (h) Email support as per SLA (Annex B).

**8.2** No performance guarantee: SEO and digital presence do not guarantee traffic, ranking, leads or conversion, as these depend on external factors (market, competition, algorithms, offers, reputation, etc.).

## **9. WHAT IS NOT INCLUDED (OUT OF SCOPE)**

**9.1** Does not include, unless contracted separately:

- (a) Pages beyond the 5 tabs in Annex A;
- (b) Blog, gallery/portfolio, booking systems, chatbots and advanced integrations;
- (c) Management of adverts (Google/Facebook), management of Google Business Profile;
- (d) Unlimited copy revisions;
- (e) WhatsApp or group support (email only);
- (f) Analytics reports and recurring audits.

## **10. SUPPORT AND SLA**

**10.1** Channel: email only.

**10.2** Response: within 48 (forty-eight) business hours.

**10.3** Included Change: delivered within 7 (seven) calendar days, subject to Service Provider's schedule.

**10.4** Definition of Included Change: as per Annex B.

## **11. DEFAULT: SUSPENSION (15 DAYS) AND TERMINATION (30 DAYS)**

**11.1** If payment is overdue by more than 15 (fifteen) days, the Service Provider may suspend the Website, hosting and email until full regularisation.

**11.2** If delay exceeds 30 (thirty) days, the Service Provider may terminate the Agreement in writing, maintaining the right to collect amounts due and prescribed charges.

**11.3** Suspension/termination does not eliminate payment obligation.

## **12. REACTIVATION AFTER SUSPENSION**

**12.1** To reactivate suspended services, the Client must:

- (a) settle all outstanding amounts in full; and
- (b) pay a Reactivation Fee of £39 (VAT inclusive).

**12.2** Reactivation shall occur within 2 (two) business days after payment confirmation.

## **13. CANCELLATION RIGHTS IN CONSUMER CASES (IF APPLICABLE)**

**13.1** Where the Client is legally deemed a consumer and contracting occurs at distance, a 14-day cancellation right may exist under applicable law.

**13.2** If the Client requests that the Service Provider begins execution of Services during this period, the Client acknowledges that proportionate payment may be due for services actually rendered up to cancellation, and that full completion of service may affect the cancellation right according to applicable rules.

## **14. EARLY CANCELLATION (DURING MINIMUM TERM) — AMORTISED IMPLEMENTATION FEE**

**14.1** If the Client terminates before completing 12 months (without fault of the Service Provider), they shall pay:

- (a) all Monthly Fees due up to the effective cancellation date; and
- (b) the Implementation Recovery Fee.

**14.2** Implementation Recovery Fee (VAT inclusive):

Reference implementation value: £480, amortised over 12 months (= £40/month).

Amount due on early cancellation: £40 × (number of months remaining to complete 12 months).

**14.3** The Parties acknowledge that this fee seeks to recover initial implementation costs (build, copy, email and SEO set-up) and the legitimate interest of the Service Provider, not constituting a punitive penalty.

## **15. COLLECTION, THIRD PARTIES AND CREDIT REFERENCE AGENCIES (E.G., EXPERIAN) — WHEN LEGALLY APPLICABLE**

**15.1** In case of default, the Service Provider may:

- (a) refer the debt to a debt collection/recovery company and/or initiate legal action; and
- (b) charge reasonable collection costs.

**15.2** Sharing with credit reference agencies (CRAs): the Service Provider may, when legally applicable and operationally viable (including appropriate notices and legal basis), share minimal necessary data with CRAs (e.g., Experian) for fraud prevention, tracking and debt collection/recovery purposes.

**15.3** The Service Provider does not guarantee that a CRA will accept or register any information, as this depends on their own criteria, contractual arrangements and legal requirements.

## **16. INTELLECTUAL PROPERTY AND NO DELIVERY OF 'SOURCE FILES'**

**16.1** The Website is provided as a subscription service. The Service Provider retains ownership of templates, structure, methodology, configurations and technical elements.

