

Service Schedules

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These Schedules add service-specific rules to the Client Terms of Service v2026.1. Only the Schedule(s) for the services in your Service Agreement apply.

General timelines (all services)

G1 How timelines work. The timelines in these Schedules are our standard timelines. Timelines in your Service Agreement take priority. All timelines are in business days (Monday to Friday, excluding Estonian public holidays) and start on the onboarding date, or on the later date on which we have received everything we need from you.

G2 Your input. Our timelines assume that you respond to our questions, feedback requests and approvals within two (2) business days, and provide access and content on time (through ClickUp or Microsoft SharePoint). Delays on your side extend our timelines by at least the same number of days (clause 4.1 of the Terms).

G3 Our response time. We respond to your questions and requests in ClickUp within two (2) business days.

G4 Reporting. For recurring services, we report as described for your package in the Service Agreement, for example weekly updates in ClickUp and a regular evaluation call to discuss the results. Reporting periods are counted from the campaign start date.

Schedule A. Paid Advertising

A1 Scope. Campaign strategy, setup, creative, management, optimisation, tracking and reporting on Google, Meta, LinkedIn, native and programmatic platforms (such as ReadPeak) and others, as set out in the Service Agreement. Our Fee covers our work only. Ad spend is always a Third-Party Cost.

A1a Timeline. Campaigns go live within ten (10) business days after the onboarding date, provided you respond within two (2) business days and have given us the access, assets and approvals we need. After that, we optimise campaigns on an ongoing basis and report as set out in G4.

A2 Ad accounts. Campaigns run in ad accounts owned by you wherever possible. If we set up an account for you, we transfer it or give you admin access once all amounts due are paid, where the platform allows this.

A3 Ad spend. You choose in the Service Agreement how ad spend is paid:

- (a) Option 1: you pay the platforms directly with your own payment method.
- (b) Option 2: you prepay 100% of the agreed ad spend to us ("Ad Spend Credit") and we pay the platforms for your campaigns. The Ad Spend Credit is only used for your advertising, is a prepayment (not held in trust and without interest). We set budgets so the Ad Spend Credit is not exceeded, and when it runs out, campaigns pause until you top up. Small overspends caused by the platforms' own budget rules are deducted from your next top-up or invoiced. An admin fee, stated in the Service Agreement as a percentage of each top-up (plus VAT where applicable), is charged on top of the Ad Spend Credit to cover payment processing, administration and handling. The admin fee is non-refundable. Platform fees, currency costs and any taxes charged on the ad spend (such as VAT or digital services taxes) are deducted from the Ad Spend Credit. You receive spend reports and can view the ad accounts at any time. We rely on the platforms' own figures and are not responsible for their billing errors or invalid traffic. Unused credit is refunded within thirty (30) days after the Agreement ends, minus spend already made or committed and any amounts you owe us.

A4 Approvals and platform rules. You approve the campaign messaging, claims, offers and landing pages before launch. We may create and test ad variations within the approved messaging without asking again, but new claims or offers always need your approval. You are responsible for the approved messaging, claims and offers being truthful and lawful, including any sector rules (for example for financial, investment, health or alcohol products). All ads are subject to platform review. We are not responsible for disapprovals, restrictions or account suspensions, unless caused by our own clear breach of a platform policy.

A5 Tracking. Where we install pixels, tags or conversion tracking, you are responsible for your cookie banner, consent settings and privacy notice.

Schedule B. Marketing Automation and CRM

B1 Scope. Setup and management of CRM, pipelines, forms, funnels, workflows, integrations, email, SMS and messaging campaigns, chatbots and AI agents in tools such as GoHighLevel, HubSpot, ActiveCampaign, Make, Zapier and n8n, as set out in the Service Agreement.

B1a Timeline. The setup phase takes one (1) month from the onboarding date. In that month we design the customer journeys, build the workflows, prepare the email and message content and take everything live, provided you respond within two (2) business days and approve content on time. After the setup phase, the recurring work in your Service Agreement starts, with reporting as set out in G4.

