

GoMVP Website & Domain - Terms & Conditions

1. Service Overview

By subscribing to GoMVP's monthly plan (£10.99/month), you ("the Client") agree to the following included services:

- Registration and use of one standard .co.uk or .com domain name, owned and managed by GoMVP.
- Initial website setup (single-page or multi-page template-based site, agreed at project start).
- Ongoing maintenance (security updates, uptime monitoring, and bug fixes for existing features).
- Hosting provided at no extra charge.

This plan is intended for small business or personal websites requiring basic setup and maintenance.

2. Domain Ownership

- All domains registered as part of the subscription remain the sole property of GoMVP for the entire duration of the contract.
- Clients are granted the right to use the domain for the period their subscription remains active.
- If the Client cancels their subscription, GoMVP will retain ownership of the domain for a period of 12 months.
- After this 12-month period, GoMVP may choose to cancel or repurpose the domain.
- At any time following cancellation, the Client may request to acquire the domain. Such transfers will be treated as a negotiated sale, with terms and fees set at GoMVP's discretion.

3. What's Not Included (Billable Extras)

The monthly subscription does not cover the following, which are available at additional cost:

- Website content changes (e.g., adding or updating text, images, or layouts).
- New features, design changes, or integrations.
- Email setup, configuration, or troubleshooting.
- SEO services, marketing campaigns, or analytics integration.
- Recovery of websites broken by Client changes or third-party modifications.
- Additional domains or premium domain renewals.

All additional work will be quoted separately and agreed in writing before commencement.

4. Fees & Payments

- The subscription fee is £10.99 per month, payable in advance.
- Additional services are billed separately, either on a fixed-fee or hourly basis, as agreed.
- If domain renewal costs exceed £20/year, GoMVP may pass the additional cost to the Client.

- If the Client's website requires scaling beyond the typical technical allowance of the subscription (e.g. increased storage, bandwidth, or resource usage), GoMVP reserves the right to apply additional charges to cover these costs.
- GoMVP will notify the Client before applying any such charges, and no changes will be made without prior agreement.

5. Client Responsibilities

- The Client agrees not to share login credentials or make changes to the website hosting environment without prior approval.
- The Client is responsible for providing content (text, images, logos) in a timely manner.
- Delays caused by missing content or approvals are not the responsibility of GoMVP.

6. Term & Cancellation

- The subscription is rolling monthly and may be cancelled by either party with 30 days' notice.
- Upon cancellation:
 - The domain remains the property of GoMVP.
 - The Client may continue to request transfer of the domain, subject to a negotiated sale agreement.
 - If no transfer is agreed, the domain will remain under GoMVP control for 12 months, after which GoMVP may cancel or reuse it.
- Hosting and website access will cease once the subscription ends, unless alternative arrangements are agreed.

7. Limitation of Liability

- GoMVP is not liable for any indirect, incidental, or consequential damages arising from the use of the website or related services.
- Maximum liability under this agreement is limited to the total subscription fees paid by the Client in the preceding three months.

8. Fair Use Policy

The £10.99/month plan is designed for standard small business websites, such as brochure sites, portfolios, or local service pages.

To ensure reliable performance for all clients, GoMVP applies a Fair Use Policy that includes:

- Reasonable hosting resources suitable for standard small business traffic (typically up to 10,000 monthly visits and 2GB total storage).
- Moderate API calls, database usage, and media hosting consistent with a small business website.
- Fair and non-abusive use of included maintenance services.

If a website's traffic, storage, or processing needs significantly exceed this level, GoMVP may recommend upgrading or applying additional hosting charges. Clients will always be notified before such changes are made.

9. Governing Law

These Terms & Conditions are governed by the laws of England and Wales.