

DONE S.a.r.l. Service Level Agreement

The following Service Level Agreement is signed between Done S.a.r.l. (hereinafter referred to as the Company) and, (hereinafter referred to as the Client).

Standard offers and features

All packages include:

- **Web design:** Development of a concept for the Client website, based on the corporate identity (if existing); One main design proposition which will be fine-tuned according to the Client's preference.
- **Mobile responsive:** All websites designed & developed by the Company automatically adjust to all media types, regardless of the screen type or mobile device used.
- **Images:** the pictures used in the Client's website can be taken from a stock images website or provided by the Client. Photo shoots are not included in the price, except for the Professional package or Premium service.
- **Advanced consulting**
- **Content writing:** face-to-face or Skype interview with the Client to evaluate the marketing communication needs. Writing of one main content suggestion and fine-tuning.
- **Basic SEO:** A standard setup and annual update of SEO settings. Semi-annual ranking follow-up.
- **Hosting:** Luxembourg-based hosting.
- **Newsletter system:** a tool that allows the Client to organize and send out newsletters to subscribers. The level of the newsletter system depends on package.
- **Top-up system** (upon request by the Client): Top-up is a way to publish information on the website by sending a custom edited email to an address which automates publication
- **Social Media:** Creation of social media accounts or pages for the Client. The social media profiles are connected to the news section of the website for automated (or semi-automated) posting.

Managing the social media profiles can be provided as an additional package.

- **Update:** One specific task for content change (graphics, text or programming) which requires creative input by the Company. An update may include up to 8 hours of work.
- **Minor change** (depending on the package): One specific task for content change where the content is provided by the client and fits inside the frame of one screen (for example an additional member of the team, or changing the phone number or an email address.) Unlimited changes (on higher packages) are permitted in reasonable use meant to improve parts of the website. Misuse will result in additional work hours charged to the client. Misuse is considered if a client intentionally changes things without any cause or purpose. This will be considered as such by the Company and in case of doubt the Client will be notified prior to their execution.
- **Website usage analysis:** In-depth evaluation & consulting oriented feedback
- **Email and phone support:** The time needed to react to the support issue begins from the moment the support issue has been acknowledged by a member of our team. Priority of support response depends on the package. Support issues are divided into three categories:
 1. Business critical (a problem which prevents the website from working correctly): response within 12 hours since the request
 2. Business needed (important and urgent issue, related to the Client): 24 hours since the request during working days
 3. Nice to have (trivial change): up to one week since the request, also during working days

One Pager Package

- 1 language
- 1 Business email account
- HDD hosting
- 1.500 words
- SEO Basic
- 4 updates/year

- 52 minor changes/year
- 1 social media account set up
- Basic newsletter system with up to 1000 subscribers
- Top up system
- Half-yearly in-depth website usage analysis & consulting oriented feedback
- Email and phone support during business hours (7h-21h)

Starter Package

- 1 language
- Standard set of pages: 5 pages + Home, “mentions légales”, impressum and contact pages
- 2 enterprise email accounts
- SSD hosting
- SSL
- 4 updates/year
- 104 minor changes/year
- 2 social media accounts set up
- Basic newsletter system up to 2000 subscribers
- Half-yearly in-depth website usage analysis & consulting oriented feedback
- Advanced on-page SEO: Measures that can be taken directly within the website in order to improve its position in the search rankings. Due to the nature of SEO, the techniques used may vary over time. There is no guarantee for achieving first place in the search results.
- Monthly backup
- Email and phone support during business hours (7h-21h)

Business Package

- Extended content: 10 pages (per language) + Home, “mentions légales”, impressum and contact pages
- 10 business email accounts: Google for business account
- SSD hosting
- SSL
- 8 updates/year per language
- Bilingual (two languages among EN, FR, DE, NL, IT)

- Advanced on & off-page SEO: Improvement of Google referencing and efforts to increase search engine ranking (using forum links, Q&As, etc.) There is no guarantee for achieving first place in the search results. Quarterly update of Google referencing changes and additional one hour of work ranking improvement using various tools
- Regionally adapted content & design
- Unlimited changes
- 4 social media accounts setup
- Google Adwords (50 Eur./month) with bi-monthly click report (with click optimization)
- Advanced newsletter system up to 10 000 subscribers
- Top-up system (upon request by the Client)
- Photo shoot: up to 60 km away from the office of Done; up to 2 hours
- Three times a year deep analysis of navigators' traffic (visiting trends, bounce rate, ...) and consulting oriented feedback.
- Weekly backup
- Multimedia integration
- Portals integration
- Members area
- Email & phone support 24/7

