



No Surprises Policy

Created January 1st 2015 (last review/update 6/23/2026)

Message to all our clients: First of all, we would like to thank you sincerely for the business you send Basebuild, Inc. Without you, we simply would cease to exist :). We strive to be as transparent as possible in our dealings with all our clients to ensure a safe and happy relationship. To that end we would like to be completely open and honest about how we operate.

1) Domain registration & management: Basebuild, Inc. will not register or maintain domains on behalf of customers. Should the client wish, they can register a domain themselves and provide Basebuild, Inc. access to the domain registrar for technical support. Basebuild, Inc. can also purchase a domain on behalf of the client (Basebuild, Inc. will charge our current hourly rate for the time required to do this) at a registrar of the client's choice. Note the client is still responsible for monitoring and maintaining the domain name renewals in this case. A credit card is required should the client wish Basebuild, Inc. to purchase a domain on their behalf.

2) Website hosting: Basebuild, Inc. will not host or maintain a website hosting environment on behalf of customers. Should the client wish, they can purchase a hosting package themselves and provide Basebuild, Inc. access to the hosting for technical support (E.g. Amazon AWS). Basebuild, Inc. can also purchase a hosting package on behalf of the client (Basebuild, Inc. will charge our current hourly rate for the time required to do this) at a hosting company of the client's choice. Note the client is still responsible for monitoring and maintaining the hosting in this case. A credit card is required should the client wish Basebuild, Inc. to purchase hosting on their behalf.

3) 90-day guarantee policy: Basebuild, Inc. will guarantee the functionality of code developed for up to 90 days after the provision of the code. Broken functionality resulting from client or third-party misuse or any broken functionality reported after the 90 day period will be reviewed for possible resolution at our current hourly rate.

4) Hacking and security policies:

4.1): Due to the ever-increasing sophistication of hackers, it is impossible to be 100% certain that any given website will not be hacked in the future. At Basebuild, Inc., we strive to keep our clients websites as safe as possible, however we are not hacking **recovery** experts. In the event of a hacking incident, we can provide suggestions of service providers that specialize in hacking recovery and assist them in getting the access needed so they can attempt to recover from such a hacking incident. In certain circumstances where code has been compromised, we may need to bill the client at our usual hourly rate to repair damaged files.

4.2) Security is a shared responsibility. Basebuild can implement security best practices; however, clients remain responsible for user account management, password policies, employee access controls, account recovery procedures, and internal operational security practices.

5) PCI DSS compliance: Basebuild, Inc. wishes to let all our clients know that where credit card transactions are concerned, there is something called PCI DSS compliance that is required for all merchants that accept credit card payments by any means (in your office, over the phone, on your website etc.). Basebuild, Inc. can code Ecommerce website functionality, but we are not PCI DSS analysts or hacking experts and so can't be responsible for client PCI DSS compliance. Each client should become familiar with the PCI DSS requirements of their business and take appropriate actions to ensure ongoing compliance.

6) HIPAA compliance: Basebuild, Inc., is not a certified HIPAA compliance specialist and therefore does not support or create software that supports the storage or transmission of HIPAA sensitive data. We ask that if any client becomes aware of any section of their project requiring HIPAA compliance, that they please notify Basebuild, Inc. immediately, and that they secure the services of an appropriately certified HIPAA-compliance provider to meet with this need. Each client should become familiar with the HIPAA requirements of their business and take appropriate actions to ensure ongoing compliance.

7) Web Accessibility Standards: Basebuild is not an accessibility certification provider and cannot certify compliance with WCAG, ADA, Section 508, or other accessibility standards. Clients requiring certified compliance should engage a qualified accessibility consultant.

8) Browser support: Unless requested otherwise, Basebuild, Inc. provides support for the following current/mainstream browsers: the latest versions of Edge, Safari, Firefox

and Chrome. Any need for support of any other browsers (including depreciated browsers such as Internet Explorer 8 and below) will possibly require additional investment.

9) Cookie consent: Basebuild, Inc. is not a law firm and does not provide legal advice regarding privacy, data protection, cookie consent, or regulatory compliance. Clients are responsible for obtaining appropriate legal guidance regarding applicable laws and regulations. Basebuild can implement technical solutions at the direction of the client and/or their legal advisors.

10) Importance of a retainer (retainers are optional): One of the disadvantages of using less experienced development groups is that they fail to plan ahead post site launch. There are many aspects of a website that need to be maintained on an ongoing basis. Failure to do so can lead to site technical issues and even site security issues. For those reasons Basebuild, Inc. will not take on the responsibility of building a customers website without an ongoing monthly retainer (unless we are simply creating a theme once-off based on a set of specific and limited requirements). Note: Due to the level of security knowledge required, technical retainers with Basebuild do not include support for hacking incidents.

