



# Account policies

Zoo Inc. Agency



## Generals

### Terms and Conditions

Zoo Inc. wants any project to be perfect and the account to be satisfied. We are the first ones who want the company to trust us again and/or speak well of us.

For this it is important that you understand the Terms and Conditions, and that, if there is any doubt, you consult us via email [marketing@zooincagency.com](mailto:marketing@zooincagency.com) or by phone at **33 3243 5201**

### BUDGET

When a budget is made, it is valid for 30 calendar days. After these days, Zoo Inc. can update it in order to send it to the account again. For the acceptance of the quotation, the company must make a first payment of 70% of the total and Zoo Inc. will start the project.

Zoo Inc. commits to complete the project in the time estimated in the accepted budget as long as the conditions are met by the account, and no unexpected events happen.

Zoo Inc. compromises to maintain strict reserve of all the information that we exchange during the development of this project.

The unilateral cancellation of the present contract on the part of the brand will not suppose any right to the refund on the part of Zoo Inc. of the amounts contributed up to that moment. In addition, Zoo Inc. reserves the right to require to the company the rest of the outstanding amounts to be paid if all or part of the project has already been developed or produced.

If the account wishes to finish the Project in a term of time in which Zoo Inc. cannot carry out in the natural time for its realization, it can request an "express order" and that has an increase of 50% on the budget.

If the account deems opportune the termination or cancellation of the services provided and contracted with the company in terms of hosting, maintenance and domain associated with the web project, the company will provide the transfer of the domain owned by the account, and the design of the website (PSD), never the code, as it is expressly owned by Zoo Inc. that performs a session during the maintenance contract.



## Working agreement

### COMMUNICATION

Zoo Inc. Agency's office hours are Monday through Friday from 9:00 am to 6:00 pm.

The company agrees that communication will be constant and through Microsoft Teams, where it will have its own channel and constant updates on the development of the project. The account will be able to download the mobile application or the computer program (or both).

Video calls with the team to review changes and progress will be exclusively on Mondays, Tuesdays and Wednesdays and must be requested at least 3 business days in advance.

### MATERIAL SUPPLIED BY THE ACCOUNT

The account will provide the necessary and definitive material for the realization of the contracted project before starting the project.

For example, for a website: website structure (menu items), content (texts, images, products, descriptions), branding (branding, identity manual, logo in vectors or HD), etc.

**The project will not start if Zoo Inc. does not have the necessary material.**

### CORRECTIONS AND/OR ADDITIONAL CHANGES

During the 7 days following the delivery of the project, the account can make small modifications (correction of some text or substitution of some image) without any cost.

If these changes involve a cost not included in the Zoo Inc. budget, they are considered additional changes and will be budgeted.

### BILLING AND PAYMENT TERMS\*.

1. Once the budget prepared by Zoo Inc. has been accepted, the company must make the first payment of 70% of the total to start the project. The remaining 30% must be paid before the final delivery.
2. The elaboration of the invoices is done during the first week of the month.
3. If an adjustment is required, it can be done within two days of receiving the invoice.
4. For questions or clarifications please send an email to the finance area. [diana@zooincagency.com](mailto:diana@zooincagency.com)



## Working agreement

5. Proof of payment will be sent by e-mail.

6. Invoices will have to be paid preferably one week prior to the monthly closing date.

\*Exceptions to the above will be subject to prior agreement with sales and/or management.

### TERMS OF PAYMENT

Once the closing with a new account is confirmed, you will be invited to send the following data to the finance email:

diana@zooincagency.com

- RFC (tax identification number)
- Complete bank account / bank details
- Mail or data of the person in charge of making payments (contact only related to invoices and payments).

The finance area is responsible for the follow-up of the payment conditions, so the e-mail is provided for any data or information required.

Finance will provide in response to the initial email, with the information requested above, the corresponding bank details.

Modifications and price adjustments derived from increases in relation to inflation. We are looking for mutual support, so the increase was made in the least amount possible without affecting any of the parties.

### PRICE ADJUSTMENT

Based on current or future modifications in market and price changes. Each account and its representatives will be notified with a period of one month in advance via e-mail.

Having as a compromise to respond upon received such notification. Failure to do so will be notified by a second means either by phone call or video call. If there is no response, the notice will be considered as done.

Each of the accounts will be able to respond to the declaratory letter and will have the opportunity to make comments if they so wish.



## Working agreement

### WORK METHODOLOGY

We will be in contact at all times via email or Microsoft Teams. Meetings will be established for the correct development of the project and the account by accepting this work agreement, accepts to be participative and provide the Zoo Inc. team with all the information needed for the correct development of the project.

On the company's side, the person responsible for answering doubts or questions about the project must always be the same person. On the part of Zoo Inc. it will also be like this. If the person in charge of contacting Zoo Inc. is not adequate or does not provide us with the information we need for the correct development of the project, Zoo Inc. may request another person to better fulfill the communication objectives.

Zoo Inc. is not responsible for making the final delivery date if the account is pending to answer any email or deliver any new material (both text and images) that prevents the completion and development of the project.

### COPYRIGHT

Zoo Inc. reserves the right to show and share the project in the portfolio of its website [www.zooincagency.com](http://www.zooincagency.com), as well as in the social networks where it has presence (Facebook, Linkedin, Youtube, Instagram...). In this way the account will also get diffusion of your brand, company or business in social networks.