Professional Package

- Detailed and extensive content: 20 pages per language + Home, "mentions légales", impressum and contact pages
- Trilingual (among EN, FR, DE, NL, IT)
- 20 Business email accounts: Google for business account
- SSD hosting
- SSL
- Extensive updates: 12 per year per language
- Unlimited changes
- Full blown SEO: on-page and off-page plus once every three months update of Google referencing changes. Proactive constant tracking and intervention in case of drop or stagnation in rankings
- Regionally adapted content & design
- 8 social media accounts setup
- Google Adwords (100 Eur./month)

- Advanced newsletter system up to 25 000 subscribers
- Photo shoot: up to 60 km away from the office of Done; up to 2 hours
- Weekly back up
- Portals integration
- Member areas
- Live chat
- Ratings: online evaluation tool
- Price configurator
- Interactive Magazine PDF
- Bi-monthly in-depth analysis of navigators' traffic (visiting trends, bounce rate, ...) and consulting oriented feedback.
- Priority support

Custom offers

Financial package

- 5 pages (per language) + Home, “mentions légales”, impressum and contact pages
- 5 Business email accounts
- Tier IV hosting
- SSL
- Limited content: specific content is provided by the client
- Bilingual
- Replacing the Prospectus and the KIID
- 4 updates/year
- 52 minor changes/year
- Regionally adapted content & design
- Basic newsletter system
- Admin area: enables the client to update certain files on the website
- Members area for investors: registration-based access to information on the website
- Half-yearly in-depth website usage analysis & consulting oriented feedback
- Weekly backup
- Email & phone support during business hours (7h-21h)

Real estate package

- 5 pages + Home, “mentions légales”, impressum and contact pages
- 2 Business email accounts
- SSD hosting
- SSL
- Advanced on-page SEO
- 4 updates/year
- 104 minor changes/year
- 3 social media accounts setup
- Google Adwords (50 Eur./month)
- Advanced newsletter system up to 2000 subscribers
- Real Estate Manager: management of the offers by the real estate agent
- Portals synchronization (atHome & Immotop)
- Automatic follow-up: sending notifications to the user for similar offers
- Half-yearly in-depth website usage analysis & consulting oriented feedback
- Monthly backup
- Email & phone support during business hours (7h-21h)

E-commerce

All E-commerce packages include:

- Interactive sales platform
- Illimited basis of products linked to the suppliers
- Integration of preconfigured products
- Automated creation of products' category
- Advanced search engine
- Automated generating invoices
- Order/payment confirmation
- Delivery tracking
- Export earnings system
- Configuration of payment gateways

- Members area
- SSD Hosting
- SSL
- Daily backups
- Usage tutorial for the application
- Customized billing invoice
- Financial statistics exports
- Direct database synchronization with suppliers
- Storage management
- Products configuration

E-commerce Starter

- 5 Business Email accounts
- 2 languages
- 3 pages + Home, “mentions légales”, impressum and contact pages
- Advanced on-page SEO
- 4 updates/year
- Unlimited changes
- 2 social media accounts/pages set up
- 1 API
- Up to 15.000 Euros revenue/month
- 50 Eur./month worth of Google Adwords
- Half-yearly in depth website usage analysis & consulting oriented feedback
- Full time support (= 24/7)

E-commerce Business

- 10 Business Email accounts
- 3 languages
- 4 pages + Home, “mentions légales”, impressum and contact pages
- Advanced on- & off-page SEO
- 8 updates/year
- Unlimited changes
- 3 social media accounts/pages set up
- 2 API
- Up to 100 000 Euros revenue

- 100 Eur./month worth of Google Adwords
- Three times a year in depth website usage analysis & consulting oriented feedback
- Full time support (=24/7)

E-commerce Professional

- 15 Business Email accounts
- 5 languages+ Home, “mentions légales”, impressum and contact pages
- 5 pages
- Full blown SEO
- 12 updates/year
- Unlimited changes
- 5 social media accounts/pages set up
- 5 API
- Up to 500 000 Euros revenue
- 150 Eur./month worth of Google Adwords
- By-monthly in depth website usage analysis & consulting oriented feedback
- Priority support

Mobile applications

Mobile Web App

- Dynamic website representation
- Social media interaction
- Interactive communication with the client
- Product/pricing listing
- 4 updates/year

Bespoke applications: Custom tailored app with specific functions or actions which are defined in meetings with creation team.

