ASPIRE · BY LYONS HUB

The plan & *service agreement.*

Everything ASPIRE includes, how we protect your data, and the agreement to sign — in one place.

- ✓ Month to month
- ✓ No lock-in, cancel any time
- ✓ Prices in CAD
- ✓ Your data stays yours

Version 1.1 · 23 October 2026 · LYONS UNIFIED INC., operating as Lyons Hub · Toronto, Ontario, Canada

PART A

The ASPIRE plan, *in full.*

This part explains what you get. It forms part of the Agreement, and Part C sets out the legal terms.

What ASPIRE is

ASPIRE is the system Lyons Hub runs every month to make a business **AI-compatible**: easy for any AI system to reach, read, answer with and recommend, and with its own knowledge ready to power a private AI. It runs three engines:

Visibility engine

Not just a website and a social feed. ASPIRE rebuilds how your business shows up to AI systems — knowledge base, AEO, FAQs, GEO, structured data — so ChatGPT, Gemini, Perplexity and Google's AI

Native AI engine

Your firm's know-how lives in inboxes, files and people's heads. ASPIRE captures it, structures it and prepares it for a private AI that runs on infrastructure you control

Creative engine

Design, content and campaigns every month — built from your brand voice, and stored so your AI learns how you sound. What AI recommends, people still have to choose.

answers can find, explain and recommend you.

and is trained on your own historical data.

FIVE LAYERS, ONE SCORE

We measure and improve your business on five layers. Together they make up your **AI Compatibility Score** (0–100), reported every month.

- **Reachable** — AI can get to you. Crawler access, llms.txt, clean sitemaps, fast pages and markup that assistants can read without guessing.
- **Readable** — AI knows exactly who you are. Structured data, one consistent entity profile, and the same facts on your site, listings and profiles everywhere.
- **Answerable** — You answer what buyers ask AI. A knowledge base and FAQ hubs written as clear question-and-answer pairs — AEO, so AI can quote you directly.
- **Recommendable** — AI trusts you enough to name you. GEO: citations, reviews, authority content and thought leadership that make you the answer, not an option.
- **Native** — Your own knowledge works for you. Your operations captured and structured for a private, self-hosted AI trained on your own history (RAG).

How a month works

- **Scan.** We re-score your business across the five layers and check what AI systems currently say about you.
- **Fix.** Gaps are closed in priority order: technical first, then content, then listings and reputation.
- **Publish.** New answers, content and creative go live where AI systems look.
- **Capture.** Your agent and your team's capture toolkit collect the data that sharpens next month.
- **Report.** Your score, what changed, what we did and the plan for next month — on one page.

The cycle then runs again, starting from a higher score.

Start here: the AI Compatibility Audit

Custom-priced to your firm's size and needs — request a quote or email hello@lyonshub.com. The fee is confirmed in writing before anything is booked. It includes:

- Your AI Compatibility Score across the five layers
- What ChatGPT, Gemini, Perplexity and Google AI answers say about you and your competitors today
- A map of where your business knowledge lives, and where it leaks

— A prioritised fix plan and the recommended tier

— A walkthrough call with our team

> Start any plan within 30 days and the Audit fee is **credited against your first three monthly invoices**.

The plans

Three tiers, one system. Each tier includes everything in the tier below it. Prices are in CAD, before tax. The NATIVE AI setup fee is custom — talk to us for a quote.

TIER 01 · GET FOUND

$1,295 CAD/month

CAPTURE

BEST FOR
Small and growing businesses taking their first serious step into AI.

DATA AGENT
Signal agent — your website and digital assets

CREATIVE
5 a month

— AI Compatibility foundation: AI-crawler access, llms.txt, sitemaps, page speed and structured data (schema) for your organisation, services and FAQs

— Entity clean-up: your name, address, phone, services and descriptions made identical across Google, LinkedIn and the main directories

— Knowledge base and FAQ hub written as question-and-answer pairs that AI can quote (AEO), grown every month

— Signal agent on your website and digital assets: enquiries, questions asked, behaviour and content performance

— Capture toolkit for your team: daily voice logs, decision logs and issue-and-fix logs — under two minutes a day

— Your existing documents cleaned, tagged and indexed into one searchable library

— A first internal assistant that answers from your own documents

— 5 creative deliverables a month

— Monthly AI Compatibility Score report and next-month plan

TIER 02 · GET RECOMMENDED · BUILT FOR MEDIUM BUSINESSES

INTELLIGENCE

$3,495 CAD/month

BEST FOR
Medium businesses that want to lead their category in AI answers.