**16.2** The Client does not receive source code, editable files, exportable theme/template or site "sources".

**16.3** The Client retains ownership of content they provided (logo, photos and own texts), licensing its use by the Service Provider for execution of Services.

## **17. CONTENT, BRAND AND LIABILITY**

**17.1** The Client is responsible for content they provide (including commercial claims, prices, availability, terms of their own service and use of images).

**17.2** The Service Provider is not liable for third-party claims arising from content provided by the Client.

## **18. DATA PROTECTION (UK GDPR) — CONTROLLER / PROCESSOR**

**18.1** As a rule, the Client is the CONTROLLER of data collected in the Website form (leads). The Service Provider acts as PROCESSOR for hosting and maintaining systems, processing data according to instructions.

**18.2** Annex C applies (Data Processing Terms), including essential controller-processor contract obligations.

## **19. LIMITATION OF LIABILITY**

**19.1** Nothing in this Agreement limits liability for fraud/wilful misconduct or for what the law does not permit to exclude.

**19.2** To the extent permitted, the Service Provider's total liability is limited to the amount paid in the last 3 (three) Monthly Fees.

## **20. APPLICABLE LAW, JURISDICTION AND CLIENTS OUTSIDE THE UNITED KINGDOM**

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

**20.2** For disputes, the courts of England and Wales are chosen.

**20.3** If the Client is outside the United Kingdom, nothing in this Agreement intends to exclude mandatory rights of their country of residence when applicable by law.

## **21. FINAL PROVISIONS**

**21.1** This Agreement and its Annexes constitute the entire agreement.

**21.2** Amendments only in writing (email accepted) with acceptance from both Parties.

**21.3** If any clause is deemed invalid, the others remain in force.

## SIGNATURES

SERVICE PROVIDER: Golden Housekeeper LTD (t/a 'Site de Ouro')

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

CLIENT:

Name: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

## **ANNEX A — FIXED WEBSITE STRUCTURE (SITE DE OURO)**

Menu/Tabs (fixed):

- 1) Home
- 2) Services & Prices
- 3) Areas We Cover
- 4) About
- 5) Contact

### **Included components:**

- Hero with promise + covered areas + CTA
- Trust proof (stars/reviews/1 before-after when available)
- Services/Plans (Essential / Plus / Premium)
- 'How it works' in 3 steps
- Short testimonials
- WhatsApp/Call buttons + floating WhatsApp
- Form (Name, Email, Phone, Message)
- Standard Privacy Policy (Service Provider creates)
- Link/Section for Client's 'Terms and Conditions' (only if Client provides text)

### **Mandatory onboarding:**

- Business/service provider name
- Areas covered (list)
- Telephone/WhatsApp and desired email
- Services offered (and extras)
- 3 real photos (uniform + before/after)
- Reviews link (if available)
- Domain data (for DNS connection)

## **ANNEX B — INCLUDED CHANGE + SLA**

**Included Change (1 per month) = ONE of the options:**

- update telephone/address/covered areas
- replace 1 photo
- change 1 short paragraph (up to ~100 words)
- update 1 price line or short list item

### **SLA:**

- Support: email
- Response: within 48h business hours
- Included Change delivery: within 7 calendar days

## **ANNEX C — DATA PROCESSING TERMS (UK GDPR)**

- 1) Subject and duration: processing necessary to host and maintain the Website during the term.
- 2) Purpose: make Website available, operate form and email, technical maintenance.
- 3) Types of data: name, email, telephone, message and basic technical metadata.
- 4) Categories of data subjects: leads/visitors and the Client.

### **5) Service Provider (Processor) obligations:**

- process data only under documented instructions from the Client;
- ensure confidentiality;
- adopt appropriate technical and organisational measures;
- notify relevant incidents;
- assist the Client in data subject requests when applicable;
- sub-processors: may be used when necessary for infrastructure (hosting/email), with appropriate safeguards;
- upon termination: cease processing according to Agreement and reasonable internal policies.