

TERMS AND CONDITIONS

Website Subscription Agreement

LOGIK DIGITAL PTE. LTD.

2 Venture Drive #19-21, Vision Exchange
Singapore 608526
("The Company")

AND

CLIENT BUSINESS NAME: [Business Name to be imported from checkout field]

CLIENT BUSINESS ADDRESS: [Business Address to be imported from checkout field]

("The Client")

1. BACKGROUND AND AGREEMENT

1.1 The Client desires to engage The Company to provide internet marketing services as outlined in this Agreement.

1.2 The Company agrees to provide such services under the terms and conditions set forth herein.

1.3 In consideration of the mutual benefits and obligations contained in this Agreement, the parties agree to the following terms and conditions.

2. SERVICES PROVIDED

2.1 The Client hereby engages The Company to provide internet marketing services ("Services") as described in Section 3 below.

2.2 The Company agrees to perform all Services in accordance with the specifications outlined in this Agreement.

2.3 All Services shall be performed in a professional and workmanlike manner consistent with industry standards.

3. SERVICE SPECIFICATIONS - WEBSITE PLAN

3.1 Initial Website Development

a) Website Production Specialist

- An experienced specialist will guide you through the design, development, and launch process
- Collaboration with your dedicated Digital Marketing Specialist
- Access provided for website review and approval prior to launch

b) Content Interview

- Scheduled telephone interview with your team during the development phase
- The interview will be recorded to guide content creation
- Unique content created for essential pages, including but not limited to:
 - Homepage
 - Service pages
 - Conditions pages
 - Practitioner biographies
 - About/Team page
 - Contact page
 - Call-outs and other patient-converting content
- Whenever possible, existing website content will be preserved and republished to preserve search engine authority
- Additional pages as needed

c) Website Design Process

- Templated website design coordinated through Website Production Specialist
- Design proof provided for review and approval
- Up to three (3) rounds of revisions included
- Additional revision rounds will incur additional fees

d) Social Media Branding

- Custom social branding files created upon design approval
- Brand identity unification across social platforms

3.2 Ongoing Monthly Services

a) Website Performance Monitoring

- Analytics and reporting software implementation

- Ongoing enhancements to maximize patient acquisition
- Monthly performance reports provided

b) Blog Management

- Library of patient-focused blog posts
- New blog posts added monthly
- Facebook and Instagram sharing capabilities

c) Website Updates and Maintenance

- Collaborative content management through a dedicated editing team
- Page and post additions, edits, and deletions as requested
- Regular maintenance and security updates

d) Website Hosting Services

- Secure, reliable hosting infrastructure
- Regular backups and security monitoring

e) Website Redesign Benefits (Upon Agreement Renewal)

- Complimentary website redesign every three (3) years
- Design updates to maintain current UX/UI and Core Web Vitals standards

f) Client Dashboard Access

- Secure login credentials provided for The Client's authorized team members
- Training materials and support will be provided to The Client

4. PAYMENT TERMS AND DURATION

4.1 The first month's service fee is due and payable at checkout.

4.2 The initial term of this Agreement is thirty-six (36) months from the date of service activation.

4.3 Upon expiration of the initial term, this Agreement shall automatically renew on a month-to-month basis unless terminated by either party with thirty (30) days' prior written notice.

4.4 All fees are non-refundable unless otherwise specified in writing.

5. OWNERSHIP AND INTELLECTUAL PROPERTY

Website Ownership. The Client acknowledges and agrees that:

- The Company is the owner of the website, under this Agreement
- Continued access to and use of the website is contingent upon payment of monthly service fees
- The Client must maintain current payment status to retain website access and functionality

5.2 Content and Materials

- All The Company-supplied text, images, software, and materials are protected by copyright
- The Client may not reproduce or create derivative works without express written permission
- Stock content, images, and materials remain the property of The Company
- Custom content created specifically for The Client will be provided upon request
- The Client warrants they have rights to all content they provide to The Company

