

# ZWS Terms and Conditions

## Change Notice



### 1 What is changing?

We have made the following changes to clauses 10.3 and 10.4.3 which are under the section headed “Search Engine Marketing Services”:

10.3 As part of the Search Engine Marketing Services, ZWS will provide to the Client a series of reports at intervals as agreed in the Project Proposal. These reports provide details of the performance of the Client’s website analysing traffic trends and identifying key search phrases. The Client accepts that these reports are based upon a snapshot in time. ZWS does not represent or warrant that the ranking positions illustrated in these reports will remain for any given period of time.

10.4.3 other online marketing activities undertaken by the Client or a nominated third party without the knowledge and approval of ZWS within the defined service period;

### 2 Why have we made these changes?

Clause 10.3 has been amended to refer to ‘reports’ generally and we have added some additional text to clarify that these reports will look at traffic trends and key search phrases.

A new clause 10.4.3 has been added to clarify that we will not be responsible for a change in the rankings if you choose to do your own online marketing (or to appoint a third party to do this).

### 3 When will the change take effect?

This change will take effect:

- immediately for orders placed on or after the date this notice is issued; and
- for existing customers, 30 days after this notice is issued.

### 4 Issue date

The issue date of this notice is 12/10/10.