STANDARD COMMERCIAL TERMS

Terms & Conditions

VERSION	STATUS	EFFECTIVE DATE	BUSINESS	WEBSITE
1.0	Commercial Draft	01 September 2026	Dev Ready	www.devready.co.za

These Terms & Conditions establish Dev Ready's standard commercial framework for services provided to clients. The specific services, deliverables, pricing, timelines and project requirements applicable to an engagement are set out in the relevant quotation, proposal, service agreement or other written project documentation.

CONTACT

Dev Ready

WEBSITES | MARKETING | GROWTH

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1 Purpose and Application

These Terms & Conditions (“Terms”) establish the standard commercial framework for services provided by Dev Ready (“Dev Ready”, “we”, “us” or “our”) to a client (“Client”, “you” or “your”).

The specific services, deliverables, pricing, timelines and project requirements applicable to an engagement will be set out in the relevant quotation, proposal, service agreement or other written project documentation.

Where a specific written agreement or quotation contains terms that expressly differ from these standard Terms, the specific agreed terms will apply to that engagement.

2 Services and Scope

Dev Ready provides digital services that may include website design and development, website optimisation, SEO, AEO, digital marketing, advertising, analytics, reporting, content, creative services and related digital services.

Only services and deliverables expressly included in the accepted quotation or agreement form part of the agreed project scope.

Anything not expressly included is outside the agreed scope unless subsequently approved in writing.

3 Quotations and Acceptance

A quotation describes the proposed scope, deliverables, pricing and other project conditions.

A quotation becomes the basis for the engagement when accepted by the Client in the manner specified by Dev Ready.

Unless otherwise stated on the quotation, quotations are valid for the period specified on the quotation.

Dev Ready may update pricing or scope where a quotation has expired and has not yet been accepted.

4 Payment

> **Full payment is required before work begins.**

Dev Ready will commence work once the required payment has been received and the necessary information, content, approvals and access have been provided.

Recurring services are generally paid in advance for the applicable service period.

Third-party costs, advertising spend, hosting, domains, software subscriptions, licences and other external costs are payable separately unless expressly included in the quotation.

5 Scope Changes

The accepted quotation defines the agreed project scope.

Requests that materially change the agreed scope may include additional pages, features, integrations, significant design changes, campaigns, content, functionality or changes to previously approved requirements.

Material scope changes may be quoted separately before the additional work is undertaken.

Dev Ready will communicate material scope changes and associated costs where reasonably identifiable.

6 Client Responsibilities and Delays

The Client is responsible for providing information, content, approvals, access and other materials reasonably required for the project.

Project timelines depend on the timely receipt of these items.

Where Client delays affect the project, the agreed timeline may need to be adjusted accordingly.

Dev Ready is not responsible for delays caused by missing information, delayed approvals, unavailable access, third-party services or circumstances outside Dev Ready's reasonable control.

7 Revisions

Unless otherwise specified in the quotation, Dev Ready will generally provide **one consolidated revision round per page, section or agreed deliverable**.

Clients should consolidate feedback wherever reasonably possible.

Additional revision rounds or changes that materially alter an approved direction may be treated as additional scope.

8 Client Approval

The Client is responsible for reviewing and approving deliverables before publication, launch or final use.

Approval confirms that the Client has reviewed the relevant deliverable and accepts it for the agreed purpose.

Dev Ready will not intentionally publish a public-facing deliverable before the required Client approval has been received, unless otherwise agreed.

9 Cancellation, Refunds & Project Termination

Once a quotation has been accepted and payment made, Dev Ready may allocate resources and schedule work in accordance with the agreed scope and timeline.

If the Client requests cancellation **before work begins**, Dev Ready will assess any refund due having regard to work already performed, resources allocated or committed, third-party costs incurred or committed, and applicable law.

If cancellation occurs **after work has begun**, the Client remains responsible for work completed and approved third-party costs incurred or committed up to the date of cancellation. Any remaining refund will be assessed having regard to the work completed, the circumstances of cancellation and applicable law.

For recurring services, cancellation will normally take effect at the end of the current paid service period unless otherwise agreed or required by law.

Nothing in these Terms is intended to exclude or restrict a right or remedy that cannot lawfully be excluded or restricted.

10 Service Issues & Remediation

If the Client believes that an agreed deliverable does not materially conform to the approved scope, the Client should notify Dev Ready with reasonable details of the issue.

Dev Ready will review the issue and, where appropriate, correct work that does not conform to the agreed scope.

This section does not automatically include new requirements, changes of direction or additional functionality requested after approval.

11 Ownership & Intellectual Property

The Client retains ownership of materials supplied by the Client, subject to the Client having the necessary rights to those materials.

Dev Ready retains ownership of its pre-existing tools, frameworks, templates, processes, methodologies, reusable components, systems and internal intellectual property.

Upon completion and payment of the agreed project, the Client receives the agreed rights to the completed, Client-specific deliverables, subject to any third-party licences, platform restrictions or other applicable rights.

12 Website Handover

Following completion and full payment, Dev Ready will provide the agreed website assets, access or handover information applicable to the project, subject to the capabilities and restrictions of the relevant platform.

Where practical, domains, hosting and critical business accounts should remain under Client ownership.

Handover does not automatically include ongoing maintenance, hosting or management unless these services are included in the applicable agreement.

13 Hosting, Domains & Ongoing Services

Hosting, domain registration, email services, software subscriptions, plugins, licences and other third-party services are separate costs unless expressly included in the quotation.