B2 Your own tools. If you use your own subscription, you are the tool provider's customer, you accept its terms and you pay it directly.

B3 Tools under our account. If we provide a tool under our own licence (for example a GoHighLevel sub-account), access ends when the Agreement ends. You may request an export of your data within thirty (30) days after the end, after which we may delete it. Workflows, templates and snapshots we build remain our property under clause 8.3 of the Terms, unless the Service Agreement says otherwise.

B4 Consent. You are responsible for having valid consent or another lawful basis for every contact and every message sent on your behalf, and for handling opt-outs. We may pause any campaign we believe breaks these rules or the tool's policies.

B5 Go-live. You test and approve automations before go-live. We are not responsible for errors caused later by changes to connected tools, APIs or settings made by providers or by you. Message credits, phone numbers and usage costs are Third-Party Costs.

Schedule C. SEO and AI Search

C1 Scope. Audits, research, technical and on-page SEO, content, digital PR and link building, local SEO and optimisation for AI search tools, as set out in the Service Agreement.

C1a Timeline. We deliver the SEO and AI Search audit within ten (10) business days after the onboarding date, and a 90-day roadmap within the first month. During the first month we also start on the most urgent and important technical and on-page SEO work. After that, the recurring work in your Service Agreement follows the roadmap, with reporting as set out in G4.

C2 No guarantees. Search engines and AI platforms decide independently how they rank, show or cite content and change this regularly. We do not guarantee rankings, traffic, citations or lasting results.

C3 Changes and content. You decide whether to implement our recommendations. Before we change your website, you make sure a backup exists. You approve content before publication and are responsible for the facts and claims in it. Paid backlinks and other purchased placements are Third-Party Costs and non-refundable once paid.

Schedule D. Web Design and Development

D1 Scope. Pages, features, integrations and platform (such as WordPress, Webflow, Shopify or GoHighLevel) as set out in the Service Agreement. You, or your creative agency, provide all content (texts, images, videos and legal content) on time through Microsoft SharePoint.

D1a Timeline for websites. We deliver the first design within ten (10) business days after receiving the full brief and an overview of the available content. Each revised design follows within five (5) business days after receiving your consolidated feedback. After you approve the designs, we confirm exactly which content we need. Once we have received all of it, we build the website within fifteen (15) business days.

D1b Timeline for a landing page and thank-you page package. We deliver the first design within five (5) business days after receiving the full brief and an overview of the available content. Each revised design follows within three (3) business days after receiving your consolidated feedback. After you approve the designs, we confirm exactly which content we need. Once we have received all of it, we build the landing page and thank-you page within five (5) business days.

D1c Content. Build timelines assume that all content is complete and final when the build starts. Missing or changed content extends the timeline, and larger changes after design approval may be charged as extra work.

D2 Acceptance. After we deliver the build, you have five (5) business days for a website, and two (2) business days for a landing page and thank-you page package, to test it and report defects in writing. A defect is something that does not work as agreed. Change requests are not defects. The website is accepted when you confirm it, when the test period ends without reported defects, or when it goes live, whichever comes first.

D3 Warranty. For thirty (30) days after acceptance, we fix reported defects free of charge, except problems caused by changes made by you or others, by plugin, theme or platform updates, or by hosting.

D4 Hosting and maintenance. Hosting, domains, themes, plugins and licences are Third-Party Costs, registered in your name wherever possible. Maintenance, updates and backups after the warranty period are only included if ordered.

D5 Legal and accessibility. You are responsible for the legal content of your website (privacy notice, cookie settings, terms, disclaimers). Accessibility compliance (such as under the European Accessibility Act or WCAG) is only included if the Service Agreement lists it and states the standard.

D6 Credit. We may place a small "Website by Digital Heroes" credit in the footer, unless you opt out in the Service Agreement.