DATA AGENT
Market agent — your market, competitors and industry

CREATIVE
10 a month, including short motion

- Everything in CAPTURE
- GEO: how ChatGPT, Gemini, Perplexity and Google AI answers describe your category, tracked monthly against a fixed set of buyer questions
- Authority content and thought leadership that earns the citations AI relies on
- Review and third-party mention programme on the sites AI trusts
- Market agent: industry, competitor and pricing intelligence, fed into your knowledge base
- Analytics on your own history: most profitable clients, win/loss patterns, pricing that closes
- CRM and email connected to your assistant; live dashboards
- 10 creative deliverables a month, including short motion
- Monthly strategy session

TIER 03 · OWN YOUR INTELLIGENCE

from $7,995 CAD/month + setup

NATIVE AI

BEST FOR
Organisations ready to run a private AI on their own knowledge.

DATA AGENT
Operations agent — inside your operations

CREATIVE
Unlimited (one active request at a time)

- Everything in INTELLIGENCE
- Operations agent: ERP, project, ticket and operations history captured and structured
- Tacit-knowledge capture: structured interviews with your senior people
- Core playbooks curated: processes, pricing logic, client handling and brand voice
- Native AI data readiness: your data inventoried, cleaned, de-duplicated, de-identified where needed, structured and delivered as a retrieval-ready (RAG) knowledge set in open formats, with

documentation and an evaluation set

- Hand-over support to the AI platform you choose — on your own servers or your chosen private cloud
- Forecasting models that sharpen as your data grows
- Expert review of all structured data before it is released
- Dedicated account director and a quarterly war room
- Limited intake: three new organisations a quarter

PRESENCE — the add-on that fits everything

$499/month on its own · $399/month with any tier. For businesses that want to stay visible and up to date without a full tier, or that buy one-off services and want ongoing care.

- AI answer check: what ChatGPT, Gemini, Perplexity and Google AI answers say about you, reviewed monthly, with errors corrected at the source
- Google Business Profile, Bing Places and Apple Business Connect managed — the profiles AI assistants and maps read — with weekly updates, photos, hours and offers
- Review engine: a simple request flow (link, QR and email) to earn more reviews, and every review answered within 48 hours in your voice
- Listings kept identical across the key directories for your industry and city
- One answer-first article or FAQ page a month, written for the questions your buyers ask AI
- 4 branded social posts a month, designed and scheduled
- Website care: updates, backups, uptime, speed and broken-link checks, plus one small content change a month
- One-page monthly report: calls, direction requests, reviews, visits and what AI says about you

Compare the plans

	CAPTURE	INTELLIGENCE	NATIVE AI
Monthly fee (CAD)	$1,295	$3,495	from $7,995 + custom setup
AI-crawler access, llms.txt, schema	✓	✓	✓

	CAPTURE	INTELLIGENCE	NATIVE AI
Knowledge base & FAQ hub (AEO)	✓	✓	✓
Entity consistency across the web	✓	✓	✓
Data agent	Signal	Signal + Market	Signal + Market + Operations
Team capture toolkit	✓	✓	✓ + senior interviews
Internal assistant on your documents	✓	✓ + CRM & email	✓ + operations data
GEO tracking across AI platforms	—	✓	✓
Authority content & reviews programme	—	✓	✓
History analytics & dashboards	—	✓	✓
Native AI data readiness (RAG set)	—	—	✓
Creative deliverables	5 / month	10 / month + motion	Unlimited*
Strategy	Monthly report	Monthly session	Account director + quarterly war room
First response	2 business days	1 business day	Same business day
AI Compatibility Score	Monthly	Monthly	Monthly

* Unlimited: one active request at a time, under fair use (see section 3).

