

Terms & Conditions (Beta Version)

Last Updated: August 2026

Welcome to **TOWARDS**.

These Terms & Conditions govern your use of the TOWARDS website and the digital marketing, SEO, web design, AI, and related services provided by TOWARDS.

By accessing or using this website, you agree to be bound by these Terms & Conditions. If you do not agree with any part of these terms, please do not use our website or services.

1. About TOWARDS

TOWARDS provides digital marketing and digital growth services, which may include:

- Search Engine Optimization (SEO)
- Website Design & Development
- Google Ads and Paid Advertising
- Social Media Marketing
- Content Marketing
- Branding and Graphic Design
- AI-powered marketing solutions
- Marketing automation
- Analytics and reporting
- Other digital marketing and technology-related services

The specific services provided to a client will be determined by the agreed proposal, quotation, statement of work, or service agreement.

2. Website Use

You agree to use this website only for lawful purposes.

You must not:

- Use the website for fraudulent or unlawful activities.
- Attempt to gain unauthorized access to the website or its systems.
- Copy, reproduce, modify, or redistribute website content without permission.
- Introduce malicious software, viruses, or harmful code.
- Interfere with the security, functionality, or availability of the website.

We reserve the right to restrict or terminate access to the website if we believe these Terms have been violated.

3. Free Website Audit

TOWARDS may offer a free website, SEO, or digital growth audit as part of its lead-generation and consultation process.

A free audit:

- Is provided for informational purposes.
- May include general observations and recommendations.
- Does not guarantee specific rankings, traffic, leads, sales, or revenue.
- May be limited in scope depending on the information and access available.
- Does not constitute a complete professional SEO or business consultation unless explicitly stated.

TOWARDS reserves the right to limit or decline free audit requests at its discretion.

4. Services and Proposals

Before beginning a paid project, the scope of work, deliverables, timeline, fees, and other applicable terms may be communicated through a quotation, proposal, invoice, or separate service agreement.

Only the services specifically included in the agreed scope will be considered part of the project.

Additional requests or work outside the agreed scope may be subject to additional charges.

5. SEO Disclaimer

SEO involves multiple factors that are outside the direct control of TOWARDS, including search engine algorithms, competition, industry conditions, website changes, and third-party platforms.

Therefore, TOWARDS does not guarantee:

- A specific Google ranking.
- A specific amount of website traffic.
- A specific number of leads or customers.
- A particular revenue or return on investment.

Our SEO services are intended to improve a website's visibility and overall search performance using appropriate and ethical strategies.

6. Advertising and Marketing Results

Digital advertising and marketing performance may vary depending on factors such as:

- Advertising budget
- Competition
- Industry

- Target audience
- Market conditions
- Landing page quality
- Offer and pricing
- Tracking and analytics
- Third-party platform changes

TOWARDS does not guarantee a specific number of leads, sales, conversions, or return on advertising spend unless explicitly agreed in writing.

7. AI-Related Services

TOWARDS may use artificial intelligence tools and third-party AI platforms to assist with content creation, research, automation, design, analysis, or other services.

AI-generated outputs may contain inaccuracies, omissions, or errors.

Where appropriate, AI-generated material may be reviewed and edited before delivery. However, clients are responsible for reviewing and approving final content before publishing or using it commercially.

TOWARDS does not guarantee that AI-generated content or outputs will always be completely accurate, original, or free from third-party rights or platform restrictions.

8. Client Responsibilities

Clients are responsible for providing accurate and timely information, materials, credentials, approvals, and feedback required to complete a project.

Delays caused by missing information, delayed approvals, unavailable access, or changes requested by the client may affect the project timeline.

Clients are responsible for ensuring that materials supplied to TOWARDS, including images, text, logos, videos, trademarks, and other content, may legally be used for the intended purpose.

9. Website Content and Intellectual Property

Unless otherwise agreed in writing, all original website content, designs, graphics, text, branding elements, code, documentation, and other materials created by TOWARDS remain subject to applicable intellectual property rights.

Upon completion and payment of the agreed project fees, the client may receive the rights to use the specific final deliverables as agreed in the project proposal or service agreement.

Third-party assets, plugins, fonts, stock images, software, templates, or other licensed materials remain subject to their respective licenses and terms.

10. Portfolio and Case Studies

Unless otherwise agreed in writing, TOWARDS may display completed client work in its portfolio, website, social media, presentations, or marketing materials for promotional purposes.

If a project contains confidential information or the client requests that the work not be publicly displayed, such requests should be communicated before project completion.

11. Payments

For paid services, payment terms will be communicated in the relevant quotation, proposal, invoice, or service agreement.

Depending on the project, an advance payment may be required before work begins.

Failure to make payments on time may result in suspension or delay of services.

Any applicable taxes, transaction charges, third-party platform fees, advertising budgets, domain fees, hosting fees, plugin licenses, or other external costs may be charged separately unless otherwise stated.

12. Cancellation and Refunds

Cancellation and refund terms may vary depending on the service and project stage.

Fees for work already completed, approved expenses, third-party purchases, licenses, advertising spend, or other non-refundable costs may not be refundable.

Any specific refund or cancellation terms agreed in writing between TOWARDS and the client will take precedence over this general section.

13. Third-Party Services

TOWARDS may use third-party platforms and services, including search engines, advertising platforms, hosting providers, analytics tools, AI platforms, plugins, APIs, and other technology providers.

TOWARDS is not responsible for interruptions, policy changes, algorithm updates, outages, account restrictions, price changes, or other issues caused by third-party services.

14. Confidentiality

TOWARDS will make reasonable efforts to protect confidential business information shared by clients in connection with a project.

Confidential information will not be intentionally disclosed to third parties except where necessary to provide the agreed services, required by law, or authorized by the client.

15. Website Availability

We aim to keep the website available and functional; however, we do not guarantee uninterrupted or error-free access.

The website may occasionally be unavailable due to maintenance, technical issues, hosting problems, security updates, or circumstances outside our control.

16. Limitation of Liability

To the maximum extent permitted by applicable law, TOWARDS will not be liable for indirect, incidental, consequential, or business losses arising from the use of our website or services.

This may include loss of profits, revenue, business opportunities, data, rankings, traffic, or anticipated savings.

Nothing in these Terms is intended to exclude or limit liability where such exclusion or limitation is not permitted by applicable law.

17. Changes to These Terms

TOWARDS may update these Terms & Conditions from time to time.

Any updated version will be published on this page with a revised "Last Updated" date.

Your continued use of the website after changes are published constitutes acceptance of the updated Terms.

18. Privacy

Your use of this website may also be subject to our **Privacy Policy**, which explains how information submitted through forms, audit requests, or other interactions with the website may be collected and used.

19. Governing Law

These Terms & Conditions shall be governed by and interpreted in accordance with the applicable laws of **India**, subject to the applicable jurisdiction and legal requirements.

Any disputes will be handled in accordance with applicable law.

20. Contact Us

If you have questions regarding these Terms & Conditions, please contact us.

TOWARDS

Digital Marketing | SEO | Web Design

Email: [Your Business Email]

Website: [Your Website URL]

Phone: [Your Business Phone]

Beyond Rankings. Towards Results.