



Service level agreement.

GSD® Service Level Agreement



The following document outlines the working practices operated by Graham Shapiro Design Ltd (the agency) and the standards of service offered to clients.

Agency Responsibilities

"This agreement sets out clearly what you have a right to expect from GSD® as your visual communication agency. Equally it explains the limits of our liability and responsibility.

This agreement forms part of our commitment to transparency and openness that we believe is vital to any business relationship. By clarifying entitlements and responsibilities up front it also helps to streamline projects and ensure their timely delivery.

We are delighted you have chosen us to support you and can promise you service of the highest standard for as long as you need it.

Please don't hesitate to contact us, if you have any queries regarding the agreement."

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GSD® CEO & Founder

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1. Definitions

- 1.1. Hosting Provider Company refers to the specialist companies, such as ANS & Rackspace from whom GSD® contract their various Web Servers.
- 1.2. A Project can be any service provided by GSD® to the Customer. (Examples include web design and development, content management systems, email marketing, social media branding, search engine optimisation work and hosting)
- 1.3. "Frustrates" is a term used to describe a situation in which one party to a contract acts in such a way so as to make it unrealistic for the other party to carry out their part of the contract. .
- 1.4. The word "contract" as it appears in these terms and conditions shall mean the contract between GSD® and the Customer, which will be based on the terms and conditions contained within this Service Level Agreement.

2. Abbreviations

- 2.1. GSD® stands for Graham Shapiro Design Ltd
- 2.2. SLA stands for Service Level Agreement.
- 2.3. ISP stands for Internet Service Provider.
- 2.4. HPC stands for Hosting Provider Company.

3. Contract

- 3.1. The terms and conditions contained in this SLA apply to GSD® Customers unless agreed in writing to the contrary. No other contract terms and conditions shall apply unless specifically agreed in writing between GSD® and the Customer.

4. Estimates

- 4.1. GSD® will provide customers with initial estimates for projects on request. The final project sum may vary from the initial estimate. An estimate as opposed to fixed price quotation is useful when the actual project sum cannot be reasonably or accurately ascertained at the outset.
- 4.2. Work carried out against estimates will be charged in accordance with clause 8.
- 4.3. GSD® will provide estimates in writing by email to customers, which will include a hyperlink to this SLA. Acceptance by a customer of a GSD® estimate is subject to acceptance of GSD® terms and conditions and the GSD® SLA, unless specifically agreed in writing between the Customer and GSD® to the contrary.

5. Quotations

- 5.1. Whenever possible, GSD® will provide customers with a detailed price quotation and detailed specification for a project.
- 5.2. Items omitted or added to the specification that accompanies a quotation will be treated as variations in accordance with clause 6.
- 5.3. GSD® will provide quotations in writing by email to customers, which will include a hyperlink to this SLA. Acceptance by a customer of a GSD® quotation is subject to acceptance of the terms and conditions in this SLA, unless specifically agreed in writing between the Customer and GSD® to the contrary.

6. Variations

- 6.1. The value of work included in a quotation, that is not undertaken due to subsequent agreement with the client, will be valued and deducted from the final project sum.
- 6.2. Work that is in addition to that detailed in a quotation, will be valued and added to the final project sum.
- 6.3. GSD® does not accept liability where delays in reaching a deadline are caused by the customer for example in the supplying of essential content and/or sign off for work to continue

7. Copyright

- 7.1. The source code of all website web pages remains the intellectual property of GSD® and may not be copied and used by any other party without the consent of GSD®.
- 7.2. All scripts, CSS and included files used within customer websites remains the intellectual property of GSD® and may not be copied and used by any other party without the consent of GSD®.
- 7.3. All customer logo images, images unique to the customer, i.e. of their premises, work force and their business, plus all written copy, belong to the customer and are covered under their copyright. GSD® will not reuse customer written content or images without the express permission of the customer.