What to expect

These are averages from our experience, with everything else equal. **They are not guaranteed.** Where a business starts from, its industry and its competition all shape the pace.

Month 1 · Presence established

The AI-compatible foundation is live. AI systems can reach and read you and describe you correctly.

Month 3 · Revenue starts to move

Enquiries and revenue begin to reflect the new visibility as AI systems start to surface you.

Month 6 · Compounding

The period we recommend: the knowledge base, citations and captured data begin to work together.

Month 12 · Category authority. Many clients are seen as a thought leader or best in class in their space.

> There is no minimum term. We recommend **at least six months** because AI visibility compounds and the first months lay the foundation. That is advice, never a lock-in.

What we need from you

- Give us the access we need — website, Google Business Profile, analytics, listings and, for higher tiers, the systems you choose to connect — through named accounts, never shared passwords.
- Name one decision-maker who can approve work. Approvals within 5 business days keep the monthly cycle on time.
- Make sure the information, documents and data you give us are accurate and that you have the right to share them.
- Tell your team about the capture toolkit and any agent that touches their work, and give any notices or obtain any consents the law requires (see Schedule 1).
- Review content before it is published in your name. Once approved, it is yours to stand behind.

What is not included

- **Hosting or running your native AI.** We prepare your data and support the hand-over. The model, servers and cloud accounts are yours, chosen and paid for by you.
- **Building and training an internal AI system.** Designing, deploying, fine-tuning or operating a custom AI system for your organisation is a separate engagement with its own scope, price and agreement.
- **Third-party costs.** Advertising spend, paid directories, software subscriptions, stock media, printing, travel and similar costs are billed at cost, only with your prior approval.
- **Large creative projects.** A new website, brand identity, product build or video production is a FORGE or LABS project, quoted separately.

— **Legal, tax or regulatory advice.** We are not your lawyers or accountants. We can work alongside yours.

PART B

Order form

Complete, sign and return to hello@lyonshub.com. By signing, both parties agree to this Agreement (Parts A–C and Schedules 1–2, version 1.1).

THE CLIENT

LEGAL BUSINESS NAME

OPERATING NAME (IF DIFFERENT)

ADDRESS

COUNTRY / PROVINCE OR STATE

DECISION-MAKER (NAME & TITLE)

EMAIL FOR NOTICES

BILLING CONTACT & EMAIL

PHONE

LYONS HUB

LYONS UNIFIED INC., operating as Lyons Hub · Toronto, Ontario, Canada · hello@lyonshub.com · +1 437 637 5003 · HST No. 781571245RT0001

SELECT YOUR PLAN (ONE TIER)

☐ **CAPTURE** — **$1,295 / month**
Tier 01 · get found

☐ **INTELLIGENCE** — **$3,495 / month**
Tier 02 · get recommended

☐ **NATIVE AI** — **$_____ / month**
Tier 03 · own your intelligence · monthly fee and setup fee as quoted below

ADD-ON AND ONE-OFF

☐ **PRESENCE** — **$_____ / month**
With a tier $399 / month · on its own $499 / month

☐ **AI Compatibility Audit** **$_____ once**

Custom fee as quoted · credited over the first three months if a plan starts within 30 days

☐ **NATIVE AI setup fee** **$_____ once**

Custom fee as quoted · paid before onboarding

START DATE (FIRST BILLING MONTH)

PAYMENT METHOD

BUSINESSES / BRANDS COVERED

SPECIAL TERMS (IF ANY)

All amounts in CAD, plus applicable taxes. Month to month, with no minimum term. Cancel any time by email before your next Billing Month starts.

FOR THE CLIENT

SIGNATURE

NAME & TITLE

DATE

FOR LYONS UNIFIED INC. (LYONS HUB)

SIGNATURE

NAME & TITLE

DATE

PART C

Master service *terms.*

1 Definitions

“Agreement” means the Order Form, these Master Service Terms and the Schedules. **“Lyons Hub”**, **“we”** and **“us”** mean LYONS UNIFIED INC., an Ontario corporation operating as Lyons Hub. **“Client”** and **“you”** mean the business named in the Order Form.

