

TERMS AND CONDITIONS

The Aigleon Labs

Last updated: 19th June 2026

These Terms and Conditions ("Terms") govern the relationship between The Aigleon Labs ("we", "us", "our", "the Agency") and any individual, business, or organization ("you", "the Client") that engages our services. By signing a service agreement, making a payment, or formally engaging us for any service, you agree to be bound by these Terms.

If anything in a specific signed service agreement conflicts with these Terms, the service agreement will take priority for that specific engagement.

1. Services Provided

The Aigleon Labs provides digital visibility and conversion services for specialty food, artisan product, and craft beverage brands. Our services may include, but are not limited to, website and landing page design and development, on page and technical SEO, Answer Engine Optimization (AEO), Google Business Profile optimization, review and reputation management setup, AI lead qualification agents, workflow automation, and analytics dashboard setup.

The exact scope, deliverables, and timeline for each client will be defined separately in a signed service agreement. These Terms apply in addition to, and alongside, that agreement.

2. No Guarantee on Search Rankings, AI Citations, or Algorithm Based Outcomes

The Client acknowledges and agrees that The Aigleon Labs does not guarantee specific outcomes related to search engine rankings, Google Business Profile rankings, map pack placement, or visibility and citation on AI platforms such as ChatGPT, Perplexity, Google AI Overview, or any other current or future AI search tool.

All such platforms operate on algorithms, ranking systems, and data sources that are owned, controlled, and regularly changed by third party companies (such as Google, OpenAI, Meta, and others) and are entirely outside our control.

Our services are designed to improve the probability and consistency of your brand's visibility, citation, and recommendation across these platforms through legitimate, ethical,

and industry standard practices. We do not promise, and the Client should not expect, a guaranteed first position, a guaranteed appearance, or a guaranteed permanent result on any search engine, AI platform, or directory.

Any change made by a third party platform (such as an algorithm update, policy change, or feature removal) that affects previously achieved results is outside the responsibility of The Aigleon Labs.

3. Payment Terms

A non-refundable advance payment of 30% of the total agreed project or retainer fee is required before any work begins on a project or before the start of a new monthly retainer cycle.

The remaining balance is due as per the payment schedule outlined in the signed service agreement, which may be structured as a lump sum on completion, or in milestone based installments for larger projects.

All invoices will follow the format INV-2026-XXX and will be shared directly with the Client through email. Payments must be made within the timeframe specified on the invoice. If payment is delayed beyond 7 days from the invoice due date, The Aigleon Labs reserves the right to pause ongoing work, delivery, or access to any tools or systems until payment is received.

For international clients, all payments must be made in the currency specified in the invoice. Any bank transfer fees, currency conversion charges, or payment gateway charges are the responsibility of the Client and are not included in the quoted service fee.

4. Revisions and Scope

Each service plan includes a defined number of free revisions, as outlined on our website and in the service agreement. Currently, this is one round of revisions for the Starter plan, three rounds for the Growth plan, and ten rounds for the Full Ecosystem plan.

A revision refers to reasonable changes within the originally agreed scope of the project, such as design adjustments, content edits, or minor functional changes. It does not include requests that introduce new features, new pages, new integrations, or a change in the original project direction. Such requests will be treated as new scope and quoted separately.

Any revisions requested beyond the included number will be billed at our standard hourly or project rate, which will be communicated to the Client before additional work begins.

5. Timelines

All timelines shared with the Client, whether for website development, SEO improvements, AEO progress, or any other deliverable, are estimates based on typical project conditions and are not guaranteed delivery dates.

SEO and AEO specifically are processes that show measurable results over a period of time, typically 60 to 180 days, depending on the competitiveness of the market, the starting condition of the brand's existing online presence, and changes made by third party search and AI platforms during that period.

Delays caused by the Client, including but not limited to late delivery of content, brand assets, login access, approvals, or feedback, will extend the project timeline accordingly and will not be considered a delay caused by The Aigleon Labs.

6. Client Responsibilities

The Client agrees to provide timely access to required platforms and accounts necessary for service delivery, including but not limited to website CMS access, domain and hosting details, Google Business Profile access, analytics accounts, and any third party tools relevant to the project.

