Lee Corp Designs: Care Plan Service Schedule

Version 1.0, 1 November 2026. Status: Approved by Kingsley (CEO) on Lennox's legal review and approved for publishing by Sterling (delegated by Aaron) on 1 November 2026. Not reviewed by a solicitor. This Schedule is part of the agreement of every client whose quote or amendment names this version, under our Terms of Business version 2.5 (clauses 1.3 and 7). Clients on an earlier version of the terms can take this Schedule by accepting an amendment (clause 1.7 of their terms); until then, the care plan wording in the terms they signed applies to them.

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> **In short.** Essential care (£29 a month) keeps your site up, safe and backed up, and includes one quick fix a month; a health card and backup proof in your client account are being added. The Care plan (£59 a month) adds an hour of changes a month and help with your Google presence: a search report, a profile check, draft replies to your reviews and a Google post a month, all approved by you before anything is posted. We never write, post or pay for reviews, never ask only happy customers for them, and never promise rankings. This box is a summary. The numbered clauses below are what count.

CP1. How this Schedule works

CP1.1 **Which version applies.** The version of this Schedule named on your quote, or on your latest care plan amendment, applies to you. It changes only as clause CP11 says. Earlier versions stay available in your client account and at their own web addresses.

CP1.2 **When it starts.** Your care plan, and everything in it, starts when your site goes live (for Premium with the free months, the Care plan starts at go-live and the free months count as Care plan months).

CP1.3 **Items being added.** An item marked **(being added)** is not working yet. We tell you by email and in your client account when it starts for your site, and it costs you nothing extra when it does. If an item marked (being added) has not started for your site within 3 months of your site going live, you may end your care plan, or move from the Care plan to Essential care, on 7 days' notice instead of 30 (clause 7.4(d) of the terms).

CP1.4 **Things we need from you.** Some items need something only you can give us, for example manager access to your Google Business Profile (CP7). If you have not given it, we cannot do that item; we tell you what we need, and the price of your plan stays the same.

CP1.5 **Words used here.** A "month" is a calendar month (UK time). A "working day" is Monday to Friday, except public holidays in Scotland. Times we "aim" for are targets, not guarantees.

CP2. Essential care: £29 a month

- **Hosting and HTTPS** for your site on your domain.

- **Backups:** nightly encrypted backups of your site and the form enquiries we hold for you, each kept for 35 days (CP6).
- **Backup proof (being added)** in your client account: when the last backup ran, how many we hold, and the date and result of our last restore test.
- **Security and uptime monitoring:** we check your site is online around the clock and act on problems we find.
- **Site health card (being added)** in your client account: uptime, a mobile speed score, an HTTPS and security-settings check, and your domain and certificate renewal dates, each with a date and a green, amber or red mark (CP5).
- **Monthly form test (being added):** each month we send a test enquiry through your contact form and check it arrived, and show the result.
- **Work log (being added):** a dated list in your client account of what we did for your site each month (for example checks run, backups taken, form tests and changes made). Every line is something we actually did and recorded.
- **Review kit (once; being added):** your Google review link as a QR code on a print-ready counter card, an A5 window poster, the back of a business card and a van sticker, plus the link to send by WhatsApp. You print and use it, following CP8.1.
- **One quick fix a month** (CP3).
- **Visitor numbers** in your client account.
- **Enquiry inbox (being added):** every enquiry sent through your site's form, kept in your client account for 12 months and searchable, then deleted. It starts once two-factor sign-in is available on client accounts.

Bigger changes are quoted before we start.

CP3. The quick fix (Essential care)

CP3.1 **What it is.** Once a month, one small change to content already on your site, taking us up to 15 minutes: for example new opening hours, a price, a phone number or email address, swapping a photo you supply, or a holiday-hours banner. Ask for it in your client account or by email.

CP3.2 **What it is not.** A new page or section, a redesign, a new feature, writing new text of more than a few sentences, or several unrelated changes at once.

CP3.3 **If it is bigger.** If a request would take more than 15 minutes, we tell you before we start and quote it; we do not start the paid part until you agree.

CP3.4 **Timing.** We aim to make the quick fix within 3 working days of your request. An unused quick fix does not roll over to the next month.

CP4. Care plan: £59 a month

Everything in Essential care (CP2; the hour of changes replaces the quick fix), plus:

- **Up to 1 hour of changes a month.** We aim to complete changes within 2 working days. We record the time each change takes in your client account, in steps of 5 minutes. Unused time does not roll over. Product and price updates for a shop come out of this hour. Work beyond the hour is quoted before we start.
- **Fuller numbers** in your client account: visits, taps on Call, form enquiries, top pages and the trend against last month, and a **monthly report**.

- **Google search report (being added):** from Google Search Console, the number of times your site was shown on Google, the clicks, your top 10 search phrases and their average position, against last month. These are Google's figures (CP9).
- **Google Business Profile check (being added):** each month we check that your profile's hours match your site, and report the photo count, posts in the last 30 days, unanswered reviews, and your review count and average rating against last month, with anything we suggest you fix. We change your profile only as CP7 says.
- **Draft review replies (being added):** we draft a reply to each new Google review for you to approve (CP8.3).
- **One Google post a month (being added):** a seasonal post, an offer or a recent job, drafted from your site, posted on your Google Business Profile once you approve it (CP7.4).
- **4 seasonal banner changes a year (being added),** on top of the hour of changes (for example Christmas hours, summer, back to school or an offer), each year counted from go-live. Unused changes do not roll over (CP7.5).
- **Quarterly local check (being added):** once a quarter, a short factual report on up to 3 local businesses you name, or that we choose and tell you, and an automated accessibility check of your site (CP10).
- **Monthly shop or booking check,** if your site has a shop or booking add-on (Schedule S): each month we check your shop or booking pages work, going through the checkout up to the payment page without paying, or making a test booking that we then cancel. We never place paid orders on your live shop.

