

TipToolTrending – Terms of Business
Effective from: (September 2024)
www.tiptooltrending.com

1. Scope of Services

TipToolTrending delivers digital marketing services including (but not limited to) social media management, content creation, paid advertising, campaign strategy, copywriting, and design support. Services are delivered on a project, retainer, or ad hoc basis, as agreed in writing prior to commencement.

2. Fees

- Day rate: £350
- Hourly rate: £50
- Project and retainer work is quoted on a bespoke basis, confirmed in writing before work begins.
- Rush work, out-of-hours support, or significant scope changes may be subject to an enhanced rate, agreed in advance.

Note: TipToolTrending is not VAT registered, so no VAT will be added to your invoice.

3. Invoicing and Payment

- Invoices are issued fortnightly, unless otherwise agreed in writing.
- Payment terms are 14 calendar days from the invoice date.
- Late payments may incur statutory interest of 8% above the Bank of England base rate, plus a £40 administrative fee, in accordance with the Late Payment of Commercial Debts (Interest) Act 1998.
- Services may be paused or withheld in the event of non-payment.

4. Client Responsibilities

You agree to:

- Provide clear and timely feedback, approvals, and access to required content, materials, and logins.
- Confirm that any assets you supply are owned or properly licensed.
- Meet agreed timelines to avoid delays in delivery.



5. Intellectual Property

- All deliverables remain the property of TipToolTrending until full payment is received.
- Once payment is made in full, ownership of final deliverables transfers to you (excluding third-party stock or tools).
- TipToolTrending retains the right to reference completed work in promotional materials or portfolios, unless otherwise agreed in writing.
- AI tools may be used to support idea generation or increase efficiency, but all final outputs are reviewed and refined by a human before delivery.

6. Confidentiality and Data Protection

All client information will be treated in the strictest confidence. Any personal data shared will be processed in accordance with applicable UK data protection laws.

7. Revisions and Scope Changes

- Quotes include a reasonable number of revisions, as agreed per project scope.
- Significant changes or additional work beyond the agreed scope will be quoted separately.
- Where a fundamental change to project direction occurs, a new proposal may be issued.

8. Termination

- You may terminate ongoing services by giving 14 days' written notice. Work completed during this period will be invoiced as normal.
- TipToolTrending may terminate the agreement with 14 days' notice, or immediately in cases of breach or non-payment.

9. Liability

TipToolTrending will deliver all services with reasonable skill and care, but is not liable for indirect, consequential, or financial losses resulting from delays, errors, or omissions. Final responsibility for reviewing and approving content lies with the client before publication.



10. Legal Jurisdiction

These terms are governed by the laws of England and Wales, and both parties agree to the exclusive jurisdiction of the English courts.

11. Availability and Planned Leave

As a freelance business, TipToolTrending operates with flexibility. Any planned leave (e.g. holidays or extended time off) will be communicated to clients with reasonable notice (typically a minimum of two weeks).

Where appropriate, deliverables will be brought forward or scheduled to avoid disruption.

If you require guaranteed availability during a specific campaign or period, this must be agreed in advance and may be subject to an additional fee or minimum booking.