“Plan” means the ASPIRE tier (CAPTURE, INTELLIGENCE or NATIVE AI) and any add-on (PRESENCE) selected in the Order Form. **“Services”** means the work described for that Plan in Part A, the Audit where ordered, and anything else agreed in writing.

“Client Data” means all information, documents, records, recordings and personal information that you or your people provide to us, or that our agents collect from systems you authorise. **“Deliverables”** means the work product we create for you under this Agreement, including content, creative, knowledge bases, structured data sets and reports.

“Lyons Hub IP” means the ASPIRE system, methodology, scoring model, agents and their software, templates, tools and know-how that we own or license, whether existing before or developed outside this Agreement.

“Billing Month” means each one-month period starting on the start date in the Order Form or its monthly anniversary.

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2 How this Agreement fits together

The Agreement starts when both parties sign the Order Form (electronic signatures count). If documents conflict, this order applies: (a) Schedule 1 (Data Processing) on any question of personal information; (b) the Order Form; (c) these Master Service Terms; (d) Schedule 2; (e) Part A.

Part A describes the Plans as they stand on the version date. We may improve how a Plan is delivered, but we will not reduce what your Plan includes during a Billing Month you have paid for.

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3 The Services

We will perform the Services with reasonable skill and care, in line with good industry practice, using suitably qualified people and tools we select.

Creative deliverables. One creative deliverable is one finished asset of standard size, such as one social post or carousel design, one email design, one ad set in up to three sizes, one article of up to 1,200 words, or one landing-page section. One short motion piece of up to 30 seconds counts as two. Each deliverable includes up to two rounds of revisions. Monthly allowances do not roll over. “Unlimited” in NATIVE AI means as many deliverables as we can complete with one active request at a time, under fair use.

Changes. You can upgrade at any time; the new fee applies, pro-rated, from the upgrade date. Downgrades and changes to add-ons take effect at the start of the next Billing Month. Work outside your Plan is quoted in writing first and only done with your approval.

Your own business only. The Services are for the businesses named in the Order Form. Reselling or passing the Services to third parties needs a separate partner agreement.

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4 Term and cancellation — no lock-in

Month to month. Your Plan runs one Billing Month at a time and renews automatically. There is no minimum term and no cancellation fee.

Cancel any time. Tell us in writing (email to hello@lyonshub.com is enough) at any time. If you tell us before your next Billing Month starts, you will not be charged for it; the Services continue until the end of the month you have already paid for. Fees already paid for a Billing Month that has started are not refunded.

Our recommendation, not a requirement. AI visibility compounds, so we recommend staying at least six months for the fullest effect. That is advice only and never restricts your right to cancel.

We may end the Agreement on 30 days' written notice, or immediately under section 15.

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5 Fees, billing and taxes

Currency. All prices are in Canadian dollars (CAD).

Monthly fees are invoiced at the start of each Billing Month and paid in advance by card, pre-authorised debit, Interac e-Transfer or wire transfer. Invoices are due within 7 days.

The AI Compatibility Audit is custom-priced to the size and needs of your business, and the fee is confirmed in writing before it is booked. If you start a Plan within 30 days of receiving the Audit, the Audit fee is credited in three equal parts against your first three monthly invoices. The credit has no cash value and any unused part lapses if the Plan ends sooner.

NATIVE AI setup fee covers data mapping, connections and the first structuring pass. It is custom-priced after a call and the Audit, stated in the Order Form and paid before onboarding begins. Once onboarding work has started, it is not refundable.

Price hold. Your monthly fee will not increase during your first 12 months. After that, we will give you at least 60 days' written notice of any change, and you may cancel before it takes effect.

Taxes. Prices exclude taxes. We add HST, GST, PST or QST where the law requires (Lyons Hub HST No. 781571245RT0001). Clients outside Canada are responsible for any taxes in their own country.

Late payment. Overdue amounts carry interest at 1% per month (12.68% per year). If an invoice is more than 15 days overdue, we may pause the Services after giving you 5 days' written notice, until it is paid.

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6 Your responsibilities

The responsibilities listed in Part A (“What we need from you”) form part of this Agreement. If a delay on your side holds up the work, the related timelines move by the same amount and the monthly fee still applies.

