

Open on every channel



# Fair use policy

Version 2



# FAIR USE POLICY

This Fair Use Policy sets out the usage allowance for services that are delivered as part of the Optimum (Shared Success) solution to ensure resources are evenly allocated across our client base.

BUILD						
WEBSITE DESIGN AND REDESIGN	All clients are entitled to a new website as part of the initial Optimum contract. For customers new to Visualsoft this will be delivered during the onboarding process. Existing Visualsoft customers may wish to postpone their included project for a redesign later in the term. Only the URL(s) listed on the Project Agreement are applicable, and only one project (design or redesign) will be delivered per contract term. Fair Use limits are:					
		Build	Grow	Scale	Premium	Enterprise
	Website Design or Redesign	1	1	1 per fascia	1 per fascia	Bespoke
	MAX Project Design Hours	20	20	20	50	Bespoke

ADDITIONAL STORE FASCIAS	Fascias is the term Visualsoft uses to describe additional 'front-end' sites (storefronts) managed via a single admin interface. Clients have the option to add additional fascias to their project for a monthly fee. Enterprise(+) tiers include up to three 'Type-A' fascias (same design and language as the primary website) and up to two 'Type-B' fascias (same design but using an alternative language). Additional 'Type-C Fascias' (which don't follow the same design or layout as the primary website) can be added providing they are managed within the primary admin. Please note that the design and development of additional websites managed via a separate admin is not included. Fair Use limits are:					
		Build	Grow	Scale	Premium	Enterprise
	MAX Websites per admin	1	1	5	10	15
	TYPE-A Fascias (Clones)	N/A	N/A	0	0	3
	TYPE-B Fascias (Alt language)	N/A	N/A	0	0	2
	TYPE-C Fascias (Alt design)	N/A	N/A	0	0	0



BESPOKE DEVELOPMENT RESOURCE	Alongside core platform improvements and Roadmap roll-outs, higher tier clients can benefit from direct access to bespoke development teams. The minimum number of days allocated will be listed within your Proposal. If you have an agreed minimum number of tech days included within your agreement, you are able to borrow forward for large bespoke project requests (up to a maximum of 6 months in advance) however any unused days will not roll over. Please note that all bespoke development requests are subject to acceptance. Fair Use limits are:					
		Build	Grow	Scale	Premium	Enterprise
	Inclusive Tech Days	N/A	N/A	N/A	0	Bespoke
	Dedicated Developer	N/A	N/A	N/A	N/A	Bespoke

SUPPORT						
<b>HOSTING, BANDWIDTH AND FILE STORAGE</b>	<p>As a fully hosted solution, we include scalable cloud hosting (including Bandwidth &amp; File Storage) in every tier of Optimum. In order to ensure our websites runs at the optimum performance, all Optimum clients benefit from a fully managed shared or dedicated virtual server. For clients with more complex requirements, we are also able to offer bespoke solutions. Fair Use limits are:</p>					
		Build	Grow	Scale	Premium	Enterprise
	Server Specification	Shared	Shared	Up to Tier 3	Up to Tier 1	Bespoke
	MAX BW Per Month	150GB	200GB	250GB	750GB	Bespoke
	MAX File Storage	10GB	15GB	20GB	50GB	Bespoke
	MAX Product SKU's	10,000	15,000	20,000	50,000	Bespoke
	MAX Admin Users	5	10	20	50	Bespoke



GROW						
ONLINE MARKETING SERVICES	Plus+ clients are allocated a pre-agreed minimum number of marketing days each month. The minimum number of days allocated will be stated within your Proposal document. Your dedicated strategist will work with you to agree how resource should be allocated to each of the marketing services we offer, these include: SEO, PPC, CRO, Email, Social Media, Affiliate Marketing and Creative Media. Fair Use limits are:					
		Build	Grow	Scale	Premium	Enterprise
	Promo Unit Design Hours	0 per month	1 per month	2 per month	5 per month	Uncapped
	EMAIL Newsletter Sends	10,000 per month	30,000 per month	50,000 per month	50,000 per month	Uncapped
	MAX Email Subscribers	10,000	30,000	50,000	50,000	Uncapped

ADDITIONAL MARKETING, DESIGN & DEVELOPMENT DAY RATES						
MARKETING & DEVELOPMENT DAYS	If you require additional work that's not included as part of the Optimum service and/or exceeds the user allowances relative to your chosen solution, please let us know. All additional work requests will be considered, but will only be delivered if agreed by Visualsoft and will be subject to additional charges. Please note that one day is defined as 6 working hours, and it is not possible to carry over unused resource from one month to the next. It may be possible to borrow forward days for larger projects, this is subject to Account Director approval.					
		Build	Grow	Scale	Premium	Enterprise
	Graphic Designer (@£800 Per Day)	£120 per hour	£120 per hour	£120 per hour	£120 per hour	£120 per hour
	Digital Marketer (@£800 Per Day)	£120 per hour	£120 per hour	£120 per hour	£120 per hour	£120 per hour
	Front-end Developer (@£1,000 Per Day)	£170 per hour	£170 per hour	£170 per hour	£170 per hour	£170 per hour
	PHP Engineer (@£1,200 Per Day)	Not Available	Not Available	Not Available	£170 per hour	Bespoke

\*Payment Terms & Commission Rates are subject to Online Turnover, Resource Allocation, Credit Rating and Acceptance £Bolt-on Service †Subject to Fair Use ‡If Traffic Levels Require

