Amos. Adewuni

Terms & Conditions

amosadewuni.site

Effective Date: 21 March 2025 · Last Updated: 21 March 2025

> Please read these Terms and Conditions carefully before using amosadewuni.site or engaging my services. By accessing this website or submitting an enquiry, you agree to be bound by these terms.

1. About These Terms

These Terms and Conditions ('Terms') govern your use of the website amosadewuni.site ('the Website') and any services provided by Amos Adewuni ('I', 'me', 'my'), an independent analytics and tracking consultant based in Lagos, Nigeria.

If you do not agree with these Terms, please do not use this website or engage my services.

2. Services

Through this website I offer the following professional services:

- GA4 (Google Analytics 4) setup, configuration, and optimisation
- Google Tag Manager (GTM) implementation and management
- Conversion tracking and ad attribution setup
- Tracking audits and fixes
- Looker Studio dashboard creation
- Platform integrations (Shopify, WordPress, Systeme.io, and others)

The specific scope, deliverables, timeline, and fees for any engagement are agreed in writing before work begins, either via a proposal, statement of work, or email confirmation. These Terms apply to all such engagements unless superseded by a separate written contract signed by both parties.

3. Free Tracking Audit

The Free Tracking Audit offered on this website is an initial 30-minute diagnostic call, provided at no cost and with no obligation. It is not a full audit and does not constitute a paid service engagement. I reserve the right to:

- Decline audit requests that fall outside my area of expertise
- Limit the number of free audits offered at any time
- Discontinue the free audit offer at any time without notice

Any recommendations made during a free audit call are high-level and informational only. They do not constitute a guarantee of results.

4. Fees and Payment

All fees for paid services are agreed in writing before work begins. Unless otherwise stated in a written agreement:

- A deposit of 50% of the agreed project fee is required before work commences
- The remaining balance is due upon project completion and before final deliverables are handed over
- All fees are quoted in US Dollars (USD) unless otherwise agreed
- Payment is accepted via bank transfer, Wise, PayPal, or any other method agreed in writing
- Invoices are due within 7 calendar days of the invoice date

Late payments may be subject to a late fee of 2% per month on the outstanding balance. I reserve the right to pause or terminate work on overdue accounts.

5. Intellectual Property

5.1 Work product

Upon receipt of full payment, all custom deliverables created specifically for your project (dashboards, GTM container configurations, documentation) become your property. I retain the right to reference the project type and general results in my portfolio and marketing materials, without disclosing confidential business information.

5.2 Website content

All content on amosadewuni.site — including text, graphics, logos, and code — is the intellectual property of Amos Adewuni and is protected by applicable copyright laws. You may not reproduce, distribute, or use any content from this website without my prior written permission.

5.3 Third-party tools

My work involves the use of third-party platforms (Google Analytics, Google Tag Manager, Meta Pixel, etc.). Ownership and licensing of those platforms remain with their respective owners. I am not responsible for changes to third-party tools that affect previously delivered work.

6. Confidentiality

I treat all client information as strictly confidential. I will not disclose your business data, ad spend figures, conversion rates, or any other sensitive information to any third party, except where required by law or with your explicit written consent.

I may ask you to sign a mutual Non-Disclosure Agreement (NDA) for larger engagements. This can be provided on request.

7. Client Responsibilities

To enable me to deliver work effectively, you agree to:

- Provide timely access to required platforms (GA4, GTM, Google Ads, Meta Business Manager, etc.)
- Provide accurate and complete information about your business and tracking requirements
- Review and provide feedback on deliverables within the agreed timeframe
- Ensure you have the legal right to implement tracking on any website or platform provided to me

Delays caused by late access, late feedback, or incomplete information may affect project timelines. I am not liable for delays arising from your failure to meet these responsibilities.

8. Results and Guarantees

I apply professional expertise and best practices to every engagement. However, I do not guarantee specific outcomes such as particular increases in conversion rate, reduction in ad spend, or improvement in ROAS. Results depend on many factors outside my control, including your ad strategy, market conditions, website quality, and third-party platform behaviour.

Any case study results, statistics, or client outcomes referenced on this website (e.g. '+31% conversion accuracy', '-42% lead cost') are real results from specific past projects and are not guarantees of future performance.

9. Limitation of Liability

To the fullest extent permitted by law:

- My total liability to you for any claim arising from my services shall not exceed the total fees paid by you for the specific project giving rise to the claim
- I am not liable for any indirect, incidental, special, or consequential damages, including loss of revenue, loss of data, or loss of business opportunity
- I am not liable for any issues arising from changes made by you or third parties to platforms I have configured, after delivery
- I am not liable for downtime, data loss, or policy changes by third-party platforms (Google, Meta, TikTok, etc.)

10. Cancellation and Refunds

If you wish to cancel a project after work has commenced:

- You will be charged for all work completed up to the date of cancellation at my standard hourly rate
- The deposit is non-refundable once work has commenced
- If I cancel a project for reasons within my control, I will refund any fees paid for work not yet delivered

For the Free Tracking Audit call, you may cancel or reschedule via Calendly up to 24 hours before the scheduled time. Cancellations with less than 24 hours notice may result in forfeiture of the booking slot.

11. Website Use

By using amosadewuni.site, you agree to:

- Use the website only for lawful purposes
- Not attempt to gain unauthorised access to any part of the website or its underlying systems
- Not use the website to transmit any harmful, offensive, or unsolicited content

I reserve the right to restrict access to the website for any user who violates these terms.

12. Privacy

Your use of this website and my services is also governed by my Privacy Policy, available at amosadewuni.site/privacy-policy. By using this website, you consent to the data practices described in that policy.

13. Governing Law

These Terms are governed by and construed in accordance with the laws of the Federal Republic of Nigeria. Any disputes arising from these Terms or my services shall be subject to the exclusive jurisdiction of the courts of Lagos State, Nigeria.

If you are engaging my services from outside Nigeria, you agree that Nigerian law governs our relationship, without prejudice to any mandatory consumer protection rights you may have under your local laws.

14. Changes to These Terms

I may update these Terms from time to time. Material changes will be reflected by an updated 'Last Updated' date at the top of this page. Continued use of this website or my services after changes are posted constitutes your acceptance of the updated Terms.

15. Contact

If you have any questions about these Terms, please contact me:

- Email: hello@amosadewuni.site
- Website: amosadewuni.site
- Location: Lagos, Nigeria

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