

Service Agreement or Contract for LinkedIn Profile and Website Creation Services for Private Investor Clients

This Service Agreement, executed between Naomi Johnson Consulting Ltd trading as TheProfile.Company (hereinafter referred to as "Service Provider") and the Client, outlines the terms and conditions for the creation of a LinkedIn Profile and Website for private investor clients.

These terms and conditions govern the agreement between the Service Provider (hereinafter referred to as 'we' or 'us') and the client (hereinafter referred to as 'you' or 'your' or 'Client') for the creation of a LinkedIn profile and one page website. The following terms and conditions shall become effective and binding upon receipt of full payment from the Client to the Service Provider.

Deliverables: We agree to provide you with a fully written LinkedIn profile and one page website (collectively, the "Deliverables"). The LinkedIn Profile will include a background image, headline and comprehensive summary and relevant detailed work experience section specific to your specified marketing outcome as agreed at the start of the 90-minute interview process.

The one-page website will be created upon the approval LinkedIn Profile draft and upload to LinkedIn. The website will use content from your LinkedIn Profile to provide a consistent brand feel and message. It will contain template text explaining why businesses get into trouble, what private investing is and how it works. Each section can be removed at your direct and new sections added (within reason of this agreement). The Deliverables shall be written in a professional and polished manner.

The Service Provider shall assist the Client in uploading and publishing the one-page website, but the hosting, publishing, security, and maintenance of the site shall be the sole responsibility of the Client. The Service Provider's services shall be limited to the building and delivering of the website to the Client. The Service Provider shall use commercially reasonable efforts to assist the Client in uploading and publishing the website, but shall not be responsible for any complications that may arise. If the Service Provider is unable to upload and publish the website, the Client shall be responsible for finding an alternative solution. The Service Provider makes no representations or warranties regarding the hosting, publishing, security, or maintenance of the website and shall not be liable for any damages arising from any failure thereof.

Intellectual Property: Upon final delivery, you shall own all rights to the content regarding your business services, education and expertise unique to your enterprise. We shall retain all proprietary and intellectual property rights, including copyrights, in and to the template text describing what private investment is (the "Template Text"). The Client acknowledges that the Template Text belongs to the Service Provider and shall not us, reproduce or distribute the Template Text without the prior written consent of the Services Provider. In the event, the Client desires to use the Template Text for any purpose other than set forth in this Agreement, the Client shall first obtain the written permission of the Service Provider. You agree to display the 'Designed & Written by The Profile Company' with a link to our services page on all webpages supplied by us. Removal will require an extra fee of £500.

Delivery Schedule: The Service Provider agrees to complete the Deliverables by the deadline specified in the email titled 'Welcome to TheProfile.Company' sent to the Client upon agreement of services. However, the Service Provider reserves the right to request up to two (2) additional weeks for creative purposes, provided that the Service Provider shall give the Client prompt written notice of such extension. The Service Provider shall use commercially reasonable efforts to communicate the progress of the Deliverables to the Client and shall keep the Client informed of any anticipated delays. The Service Provider shall not be liable for any failure to deliver the Deliverables due to illness or other circumstances beyond their control. Communication between the Service Provider and the Client shall be primarily through email and the Service Provider shall respond to any emails from the Client within 48 business hours. The Client agrees to provide the Service Provider with a reasonable

opportunity to complete the Deliverables within the agreed timeframe and provide all information in a timely fashion.

Upon receipt of the LinkedIn Profile draft (deliverable), the Client shall have thirty (30) days to request any edits. If the Client fails to respond within this timeframe, the Service Provider reserves the right to terminate this Agreement. The Client may request an extension of the edit period by sending an email to the Service Provider. In the event of such an extension request, the Service Provider shall respond within a reasonable period of time to determine if the requested extension can be granted. The Client acknowledges that prompt communication is essential to the completion of the Deliverables within the agreed timeframe and agrees to provide the Service Provider with any feedback and/or revisions in a reasonable and timely manner.

In the event that there is no communication between the Client and the Service Provider for a period of sixty (60) days, the Service Provider shall have the right to terminate this Agreement and consider the Deliverables to be complete. Each time the Service Provider sends over amendments, the thirty (30) day edit period shall commence anew up to three edits. The Client agrees to provide the Service Provider with prompt and timely feedback to ensure the completion of the Deliverables within the agreed timeframe.