If the project is a website, the name of Zoo Inc. will appear in the footer of the website in textual form with a link to the main website [www.zooincagency.com](http://www.zooincagency.com).

The quotations made are elaborated taking into account the sharing of the project once completed both on the Zoo Inc. website and on social networks.

If the account does not wish to appear on any platform, it should be noted via email and the project will be charged without the discount made in the budget.



## Specific by area

### Web Sites

Before starting the project, the account must send Zoo Inc. all website information and have a pre-project call with the team to land ideas and establish deliverables.

Zoo Inc. is committed to maintaining the site in good working order.

2. The account must be taken responsibility for setting up the emails on the computers or cell phones of the company's employees. The transfer of old emails must be managed by the account, Zoo Inc. is not responsible for old emails hosted on the other server.

3. Websites developed by Zoo Inc. must be hosted or hosted on our servers for proper performance, information security and operation of the CMS that comes included with each website. For these reasons, we are not have responsibility for sites hosted on other servers or loss of information.

4 Once a standard website has been delivered, it cannot be transformed into an E-commerce, multi-product, multi-service or similar site. If you want to change to this structure a quotation must be made depending on the requirement.

5.- Our service starts the day we receive all the information, pictures and data needed for the website.

6.- If a company decides to buy the domain on its own, the client is responsible for its administration and renewal.

### Terms of Payment

1.- Zoo Inc. will receive 70% of the total price of the project ordered by the account in advance. The remaining 30% will be paid by the company during the testing phase of the project (Phase 5- WEB Project Phases).

2.- Zoo Inc. will not start any project until the account has paid the initial 70% and will not deliver the files of any project until it has received the payment of the final 30%.

**There is no refund if the project has already been worked on or started.**





## Specific by area

### Social networks

#### Submission days for content: **15th of the previous month**

1- The account must commit to answer and review all the content that Zoo Inc, sends for review, being the case mainly of social networks, where the topics must be sent on the 15th of the previous month and make revisions and approvals of the content before the beginning of the month to be published.

2.- The graphic arts will be published prior approval of the account. If the company does not approve the publications and does not follow up, Zoo Inc. will not publish the content not approved that month. Zoo Inc. will not be responsible for missing publications or not reaching the monthly goals if the account has not previously approved the content.

3.- The account will have to approve the graphic pieces and the content to be published 48 hours after being sent by Zoo Inc.

4.- The graphic arts made are especially for the brand in function.

5.- Any change that arises post approval of the graphic arts will be considered as an additional graphic piece and will have extra cost.

Our working hours are Monday to Friday from 9:00 am to 6:00 pm.

7- The dimensions of the graphic arts are worked according to a social network.

All the graphic pieces or designs that do not include the management of the social network will have an additional cost.

9- Zoo Inc. is not responsible for loss of information or alteration in the managed accounts.

10- All designs and graphic pieces created will be property of the managed brand, without the right to be used in other platforms without previous approval of the account.

11- Zoo Inc. is committed to protect in a confidential way the data and content of the administered accounts (Passwords, personal data, telephone numbers, etc.).

12- Zoo Inc. is committed to produce professional level graphic pieces.

13- Reminder: The social networking service is a prepaid service that must be paid before the start of the service.

**There is no refund if the project has already been worked on or started.**



## Specific by area

### Branding and graphic design

Zoo Inc. designs 3 logo proposals, which will have up to 5 modifications. A total modification is considered a new logo that must be paid separately. For the modifications, a new delivery date will be set, of minimum 5 days since it implies a new time calculation for the revision of the logo.

When the payment is made, the receipt must be sent by EMAIL. Once confirmed, the brief will be sent to know the brand in depth. We will not start designing or assign a date to the project until we receive all the answers and confirm that no detail is missing. The time starts counting once the answers are confirmed.

- The brand information must be WRITTEN IN WRITING VIA EMAIL. Not by WhatsApp audios, calls or videos.

- If your competition has a logo that you don't want to look like, please notify them. Only the client knows in depth his market and the brands that may be similar to yours.

- It is ESSENTIAL to have contact with the owner of the company and therefore of the brand. This is the only guarantee for an effective communication process.

- Contact will be by mail or Microsoft Teams, Mon-Fri from 9 am to 6 pm.

**There is no refund if the project has already been worked on or started.**

- For any design, the time required for changes and modifications will be made within 48 business hours (restrictions apply.) If for any reason the brand requires more time, Zoo Inc. reserves the right to set a new date no later than 5 days after the first date indicated.

- If for any reason the brand requires more time, Zoo Inc. reserves the right to set a new date no later than 5 days after the first date indicated. For such purpose the account will be notified. If an account requires a brand name, the delivery date indicated will be the one for the NAME and then another one will be set for the LOGO.

- The rights to exploit the brand name belong to the account once the logo has been delivered. Zoo Inc. reserves the right to display the logos on its social networks, website or other media for the sole purpose of displaying them as a portfolio, with prior authorization from the client.

- When hiring the service of a specialist, it is necessary that the account understands the importance of trusting and allowing itself to be advised.

When making the purchase, the account assumes to have read, understood and accepted all these conditions depositing its confidence in the professionalism and creative guidelines of Zoo Inc.