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7 Data agents and capture

Agents only connect to the systems, accounts and data sources you authorise in writing, and only collect what is needed for your Plan: website and digital assets (Signal agent), public market and industry sources (Market agent) and the internal systems you select (Operations agent).

Agents are not used to monitor individual employees' performance, and never to record people covertly. You may pause or disconnect any agent or source at any time.

You are responsible for telling your people how the capture toolkit and agents work and for any notice, policy or consent the law requires of an employer (for example, Ontario's written electronic-monitoring policy requirement). We will provide plain-language notice templates on request.

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8 Native AI readiness

In NATIVE AI, we prepare your data so that a private AI can use it: inventory, cleaning, de-duplication, de-identification where appropriate, structuring, chunking and indexing,

documentation, and an evaluation set to test answers. We deliver it in open, portable formats to the destination you choose.

We do not host or operate your AI. You choose, own and pay for the model, servers or private cloud it runs on, and you control who can access it. We support the hand-over to your technical team or provider.

Building, deploying, training, fine-tuning or operating an internal AI system is not part of any Plan. If you want us to do it, it will be agreed separately with its own scope, price and terms.

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9 Who owns what

You own your Client Data, always. Nothing in this Agreement gives us ownership of it.

You own the Deliverables once the fees for the month in which they were delivered are paid — including content, creative, your knowledge base and the structured data sets made from your Client Data.

We own Lyons Hub IP. Where Lyons Hub IP is built into a Deliverable, you receive a perpetual, royalty-free, non-exclusive licence to use it as part of that Deliverable for your own business, including after the Agreement ends. Access to our hosted tools and agents ends when your Plan ends.

Third-party materials such as fonts, stock media or software stay subject to their own licences, which we will tell you about.

We will only show your name or work in our portfolio or case studies with your written permission.

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10 Data protection and privacy

Each party will comply with the privacy and data-protection laws that apply to it. For personal information in Client Data, you act as the controller (the organisation responsible) and we act as your processor (service provider). Schedule 1 sets out how we protect it and applies to every Plan.

Our promises in short: we use Client Data only to deliver your Services; we never sell or share it; we never use it to train commercial or third-party AI models, ours or anyone else's; we restrict access to the people who need it; and we return or delete it when the Agreement ends.

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11 Confidentiality

Each party will keep the other's confidential information secret, use it only for this Agreement and share it only with people who need it and are bound by similar duties. This does not cover information that is public through no fault of the receiving party, was already known to it, is independently developed or must be disclosed by law (with prompt notice where lawful).

These duties last for three years after the Agreement ends, and for as long as the information remains a trade secret or personal information.

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12 AI systems and results

AI assistants and search engines such as ChatGPT, Gemini, Perplexity, Claude, Copilot and Google are owned and run by third parties who change them without notice. We do not control them.

Results are not guaranteed. We do not promise any particular ranking, citation, recommendation, traffic, enquiries or revenue. Your AI Compatibility Score is a measurement of the work and your progress, not a promise of outcome. The month 1 / 3 / 6 / 12 milestones in Part A are averages from our experience, with everything else equal, and not commitments.

We use AI tools in our own work. Everything we publish for you is reviewed by a person first, and you approve it before it goes live.

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13 Warranties

Each party confirms it has the authority to enter into this Agreement. We confirm that, to our knowledge, Deliverables created by us are original or properly licensed and that we will follow the security measures in Schedule 1.

Except as stated in this Agreement, the Services are provided without any other warranty, express or implied, to the extent the law allows.

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14 Liability and indemnities

Neither party is liable for indirect or consequential loss, or for lost profits, revenue, goodwill or data that could have been backed up, even if it was foreseeable.

Each party's total liability under this Agreement is limited to the fees paid or payable in the three months before the claim arose (six months for NATIVE AI). For breaches of section 10 or

Schedule 1, the limit is the fees paid or payable in the twelve months before the claim arose. None of these limits apply to fraud, wilful misconduct, or amounts you owe for Services.

You will indemnify us against third-party claims arising from Client Data or materials you provide (including a lack of the necessary rights or consents). We will indemnify you against third-party claims that a Deliverable we created infringes their intellectual property, except where the claim comes from your materials or your changes.

