

# SERVICE TERMS

## Wayne Scott-Fox

Last updated: May 2026

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*These terms apply to all services provided by Wayne Scott-Fox (“the business”) to any individual, company or organisation engaging those services (“the client”). By instructing the business to proceed with any work, the client accepts these terms in full.*

### 1. About the Business

Wayne Scott-Fox trades as a sole trader under his own name. The business is not a limited company and is not registered with the Financial Conduct Authority (FCA) or any equivalent regulatory body. Services are provided on a consultancy and implementation basis.

### 2. Scope of Services

The business provides services across the following areas:

- Website design and build
- Branding support and visual identity guidance
- Local SEO setup and optimisation
- Google Business Profile (GBP) management and optimisation
- Business modernisation support
- AI-assisted workflow design and setup
- Automation configuration and implementation
- Platform builds and digital system setup
- Consulting and strategy support
- Content planning and creation support
- Crypto, stock and market commentary and educational content

The scope for each project is agreed individually before work begins. Services outside an agreed scope are not included.

### 3. Engaging the Business

Work begins once the scope, deliverables and pricing have been agreed between both parties. Agreement may be confirmed via email, message or written proposal. These terms form the contractual basis of every engagement. A formal written contract is not required unless the client requests one.

The business reserves the right to decline any project or engagement.

## 4. Client Responsibilities

The client is responsible for:

- Providing accurate, complete and timely information, materials, access and approvals
- Reviewing and approving deliverables within agreed timeframes
- Ensuring all content, assets and materials supplied to the business are owned by or properly licensed to the client and do not infringe third-party rights
- Maintaining their own backups of websites, platforms, accounts and digital assets
- Notifying the business of any changes to their business, brand or requirements that may affect the work
- All decisions made on the basis of work or guidance provided

The business is not responsible for delays, errors or incomplete outcomes caused by missing, late or inaccurate information from the client.

## 5. Communication

Response times are reasonable but same-day replies are not guaranteed. The client should use agreed channels — typically email or a designated messaging platform — and reply within reasonable timeframes to keep projects moving.

Urgent or out-of-hours requests are handled at the business's discretion and may attract additional charges.

## 6. Project Timelines

Timelines are agreed for each project individually. Quoted timelines are working estimates and may be affected by:

- Delays in client feedback, approvals or content delivery
- Third-party platform issues or outages
- Unforeseen technical complexity
- Revision requests beyond what is agreed

The business will flag expected delays as soon as practicable. Any adjustments will be agreed with the client where possible.

## 7. Revisions and Approvals

Revision rounds included in each project are agreed at the outset. Revisions beyond what is agreed may be charged separately.

The client should review all deliverables carefully and raise corrections within a reasonable timeframe. Once a deliverable has been approved or formally accepted, further changes may be treated as new work.

Final sign-off rests with the client. The business is not liable for errors or omissions not raised during the agreed review process.

## 8. AI-Assisted Workflows and Automated Tools

Some projects involve AI tools, automation platforms or integrated workflow systems. Clients engaging these services should note the following:

- AI-generated outputs may contain inaccuracies or gaps and should be reviewed before use or publication
- No automated system or AI tool is guaranteed to be error-free, consistent or continuously available
- Third-party AI platforms and automation tools may change their functionality, pricing or availability without notice; this is outside the business's control
- The business is not liable for outputs produced by third-party AI platforms or for consequences arising from the client's use of those outputs
- The client is fully responsible for how AI-assisted work is implemented, published or acted upon

## 9. Third-Party Platforms and Services

Many services involve third-party platforms, including Google, Meta, WordPress, Shopify, Squarespace, Wix, Zapier, Make, Notion and others. The following applies:

- The business has no control over the terms, functionality, pricing, availability or policies of third-party platforms
- Platform changes — including algorithm updates, feature removals or policy revisions — may affect the work and are outside the business's responsibility
- Accounts, subscriptions and licences with third-party services remain the client's responsibility unless agreed otherwise in writing
- The business is not liable for disruptions, data loss or other issues caused by third-party platforms

## 10. Website and Content Responsibility

Once a website, platform or piece of content has been handed over, the client is fully responsible for:

- Ongoing hosting, maintenance and security
- Content accuracy, legality and compliance with applicable law
- Any changes made after handover
- GDPR compliance, cookie policies, privacy notices and other legal obligations on their own properties

Ongoing support is available as a separate arrangement but is not included by default.

## 11. SEO and Visibility

SEO services are provided on a best-effort basis. The following limitations apply:

- Search engine rankings are determined by third-party algorithms, including Google and Bing, and cannot be guaranteed
- No promises are made regarding specific rankings, traffic volumes, increased footfall or revenue growth
- Results take time and are influenced by factors outside the business's control, including competitor activity, algorithm updates and domain history
- Google Business Profile optimisation is subject to Google's own policies and platform changes

The business applies recognised SEO practices to a professional standard. Results will vary and are not guaranteed.