The Client also agrees to provide necessary content, brand assets, product information, and timely feedback or approvals when requested. Significant delays in providing these may result in a corresponding delay in project delivery without penalty to The Aigleon Labs.

7. Data and Access Handling

During the course of our engagement, the Client may provide The Aigleon Labs with access to sensitive business systems, including but not limited to website backend access, Google Business Profile, analytics accounts, advertising accounts, customer data, or other business tools.

The Aigleon Labs agrees to use such access strictly for the purpose of delivering the agreed services, and will not misuse, sell, share, or exploit this access or any data obtained through it for any purpose outside the scope of the engagement.

Upon completion or termination of the engagement, The Aigleon Labs will return or revoke its access to all Client systems and accounts within a reasonable period, unless continued access is required for an ongoing retainer or maintenance agreement.

8. Intellectual Property and Ownership

Upon full and final payment for a project, ownership of the final deliverables, including website design, copy, structured data, and custom development work created specifically for the Client, transfers to the Client.

Until full payment is received, all work, including drafts, designs, code, and strategy documents, remains the intellectual property of The Aigleon Labs and may not be used, published, or implemented by the Client.

The Aigleon Labs retains the right to reuse general frameworks, processes, templates, and non client specific methods developed during the engagement for use with other clients, provided no confidential or brand specific information is disclosed.

Any third party tools, plugins, themes, or licensed software used during the project remain the property of their respective owners, and the Client is responsible for any ongoing subscription or licensing fees associated with such tools after project handover.

9. Cancellation and Termination

Either party may terminate the engagement by providing written notice of 5 to 7 days in advance.

In the event of cancellation by the Client, the advance payment already made is non refundable, as it covers work, planning, and resources already committed by The Aigleon Labs. Any work completed up to the point of cancellation will be shared with the Client in its current state, provided all due payments for that stage of work have been settled.

In the event that The Aigleon Labs needs to terminate an engagement, any unused advance payment for work not yet started will be refunded to the Client, after deducting costs for any work already completed.

For ongoing monthly retainers, cancellation will take effect at the end of the current billing cycle, and no partial month refunds will be issued.

10. Confidentiality

Both parties agree to keep confidential any non public business information shared during the course of the engagement, including but not limited to business strategy, financial information, customer data, and internal processes.

This confidentiality obligation continues even after the engagement ends, and neither party will disclose such information to any third party without prior written consent, except where required by law.

11. Use of Work as Case Study or Testimonial

The Aigleon Labs may use the results, before and after data, screenshots, and general project outcomes achieved for the Client as part of our portfolio, website, case studies, or marketing materials, unless the Client explicitly requests in writing to opt out of this.

Any such usage will not disclose confidential business information, financial figures, or sensitive data beyond what is necessary to demonstrate the nature and outcome of the work.

The Client's logo, brand name, and a written or video testimonial may be requested separately, and will only be used with the Client's explicit consent.

12. AI Agent and Automation Disclaimer

For services involving AI agents, chatbots, or workflow automation, the Client acknowledges that such systems rely on third party platforms and application programming interfaces (APIs), such as those provided by OpenAI, Meta, WhatsApp Business, or other providers.

The Aigleon Labs is not responsible for any errors, incorrect responses, missed messages, or downtime caused by these third party platforms, including but not limited to API outages, rate limits, or changes in third party policies that affect the functioning of the AI agent or automation system.

We will make reasonable efforts to monitor, maintain, and fix any issues within our control, but cannot guarantee uninterrupted or error free performance of any AI based system at all times.

13. Limitation of Liability

The Client acknowledges that while The Aigleon Labs takes reasonable professional care in delivering all services, no digital marketing, design, development, or AI based service can be entirely free of risk, and certain outcomes depend on factors outside our direct control, including third party platforms, market conditions, and the Client's own business operations.

In view of this, the total liability of The Aigleon Labs, whether arising from breach of contract, negligence, or any other cause, for any single claim or series of related claims, shall not exceed the total amount actually paid by the Client to The Aigleon Labs for the specific service that gave rise to the claim. This limit applies regardless of the form of action, whether in contract, tort, or otherwise.