8. Hourly Rate Charges

- 8.1. GSD® will charge for services provided that are not included in any quotation or under the terms of clause (9).
- 8.2. GSD® will review and may increase their standard hourly rate on an annual basis.
- 8.3. There will be a minimum charge of 1 hour

9. Hosting

- 9.1. GSD® uses high-performance web servers hosted by first-class Hosting Provider Companies (HPCs), such as ANS and Rackspace.
- 9.2. Our solutions offer unlimited bandwidth, with all servers monitored around the clock and backed by automated alerts to maintain 99.9% uptime.
- 9.3. GSD® applies regular security updates and patch management to its servers and carries out ongoing system monitoring – covering resource consumption, load times, downtime, and general server health – to identify and resolve issues proactively. Where a disruption does occur, GSD® will use its best endeavours, in conjunction with the HPC, to rectify the cause and minimise the duration of any such instances.
- 9.4. GSD® will not be liable to the Customer for any compensation in respect of any down-time that may occur with the hosting of their website(s).
- 9.5. GSD® maintains an enterprise-grade backup infrastructure across its servers, taking daily snapshots of all customer website files and databases and retaining them for a set period.
- 9.6. In the unlikely event of a technical failure, website files and databases will be restored from these backups and re-connected to the customer's website(s) as quickly as possible.
- 9.7. With regard to any images or download files uploaded to a customer's website by a customer, it is the responsibility of the customer to retain their own copy of these. In the unlikely event of a technical failure, it will be the responsibility of the Customer to re-upload these files if they are not present in the backup files as outlined in clauses 9.5 and 9.6.
- 9.8. GSD®'s backup infrastructure may, therefore, reduce the need for customers to re-upload files in accordance with clause 9.7. This is not guaranteed by GSD®, so customers should observe and be prepared, in the unlikely event, to comply with clause 9.7.

- 9.9. In the event that a customer wishes to move their website and/or database to another party, GSD® will cooperate fully, subject to all outstanding amounts being paid up in full, in advance, along with a negotiated fee to purchase the intellectual copyright of the source code etc. detailed in clause 7.
- 9.10. In the event that the Customer requires assistance with remedying a situation with their website that is not a technical fault caused by GSD® or the HPC, the time expended by GSD® will be charged to the Customer in accordance with clause 8.
- 9.11. GSD® will quote a separate annual price for the hosting and associated technical support for customer websites.
- 9.12. GSD® will invoice for Hosting on a monthly basis. Invoices will be raised approximately 5 days prior to the commencement date.
- 9.13. GSD® & HPC Server Licence terms: Minimum 12 months.
- 9.14. Please note: Server Licence Agreements are renewed automatically unless the organisation moves their hosting within 12 months' notice, otherwise automatic renewal commences. This is to avoid sites being 'down' for any period of time.

10. Third Party Hosting

- 10.1. **Responsibility for third-party code.** Where GSD® hosts a website, CMS, plugin, theme, or codebase that was not designed, developed, or is not actively maintained by GSD® (a "Third-Party Build"), responsibility for the security, functionality, updates, and patching of that Third-Party Build remains with the Customer and/or the third party who built it, not GSD®.
- 10.2. **Risk to other hosted websites.** A vulnerability, compromise, malware infection, or excessive resource usage originating from a Third-Party Build may affect the performance, security, or availability of other websites and email services hosted by GSD®, including consequences such as IP or domain blacklisting affecting email deliverability. GSD® accepts no liability for such impact where it originates from a Third-Party Build.
- 10.3. **Right to inspect and set standards.** GSD® reserves the right to review the security and technical standard of any Third-Party Build before agreeing to host it, and may require remedial work or updates before hosting, or as a condition of continued hosting.
- 10.4. **Right to act immediately.** Where GSD® identifies a website (Third-Party Build or otherwise) as an active security or performance risk to its infrastructure or to other websites it hosts, GSD® reserves the right to immediately suspend or isolate that website – without prior notice – to protect its infrastructure and other hosted websites and services. GSD® will notify the affected Customer as soon as reasonably practicable.
- 10.5. **Chargeable incident response.** Where GSD® is required to investigate, contain, or remediate a security or performance incident originating from a Third-Party Build, this work will be charged to the Customer in accordance with clause 8 (Hourly Rate Charges), regardless of fault.
- 10.6. **Updates and patching.** GSD® strongly recommends that Third-Party Builds are kept updated (core, plugins, themes, dependencies) by the party responsible for them. GSD® may offer this as a chargeable service but is under no obligation to apply updates to a Third-Party Build unless separately contracted to do so. GSD® reserves the right to require such updates be brought up to date as a condition of the website remaining hosted by GSD®.
- 10.7. **Indemnity.** The Customer indemnifies GSD® against any claims, losses, or costs arising from a Third-Party Build hosted by GSD®, including claims brought by other GSD® customers whose websites or services were affected by an incident originating from that Third-Party Build.
- 10.8. **Backups.** Clauses 9.5–9.8 (backups) apply to Third-Party Builds only where explicitly agreed in writing. GSD® does not guarantee backup coverage for codebases it did not build unless a backup service has been separately quoted and accepted.