Examples of items that need maintenance:

10.1) Plugins and software maintenance: As much as possible it is best not to use common access plugins (e.g. WordPress plugins) when possible due to the fact that common WordPress plugins are available to everyone, including hackers. Unfortunately it is not always feasible to have a plugin-free WordPress website and as such it becomes important to ensure these plugins are updated and maintained on an ongoing basis.

10.2) Site enhancements and updates: Inevitably it is useful having a development team readily available if site enhancements are required.

10.3) Marketing and ROI focused conversion advice: With our extensive digital marketing background, we can bring to the table a host of conversion focused marketing suggestions (gathering user information, creating user bases, creating monthly newsletters, analyzing bounce rates and suggest ways of improving conversions to name a few).

Benefits of a retainer:

10.4) You become a priority: Priority doesn't mean instant attention, however we will manage your help requests as soon as we possibly can.

10.5) Savings: We will not "nickle and dime" you if the time runs over the allotted hours a little on any given month thus giving you an improved rate over the long haul. Rather, we will review your expenditures every 3 to 6 months to ensure the retainer is working for both parties involved. Naturally if your retainer is set for 8-10 hours per month and one month you request for example 25 hours of work, then we can address a potential increase in hours needed or perhaps simply set up a special task request for that scenario.

10.6) Automated billing: You don't have to manage billing work each month as we simply auto bill the same amount each month.

10.7) Speed: A retainer removes the need to send back and forth authorization on work quotes thus allowing our Dev team to get to work ASAP.

10.8) Spreading investment: As an example, you may require a task that takes 10-12 hours in total – an automated retainer of 4 hours per month would allow us to spread the investment payments over 2-3 months rather than needing to pay a larger lump sum upfront.

10.9) The number of hours can be increased if need be with a higher rate and support can be terminated at any time - note however should you wish to terminate the recurring monthly fee, we would naturally cease ongoing technical support.

10.10) Please note that retainer hours can spillover from month to month for a maximum of 1 quarter (3 months). For example, if you begin a 5 hour monthly retainer with Basebuild, Inc. on January 1st but do not use any available hours for completion of support items until March 15th, then we can use up to 15 hours for support work needed from March 15th to the end of March. However, if you begin a 5 hour monthly retainer with Basebuild, Inc. on January 1st but do not use any available hours for completion of support items until April 1st, then we begin using the hours from the beginning of the second quarter and can only use up to 5 hours for any work needed in April. The reason for this is that retainer hours cannot last forever and Basebuild, inc. team members still have to be financially supported to be capable of being ready and available to provide support throughout that entire time period, even if no support is requested.

11) December holidays: From approximately Dec 15th to January 2nd of each year, the Basebuild team likes to take some much needed rest. If we are working on your

project close to the dates, you should be aware that you may perceive a temporary slow down in progress on your project. If this is going to be problematic for you, it is important that you inform us prior to starting the project.

12) Our team is spread worldwide: The Basebuild team is headquartered in Winter Park, FL and also has an office in Richmond, Virginia, however our team is not restricted to the United States. Basebuild has some incredibly talented team members (programmers, designers and project managers) whom are also located in the Philippines (Davao, Cebu and Manila to name a few locations).

13) Backup Responsibility: Clients are responsible for maintaining backups of their websites, databases, content, and digital assets unless a separate written agreement specifically provides for backup services. While Basebuild may assist with backup recommendations or implementation, ultimate responsibility remains with the client.

14) AI Disclaimer: AI-generated outputs may contain inaccuracies, omissions, or unexpected results. Clients are responsible for reviewing and validating all AI-generated content, recommendations, code, analyses, or outputs prior to use in production or business decision-making.

15) Payment/Work Stoppage: Basebuild reserves the right to pause work on accounts with overdue invoices until payment is received.

16) Third Party Services: Basebuild is not responsible for outages, pricing changes, API changes, account suspensions, policy changes, or discontinued services related to third-party providers including but not limited to hosting providers, domain registrars, payment processors, AI providers, email marketing platforms, CRM systems, analytics tools, social media platforms, and SaaS products.

Examples:

- OpenAI changes pricing
- Mailchimp changes APIs
- Google kills a service
- Shopify changes functionality

To the best of our knowledge any materials or intellectual property created are original and do not infringe upon the intellectual property rights of others.