The Aigleon Labs shall not be liable for any indirect, incidental, special, or consequential damages of any kind, including but not limited to loss of revenue, loss of profits, loss of business opportunity, loss of goodwill, or loss of data, even if The Aigleon Labs has been advised of the possibility of such damages.

This limitation does not apply in cases of proven gross negligence, willful misconduct, or fraud on the part of The Aigleon Labs, where liability shall be determined as per applicable law.

The Client further agrees that The Aigleon Labs is not responsible for losses arising from the Client's own business decisions, third party vendor failures, or any actions taken by the Client or its staff that are inconsistent with our recommendations or agreed scope of work.

14. Force Majeure

Neither The Aigleon Labs nor the Client shall be held liable for any failure or delay in performing their respective obligations under these Terms if such failure or delay arises from circumstances that are beyond the reasonable control of the affected party.

Such circumstances include, but are not limited to, natural disasters, fires, floods, pandemics or public health emergencies, government actions, changes in law or regulation, internet service disruptions, widespread outages of third party platforms such as Google, OpenAI, Meta, or payment gateways, power failures, civil unrest, strikes, or any other event that could not have been reasonably foreseen or prevented.

In the event of a force majeure situation, the affected party shall notify the other party as soon as reasonably possible, and both parties shall make reasonable efforts to resume

normal performance of obligations once the force majeure event has concluded. Any timelines affected by such an event shall be extended by a period reasonably equivalent to the duration of the disruption, and neither party shall be considered in breach of these Terms during this period.

If a force majeure event continues for a period exceeding 30 days, either party may choose to terminate the engagement with written notice, without either party being liable for damages arising from such termination, though any payments due for work already completed up to that point shall still be settled.

15. Governing Law and Jurisdiction

These Terms, and any service agreement entered into between The Aigleon Labs and the Client, shall be governed by and construed in accordance with the laws of India, regardless of the Client's country of residence, incorporation, or place of business.

Both parties agree that any dispute, disagreement, or claim arising out of or in connection with these Terms, or any service provided by The Aigleon Labs, shall first be attempted to be resolved through good faith discussion and negotiation between the parties.

If a resolution cannot be reached through discussion within a reasonable period, the dispute shall be subject to the exclusive jurisdiction of the courts located in Bangalore, India. This means that even if the Client is based outside India, including in the United States, Canada, the United Kingdom, or any other country, any formal legal proceedings related to this engagement will be conducted under Indian law and within Indian courts, and the Client agrees to this jurisdiction as a condition of engaging our services.

This clause is intended to provide clarity and avoid uncertainty for both parties regarding which country's legal system applies, particularly given that The Aigleon Labs serves clients across multiple countries.

16. Amendments

The Aigleon Labs reserves the right to review, update, modify, or replace any part of these Terms at its discretion, in order to reflect changes in our services, business practices, applicable law, or industry standards.

Whenever these Terms are updated, the revised version will be published with an updated "last updated" date at the top of the document. It is the Client's responsibility to periodically review these Terms to stay informed of any changes.

For Clients with an active, ongoing engagement, such as a monthly retainer, any material changes to these Terms that significantly affect the existing agreement will be communicated directly through email before they take effect. Continued use of our services, or continued payment for ongoing services, after such notice constitutes the Client's acceptance of the updated Terms.

If the Client does not agree with a material change, the Client has the right to terminate the engagement as per the cancellation terms outlined in Section 9, prior to the updated Terms taking effect.

17. Contact Information

For any questions, clarifications, concerns, or formal communication regarding these Terms, the service agreement, or any aspect of our engagement, the Client may reach out to The Aigleon Labs through the following official channels:

General support and queries: support@theaigleonlabs.dev

Founder and strategy related communication: saividesh@theaigleonlabs.dev

Execution and delivery related communication: chethanakash@theaigleonlabs.dev

All formal notices, including those related to cancellation, termination, or disputes, should be sent in writing to the above email addresses to ensure proper documentation and timely response. The Aigleon Labs aims to respond to all queries within 2 to 3 business days.

The Aigleon Labs,

Reg No. UDYAM-KR-03-0710099

contact@theaigleonlabs.dev