Work process

Work prior to website launch

- Collection of information & Project plan : Interview/Client brainstorming, corporate design analysis
- Design and content: Webdesign, copywriting
- Customization: Presentation, retroactive analysis and fine-tuning
- Online release: Website released online

Work after website launch

- Pro-active approach towards website trends: design and technology
- Pro-active approach towards content: mistakes, outdated information*
- Pro-active approach towards analytics:
 - check process: automated once every 24 hours and manual every two weeks
 - feedback: in-depth analysis of navigators traffic (visiting trends, bounce rate, ...) and consulting oriented feedback**
- SEO optimization
- Regular updates**, newsletters
- Support and advice

**Information published automatically via Top-up or automated import is not subject to pro-active mistake analysis.*

***The regularity of the updates/traffic analysis depends on the chosen package.*

Security and maintenance

- Uptime guarantee provided by the supplier (uptime guarantee of 95%). Force majeure circumstances (natural disasters for instance) are not part of the guarantee.
- Every website includes Google webmaster tools + Google analytics + in-house development system

Contract beginning

Both parties sign a contract without a fixed term. The first invoice is issued upon signing the contract. Since the contract is a license agreement, for the convenience of both parties, automated payment is advised.

Upgrade

It is always possible to upgrade the package. The new package becomes active within one month from the moment when the Client signs the upgraded contract. Moreover, the Client can always add more services to the current package(s).

Contract termination

Both parties can agree to terminate the contract. In the event of a termination requested by the Company, the website will be kept online for up to three months, provided that the Client keeps on paying.

The contract does not have a minimum term, however in case of malevolent actions on behalf of the Client, such as copying the concept, graphics and content created by Done, the Company keeps the right to charge the Client for six months of service, during which time the website will remain online.

Buyout

If the Client wants to own the rights for the website and/or to manage it, effectively terminating the contract, before 48 months of service have passed, then the Client must have paid the total equivalent of 48 months of service plus 12 months (one year) additional payment before gaining ownership on the rights for the website. Once the Client has ownership on the rights for the website, the Company does not provide the service anymore.

Privacy policy

This site is owned and operated by Done SARL company d/b/a Done.lu. The Client's privacy on the Internet is of the utmost importance to the Company. The Company wants to make the Client's experience online satisfying and safe. Because the Company gathers certain types of information about its users, the Company feels the Client should fully understand the terms and conditions surrounding the capture and use of that information. This Privacy Policy, Terms and Conditions and Acceptable

Use Policy, set out the Company's policies applicable to the Client's account and disclose what information the Company gathers and how it use it.

Done.lu gathers and keeps track of:

1. Information that users provide through optional, voluntary submissions. These are voluntary submissions made by the Client in order to receive the Company's electronic newsletters, to participate in the Company's message boards or forums, to email a friend, and from participation in polls and surveys.
2. Information Done.lu gathers through aggregated tracking information derived mainly by tallying page views throughout its sites. This information allows the Company to better tailor its content to readers' needs and to help its advertisers and sponsors better understand the demographics of the Company's audience. Under no circumstances does Done.lu divulge any information about an individual user to a third party.

Unlawful & inappropriate use

1. Spam, Warez, Piracy and Illegal Activities.

Done.lu does NOT permit any of its services to be used for illegal purposes. These include but are not limited to spam, unsolicited commercial emails, warez hosting, piracy and hacking related activities. Done.lu will remain the sole arbiter in what constitutes any of these activities. The Client acknowledges that participation in any of these activities will result in immediate termination without refund. Done.lu may involve law enforcement authorities if it deems necessary.

2. Child Pornography.

If Done.lu discovers child pornography on any services provided to the Client, the Client's account will be immediately terminated without refund. The Client's personal details will be passed to law enforcement authorities and the Company will assist fully with law enforcement authorities around the world to seek charges against the Client.

3. Hacking/Denial of Service/Sniffing/Spoofing.

Done.lu do not permit any type of hacking, denial of service, distributed denial of service, sniffing, spoofing, password cracking or similar malicious activities to be performed on or by its services. Done.lu will remain the sole arbiter in what constitutes any of these activities. The Client acknowledges that participation in any of these activities will result in immediate termination without refund. Done.lu may involve law enforcement authorities if it deems necessary.

Validity and changes of the general conditions

The Company reserves the right to modify the general conditions, including this SLA, except specific agreements between the Company and the Client made upon signing the contract. The Company will send a notification of the upcoming changes three months prior to them taking into effect.