The Service Provider shall conduct a ninety (90) minute interview with the Client via Zoom to gather information for the purpose of writing the Client's LinkedIn profile. If the Client wishes to change direction after the initial interview, the Client shall be required to pay a fee of two hundred pounds (£200) to repeat the interview. If the first draft of the LinkedIn profile has already been sent over or is significantly underway, the Client shall be required to pay a fee. The decision to change direction and the resulting fee shall be at the discretion of the Service Provider based on work already completed. The direction of the LinkedIn profile shall be agreed upon at the time of sale or up to 45 minutes into the interview. The interview will be recorded as a record.

Upload of the LinkedIn profile to the designated LinkedIn account shall occur within 48 business hours of receipt of sign-off, subject to the Service Provider's schedule and annual leave. The delivery of the one-page website shall occur within two weeks of the upload of the LinkedIn profile. The Client shall have a period of 30 days to request any edits to the website. Once the website has been published, additional edits are charged at £50+VAT per hour.

The Client shall be solely responsible for ensuring that all information provided to the Service Provider is accurate and up to date. The Service Provider shall not be held liable for any errors or inaccuracies in the LinkedIn profile as a result of incorrect information provided by the Client.

Warranty and Indemnification: We warrant that we will use reasonable care and skill in the creation of the LinkedIn profile. We will not be liable for any errors or omissions that are beyond our control. You agree to indemnify us against any claims or losses that may arise as a result of the LinkedIn profile.

Confidentiality and Data Protection: You acknowledge that we may collect, use, and process your personal data in connection with the creation of the LinkedIn profile. You agree that we may use this data for the purpose of providing you with the LinkedIn profile and for any other purposes set out in our privacy policy. You also agree to keep any materials provided by us confidential and will not disclose them to any third parties.

Protection of Your LinkedIn Account: We take the security of your LinkedIn account very seriously. For this reason, we strongly advise against sharing your current LinkedIn password with us. It is common for individuals to use the same password for multiple platforms, and as a result, we do not want your password stored in our system and at risk of compromise.

To address this concern, we request that you temporarily change your password to one provided by us during the update process. After the update is complete, we will promptly notify you and request that you change your password again. Please note that we cannot be held liable for any potential

hacks or security breaches occurring after 12 hours of notification. You agree to support with necessary security protocols required to access your account.

Dispute Resolution Process: In the event of a dispute regarding the quality of the Deliverables, the parties shall appoint a third-party evaluator to verify the accuracy and quality of the content in relation to the information provided during the interview. The evaluator shall make a determination as to whether a refund is due. The Service Provider shall have up to thirty (30) days to provide the Deliverables and the evaluation shall take place thereafter. The parties agree to abide by the decision of the evaluator and shall consider it as final and binding. A refund shall only be provided in the event of a dispute and in accordance with the determination made by the evaluator.

Payment Terms: The total fee for the LinkedIn profile and website creation services is to be paid in full upfront prior to the initiation of any work by the Service Provider. The Client agrees to make full payment within the time frame agreed upon in writing. The Service Provider reserves the right to terminate this Agreement if the payment is not received within the specified time frame. Failure to make full payment will result in the termination of this Agreement, and the Service Provider will not be obligated to provide any services outlined in this Agreement.

Communications: The Service Provider shall make reasonable efforts to respond promptly to communications with the Client regarding the progress of the Deliverables. The Client can expect to receive a response from the Service Provider within 48 business hours of any inquiry, and the Service Provider shall make best efforts to respond on the same business day.

Conduct: We reserve the right to terminate the contract at any time if you do not adhere to these terms and conditions or if you behave in a manner that is deemed inappropriate or unprofessional.

Governing Law: These terms and conditions will be governed by and construed in accordance with the laws of the United Kingdom and any disputes arising out of or in connection with this agreement will be subject to the exclusive jurisdiction of the courts of England."

The terms and conditions set forth in this agreement constitute the entire agreement between the Service Provider and the Client and supersedes all prior negotiations, understandings, and agreements. No modifications, changes, or waivers to this agreement shall be valid unless in writing and signed by both the Service Provider and the Client. If any provisions of this agreement shall be held invalid or unenforceable, the remaining provisions shall remain in full force and effect. This agreement shall be binding upon and inure to the benefit of both parties and their respective successors, assigns, and legal representatives.