## **12. No Guaranteed Outcomes**

No service carries a guarantee of any specific business result, commercial improvement or measurable performance outcome. This covers, but is not limited to: search rankings, revenue, lead generation, sales conversion, social media growth, audience engagement, platform performance and overall business growth.

Work is delivered professionally and in good faith. All decisions, outcomes and responsibilities remain with the client.

## **13. Crypto, Stock and Market Content**

Cryptocurrency, stock market and financial market content produced or shared by the business is subject to the following:

- All such content is educational, observational and commentary-led only
- Content reflects the personal perspective of Wayne Scott-Fox and is not produced on behalf of any regulated institution, broker, fund or advisory firm
- Nothing constitutes a recommendation to buy, sell or hold any asset, security or instrument
- No predictions of price movements, returns or market outcomes are made or implied
- Market analysis reflects observations at the time of writing and should not be read as forward-looking guidance
- Past commentary does not indicate or predict future results

## **14. No Regulated Financial Advice**

The business is not authorised or regulated by the Financial Conduct Authority (FCA) or any equivalent body. Regulated financial advice, investment advice, portfolio management, brokerage services and any other FCA-regulated activities fall outside the scope of what the business provides.

Nothing produced or communicated by the business constitutes personal financial advice. Clients and readers are responsible for their own research, due diligence and financial decisions. Anyone acting on financial information should seek independent, regulated advice beforehand.

## 15. Payment Terms

Pricing is agreed before work begins. Unless otherwise stated in writing:

- Invoices are due within 14 days of the invoice date
- Work will not commence until any required deposit has been received
- The business may pause or suspend work on overdue accounts
- Late payments may attract interest under the Late Payment of Commercial Debts (Interest) Act 1998

Prices are quoted exclusive of VAT unless stated otherwise.

## 16. Deposits and Refunds

Most projects require a deposit before work commences, confirmed in the project proposal or agreement.

Deposits are non-refundable once work has started. If the client cancels after work has begun, payment remains due for all work completed. If the business cancels before work has started, the deposit is refunded in full.

Refunds are not available for completed and approved work.

## 17. Delays and Paused Projects

If a project stalls due to inaction from the client — including failure to provide materials, feedback or approvals — the business may reschedule and prioritise other work.

Where a project has been inactive for 30 days or more due to client delays, a restart fee may apply before work resumes.

Where no resolution has been agreed within 90 days, the business may close the engagement. Payment is due for all work completed to that point.

## 18. Project Completion and Handover

A project is complete when the agreed deliverables have been provided and either approved by the client or the agreed revision rounds exhausted.

The business will transfer relevant files, assets, credentials and documentation at handover as agreed. The client should confirm receipt and raise any issues promptly. Handover materials are not stored indefinitely.

## 19. Liability

To the fullest extent permitted by law:

- The business's total liability for any claim is limited to the total fees paid by the client for the service in question
- The business is not liable for indirect, consequential or special losses, including loss of profits, loss of data, lost business opportunity or reputational damage

- The business is not liable for outcomes arising from decisions the client makes on the basis of work or guidance provided
- The business is not liable for failures, outages, changes or data loss caused by third-party platforms

These limitations do not affect any statutory rights the client may hold under UK law.

## 20. Confidentiality

Both parties agree to treat non-public information shared during a project as confidential and not to disclose it to third parties without the other party's consent.

The business may reference general project descriptions — without identifying details — for portfolio or case study purposes, unless the client requests otherwise in writing.

## 21. Termination

Either party may end an engagement with reasonable written notice. For ongoing arrangements, seven days is the expected minimum. Project-based engagements may be ended immediately by mutual agreement.

On termination:

- The client pays for all work completed to the date of termination
- The business delivers all completed work and assets to the client
- Both parties revoke shared access and credentials as appropriate

The business may terminate immediately if the client acts unlawfully, engages in abusive or threatening conduct, or fails to settle an overdue invoice after receiving written notice.

## 22. General Provisions

**Entire agreement.** These terms, together with any project-specific proposal or agreement, form the full agreement between the parties for the work described.

**Amendments.** The business may update these terms at any time. Revised terms are published on the business website and apply to new engagements from that date. Engagements already in progress are not retrospectively affected.

**Severability.** If any provision is found unenforceable, the remaining provisions continue in full effect.

**No waiver.** Failure to enforce any term does not waive the right to enforce it in future.

**Independent contractor.** Nothing in these terms creates a partnership, joint venture or employment relationship between the parties.

### **23. Governing Law**

These terms are governed by the laws of England and Wales. Any disputes arising from services provided by the business fall under the exclusive jurisdiction of the courts of England and Wales.

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*Wayne Scott-Fox · Service Terms · May 2026*