5.3 Copyright Attribution All copyright information is available at <https://logikdigital.com/terms-conditions/>

6. CLIENT RESPONSIBILITIES AND OBLIGATIONS

6.1 The Client shall review and approve all website content prior to publication.

6.2 The Client is responsible for compliance with all applicable jurisdictional regulations.

6.3 The Client shall review and update the website privacy policy to reflect practice-specific policies.

6.4 The Client confirms that patient email contact extends the privileged doctor/patient relationship.

6.5 The Client agrees to add patients as website subscribers to maximize service value.

6.6 The Client must comply with acceptable use guidelines as updated by The Company from time to time.

7. HEALTHCARE INDUSTRY COMPLIANCE

7.1 Regulatory Compliance

The Company acknowledges that healthcare-related digital marketing and websites must comply with applicable healthcare advertising regulations, including but not limited to:

- HIPAA (Health Insurance Portability and Accountability Act) requirements in the United States.
- Regional and national healthcare advertising guidelines in Canada, the UK, and other jurisdictions.
- Rules and codes of practice established by local medical, dental, chiropractic, or other professional regulatory bodies.

7.2 Client Responsibility

While The Company designs, develops, and markets websites with industry best practices in mind and strives to maintain compliance in the jurisdictions in which we operate, it is ultimately the responsibility of The Client (the clinic, practice, or healthcare provided) to ensure that their website, advertising, and marketing activities meet the specific requirements of their region and professional body.

7.3 The Company's Role

The Company will:

- Provide guidance on healthcare marketing best practices, including content structure, disclaimers, and privacy considerations.
- Advise on known regulatory restrictions related to digital advertising and online visibility.
- Assist The Client in implementing necessary compliance-related adjustments when requested.

7.4 Limitations

The Company does not provide legal advice, nor does it assume responsibility for compliance with healthcare-specific laws or regulations. The Client is strongly encouraged to review all website content, marketing materials, and digital strategies with their own legal counsel and/or compliance officer to confirm adherence to jurisdiction-specific requirements.

8. CONFIDENTIALITY

8.1 Both parties acknowledge the necessity of sharing confidential information ("Confidential Information"), including but not limited to proprietary information, trade secrets, and personal information.

8.2 Each party agrees to:

- Use commercially reasonable efforts to protect the other party's Confidential Information
- Use at least the same degree of care as used to protect their own confidential information
- Use Confidential Information only as permitted under this Agreement

8.3 All information is treated in accordance with relevant patient privacy statutes and The Company's privacy policy: <https://logikdigital.com/privacy-policy/>

9. SERVICE CANCELLATION AND TERMINATION

9.1 Upon service cancellation, The Company will discontinue services provided to The Client

9.2 The Client may not copy or replicate The Company's website for hosting elsewhere.

9.3 The Company reserves the right to discontinue service for:

- Publishing inappropriate, illegal, or defamatory content
 - Fraud or copyright infringement
 - Non-payment of services
 - Abandonment or non-responsiveness
 - Abusive behavior toward The Company's team or resources
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10. COMPLIANCE AND COMMUNICATIONS

10.1 All patient communications will be CAN-SPAM compliant with unsubscribe provisions.

10.2 The Company may provide public notice of website design and hosting services.

10.3 Detailed service features are available at: <https://logikdigital.com/plans/>

11. LIMITATION OF LIABILITY

11.1 Neither party shall be liable for inability to perform due to weather, disasters, terrorism, internet access issues, routine maintenance, or acts of God.

11.2 Service interruptions may occur for maintenance and updates.

12. MODIFICATIONS

12.1 The Company reserves the right to modify this Agreement with thirty (30) days' written notice prior to Agreement expiration.

12.2 Continued use of services after modification notice constitutes acceptance of revised terms.

13. GENERAL PROVISIONS

13.1 Entire Agreement This Agreement constitutes the entire agreement between the parties and supersedes all prior representations, warranties, and agreements.

13.2 Currency All monetary amounts are in United States Dollars (USD).

13.3 Governing Law This Agreement shall be governed by the laws of Singapore.

13.4 Independent Contractors The parties are independent contractors. No agency, partnership, joint venture, or employment relationship is created.

13.5 Notices All notices must be in writing and delivered by:

- Registered mail
 - Courier service
 - Electronic mail
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14. ACKNOWLEDGMENT

By proceeding with checkout, the Client acknowledges that they have read, understood, and agree to be bound by these Terms and Conditions.

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A copy of these terms will be emailed following order confirmation.