Where practical, Dev Ready recommends that Clients retain ownership of critical accounts and services.

Dev Ready may assist with setup, configuration and management where agreed.

14 Ongoing Management Services

Where Dev Ready provides recurring services, those services are provided for the agreed paid service period.

Recurring services are generally paid in advance.

Unless otherwise agreed, unused portions of a recurring service period do not automatically roll over into a subsequent period.

15 SEO, AEO & Advertising Performance

SEO, AEO, advertising and digital marketing services are intended to improve visibility, traffic, enquiries and other agreed marketing outcomes.

These outcomes depend on factors outside Dev Ready's control, including search-engine algorithms, AI systems, advertising platforms, competitors, market conditions, user behaviour and platform policies.

Accordingly, Dev Ready does not guarantee specific search rankings, AI citations, traffic levels, lead volumes, bookings, sales or advertising results.

16 Advertising Spend

Advertising platform spend is separate from Dev Ready's service fees unless expressly included in the quotation.

Client-funded advertising budgets remain the Client's responsibility.

Dev Ready may recommend advertising budgets, campaign structures and adjustments, but advertising performance and costs remain subject to the relevant advertising platform, auction conditions, policies and market conditions.

17 Analytics, Reporting & Measurement

Dev Ready will configure analytics, tracking and reporting only to the extent agreed in the applicable quotation or service agreement.

Reporting and recommendations depend on the availability, accuracy and continuity of data from third-party platforms and Client systems.

Where tracking limitations, missing data, platform restrictions or attribution issues are identified, Dev Ready will communicate those limitations where reasonably possible.

Dev Ready does not guarantee that third-party platforms will record, attribute or report data without interruption.

18 AI-Assisted Work

Dev Ready may use artificial intelligence and automated tools as part of research, content development, analysis, design, development, marketing and other services.

Dev Ready will review deliverables within the agreed workflow.

AI-generated information will not be treated as independently verified unless it has specifically been checked or sourced.

The Client remains responsible for approving Client-specific factual claims, supplied information and final published content.

19 Client-Supplied Content & Information

The Client is responsible for ensuring that information, images, logos, documents, claims, testimonials and other materials supplied to Dev Ready are accurate and that the Client has the necessary rights or permissions to use them.

Dev Ready may rely on Client-supplied information when producing agreed deliverables.

The Client is responsible for reviewing and approving factual content before publication.

20 Third-Party Platforms & Services

Dev Ready may use or integrate third-party platforms and services including hosting providers, domain registrars, content-management systems, analytics services, advertising platforms, booking systems, email providers and other software.

Dev Ready is not responsible for outages, pricing changes, policy changes, API changes, account restrictions, technical failures or discontinuation of third-party services outside Dev Ready's reasonable control.

21 Account Access & Security

Where Client-owned accounts are required, the Client is responsible for providing appropriate access and maintaining ownership of those accounts.

Dev Ready will use reasonable care when handling credentials and access information.

Where practical, Clients should retain administrative ownership of domains, hosting, Google, Meta and other critical business accounts unless otherwise agreed in writing.

22 Confidentiality

Dev Ready will treat non-public Client business information received during an engagement as confidential.

Dev Ready will not intentionally disclose such information to third parties except where required to deliver the agreed services, authorised by the Client, required by law, or reasonably necessary for the operation of an agreed third-party service.

23 Portfolio & Case Studies

Dev Ready will not publicly disclose confidential Client information or use a Client's work as a case study, testimonial or portfolio example where the Client has expressly requested that it not be used.

Where appropriate, Dev Ready may request permission to showcase completed work, results or project outcomes for portfolio and marketing purposes.

24 Website Launch & Publication

Websites and other public-facing deliverables will be published or launched following Client approval of the agreed deliverable.

Once the Client has approved a deliverable for publication, subsequent changes or new requirements may fall outside the original scope and may be quoted separately.

25 Post-Launch Support & New Work

Dev Ready will address implementation issues that materially prevent an agreed deliverable from functioning according to the approved scope.

New features, content changes, redesigns, additional pages, integrations or other work requested after approval or completion may constitute new scope and may be quoted separately.

26 Communication & Source of Truth

Project scope, requirements, approvals and material decisions should be confirmed through the agreed communication channel or project documentation.

Where conflicting instructions exist, the latest confirmed written instruction or approved project scope will be used as the working reference.

Verbal discussions may be documented by Dev Ready for confirmation.

27 Project Completion

A project will be considered complete when the agreed deliverables have been supplied and approved, or when the Client has had a reasonable opportunity to review the completed deliverables and does not identify material issues relating to the agreed scope.

Additional work requested after completion may constitute new scope.

28 Changes to These Terms

Dev Ready may update its standard commercial Terms from time to time.

The Terms applicable to a particular project will be those provided with or referenced by the quotation or agreement accepted by the Client.

Changes to standard Terms will not retrospectively alter an already accepted project unless otherwise agreed or required by law.

29 Legal Review & Statutory Rights

These Terms are intended to establish Dev Ready's standard commercial framework.

Nothing in these Terms is intended to exclude, restrict or waive any statutory right or remedy that cannot lawfully be excluded, restricted or waived.

Certain legal provisions that may ordinarily appear in a comprehensive commercial agreement—including detailed provisions relating to liability, indemnities, dispute resolution, jurisdiction, applicable law, interest and other legal remedies—have deliberately not been expanded here without professional legal review.

Dev Ready should obtain appropriate South African legal advice before treating these Terms as its final binding contractual terms.

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