CP5. Measurements and checks

The site health card, uptime figures, speed scores and work log are our own automated measurements, made with standard tools. They are information for you, not a promise of any level of uptime or speed. The security check looks at HTTPS and your site's security settings; it is not a penetration test or a security audit. The accessibility check is an automated check against selected WCAG 2.2 AA tests; it is not an audit or a certificate and does not on its own make your site legally compliant.

CP6. Backups and restores

We back up your site and the form enquiries we hold for you every night. Backups are encrypted and kept for 35 days, then deleted automatically. If something goes wrong, we restore your site from the latest good backup at no charge. A restore covers your site's files and settings and the enquiries we hold; it does not cover data held by other services (for example a shop or booking platform, Google or your email provider), which those services keep under their own terms. We test restoring from our backups regularly; once backup proof is available (CP2), your client account shows the date of the last test.

CP7. Your Google Business Profile, posts and banners

CP7.1 **You stay the owner.** You add us as a **manager** of your Google Business Profile from your own Google account. We never ask for your Google password, never become the owner, and never create a profile for you unless your business has a real address or service area that meets Google's rules. You can remove us at any time.

CP7.2 **Changes only on your instruction.** We change your profile's details (for example hours, services, prices, photos) only when you ask us to or approve our suggestion, in your client account or in writing. We keep a log of every change we make, which you can see in your client account.

CP7.3 **Accurate information only.** We post only information you have given us or approved, and that is true. We will not post anything that could mislead customers, even if asked.

CP7.4 **Google posts.** We draft one post a month and post it only once you approve it. If it promotes an offer, you give us its terms in writing (the price, any "was" price and how long you actually charged it, the end date and any conditions). We use only photos you supplied or stock images we have a commercial licence for, and we do not use AI-made images of real people or of results.

CP7.5 **Banners and offers.** For banner changes the same rule on offer terms applies. We do not use fake countdowns, false "limited time" claims or made-up scarcity.

CP7.6 **Google's decisions.** Google runs its own services. It may change features, ask for verification, remove content or suspend a profile, and we do not control that. If Google stops an item in this Schedule working, CP11.3 applies.

CP8. Reviews: what we do and what we never do

CP8.1 **Asking for reviews.** The review kit helps you ask customers for reviews. Ask every customer, or every customer after each completed job, in the same way. Do not ask only the customers you think are happy, and do not offer anything (a discount, a gift, a prize draw) for a review or for changing or removing one. Staff, family and suppliers must not review your business.

CP8.2 **What we never do.** We never write, draft, suggest wording for, post, buy or pay for reviews of your business or of anyone else, and we never use AI to do so. We never ask only happy customers for reviews, or send unhappy customers somewhere else so that only good reviews are posted. We never report or ask Google to remove a genuine review because it is negative; with your agreement, we flag only reviews that are fake or break Google's rules. If you ask us to do any of these things, we will refuse.

CP8.3 **Draft replies.** We draft a reply to each new Google review. You approve, change or reject it in your client account, and we post only the reply you approved, as manager of your profile. Our drafts are factual and polite, never reveal anything about the customer beyond what they wrote in their review, and never make allegations about them. You are responsible for the replies you approve. When we use our AI service to help draft a reply, we remove the reviewer's name first (our Data Processing Terms, Part C).

CP8.4 **We do not message your customers.** Care plans do not include sending review requests, or any other messages, to your customers for you.

CP9. No ranking promise

Nobody can guarantee a position on Google, and we do not (clause 2.6 of the terms). The Google search report shows Google's own figures for your site, which Google may change, delay or restate. Nothing in this Schedule is a promise of any ranking, number of visitors or enquiries.

CP10. Quarterly local check

We look at the public pages of up to 3 local businesses one page at a time, as a person would, and report facts only: whether they have a website, their review count and rating, and new pages we notice. We do not give opinions about them, and we do not collect data in bulk. The report is for your own use only; please do not publish it.

CP11. Changes to this Schedule

CP11.1 **Additions.** We may add to or improve what a plan includes at any time, at no extra cost, by publishing a new version of this Schedule and telling you by email. It applies to you from the date we tell you.

CP11.2 **Reductions.** We may remove or reduce something your plan includes only by telling you by email at least 30 days before. You may then end your care plan, or switch to the other plan, from the date of the change, without the 30-day notice period in clause 7.4(d) of the terms; if you have paid for a year in advance, we refund the unused part of it.

CP11.3 **Third-party changes.** If Google or another provider withdraws or changes a service an item depends on, we tell you as soon as we can and, where we reasonably can, replace the item with something of similar value. If we cannot, CP11.2 applies, except that the change may take effect sooner if the provider's change does.

CP11.4 **Prices.** Care plan prices change only under clause 14.2 of the terms.

CP12. What care plans do not include

New pages or features, redesigns, work beyond your allowance, paid advertising, social media posting, sending messages or review requests to your customers, rank-tracking tools, email accounts, printing, and anything else not listed in this Schedule. We quote any of these before we start, and nothing extra is charged without your written agreement.

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