11. Email

- 11.1. GSD® may setup customer's email within the hosting of a live site and charge a fixed amount for doing this.

- 11.2. GSD® will investigate any problems reported by the Customer with their email. If the problem is due to an error by GSD®, then no charge will be made to the Customer. If the problem is not due to an error by GSD®, then the Customer will be charged in accordance clause (8), GSD® Hourly Rate Charges.
- 11.3. GSD® employs an IT consultant who can investigate any IT related problems on behalf of GSD® for the Customer, should the Customer require IT support. GSD® will agree the hourly rate of this with the customer and if accepted, provide the IT consultant with the Customer's contact details and invoice the charge to the Customer once work is complete.

12. Website Services

- 12.1. GSD® will offer to customers third party services such as those offered by Google to enhance the performance of their websites. GSD® may include in quotations the setup and maintenance of such third-party services. GSD® will not be liable to the customer for any interruption, non-performance, or cancellation of the provision by third parties of any such services.

13. Search Engines

- 13.1. GSD® will design websites to perform well with search engines of Google and Bing and will recommend additional optimisation techniques to the customer should they wish to achieve high rankings.
- 13.2. GSD® accepts no responsibility or liability to the customer for the rankings achieved or how such rankings may vary over time if the customer chooses not to request or undertake additional optimisation work.

14. Invoicing & Payment

- 14.1. GSD® standard payment terms are 30 days from the date of invoice.
- 14.2. GSD® will specify within estimates or quotes how a project will be invoiced. Large projects may be split in to a number of monthly interim invoices plus a final invoice on completion.

15. Performance

- 15.1. GSD® will ensure that the specification quoted for to the customer works as intended for a maximum time period of 4 weeks. In the event that the customer reports that some part of the specification is not functioning correctly then GSD® will investigate this and take corrective action at no expense to the customer. For correcting performance actions after one year, the Customer will be charged in accordance clause (8), GSD® Hourly Rate Charges if the work required takes 0 to 15 minutes.
- 15.2. After one year, GSD® recommends a review is carried out on the Customer's project after which updates and upgrades can be proposed to the Customer with estimations of cost.
- 15.3. In the event that the customer reports an issue which is related to a matter that falls outside of the project specification then GSD® will investigate this and email the customer a report and, if appropriate, a price to carry out the extra work involved to resolve the issue.

16. Damages

- 16.1. GSD® do not have any liability to the customer for the performance of a website, database or any other entity/service developed/setup for the client by anyone other than GSD®.

17. Termination

- 17.1. In the event that the customer does not pay an invoice within 30 days of the due date, i.e. within 44 days of the date of the invoice, then GSD® have the right to suspend all further works for that customer until such time as payment is made in full. On late payments, interest will be accrued at 4% per day.
- 17.2. In the event that the customer becomes insolvent or goes in to liquidation GSD® have the right to immediately terminate their contract with the Customer and invoice for the full value of project works carried out to that date, plus suspend any email or hosting services.
- 17.3. In the event that a customer “frustrates” the progress of a project contract with GSD® then GSD® will be entitled to give 14 days’ written notice to the customer of the contract being terminated. If the customer does not satisfactorily remedy the cause(s) of the frustration, within the 14-day notice period, then GSD® will have the right to terminate the contract. GSD® will invoice the Customer for the full value of works carried out to-date.



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