15 Suspension and termination for cause

Either party may end the Agreement immediately by written notice if the other materially breaches it and does not fix the breach within 15 days of notice, or becomes insolvent or bankrupt.

We may suspend the Services immediately if continuing would break the law, or if your use creates a security risk, telling you why as soon as we can.

16 When the Agreement ends

We will hand over all completed Deliverables for paid months and, within 30 days, give you an export of your Client Data and structured data sets in open formats.

We then delete Client Data from our systems within 30 days of the export (or earlier if you ask), except where the law requires us to keep it, and confirm deletion in writing on request. Backups are overwritten on their normal cycle and kept secure until then.

Sections 5 (for amounts owed), 9, 10, 11, 12, 14, 16 and 17 and Schedule 1 continue after the Agreement ends.

17 General

Law and disputes. This Agreement is governed by the laws of Ontario and the federal laws of Canada that apply there. If a dispute arises, senior people from each side will try to resolve it within 15 days; if that fails, either party may refer it to mediation in Toronto; if mediation does not resolve it within 30 days, the courts of Ontario have exclusive jurisdiction. Nothing stops either party from seeking urgent court relief.

Notices are given by email to the addresses in the Order Form, or to hello@lyonshub.com for Lyons Hub.

Force majeure. Neither party is responsible for delays caused by events beyond its reasonable control, including outages or changes at third-party platforms. Payment obligations for

Services already received are not excused.

Independent parties. We are an independent contractor. Neither party may assign this Agreement without the other's consent, except to a successor of its business with notice.

Whole agreement. This Agreement is the entire agreement about its subject and replaces earlier proposals and discussions, including any agreement for the earlier ASPIRE Creative Subscription unless the Order Form says otherwise. Changes must be in writing and accepted by both parties. If a term is unenforceable, the rest remains in force. Not enforcing a right is not a waiver of it.

Signatures. The Order Form may be signed electronically and in counterparts. The parties have required that this Agreement and all related documents be drawn up in English. *Les parties ont exigé que la présente entente et tous les documents connexes soient rédigés en anglais.*

SCHEDULE 1

Data processing *& privacy.*

How we protect personal information in your data, on every plan.

S1.1 One standard, everywhere

Our clients and their customers are in Canada, the United Kingdom, Nigeria, the United States and beyond. Rather than apply different rules by country, we apply the strictest common standard — modelled on the GDPR — to every client, and we meet the specific requirements of the laws below where they apply:

MARKET	LAWS WE MEET
Canada	PIPEDA; Quebec's Act respecting the protection of personal information in the private sector (Law 25); provincial private-sector and health privacy laws where they apply
United Kingdom & EU	UK GDPR and the Data Protection Act 2018; the EU GDPR where it applies
Nigeria	Nigeria Data Protection Act 2023 and regulations and guidance of the Nigeria Data Protection Commission
United States	State privacy laws including the California Consumer Privacy Act (as amended by the CPRA), the New York SHIELD Act and similar state laws

S1.2 What we process and why

ITEM	DETAIL
Subject matter and duration	Delivery of your ASPIRE Plan, for as long as the Agreement lasts plus the return-and-deletion period.
Nature and purpose	Collecting, organising, structuring, analysing, storing and publishing information to make your business AI-compatible; preparing data sets for your native AI.

ITEM	DETAIL
Types of personal information	Business contact details; enquiry and website-interaction data; customer reviews; staff names, roles and work records in captured logs and interviews; and, for NATIVE AI, personal information contained in the operational records you choose to connect.
People concerned	Your staff, customers, prospects, suppliers and website visitors.
Sensitive information	Not processed unless you tell us in writing and we agree extra safeguards first (for example health, financial or biometric data).

S1.3 Our commitments as your processor

We process personal information only on your documented instructions (this Agreement and your written requests), and tell you if we believe an instruction breaks the law.

We never sell, rent or share personal information, and never use Client Data to train, fine-tune or improve any commercial or third-party AI model. Client Data is used for a model only when that model is your own, dedicated system and you direct us to.

Everyone with access is bound by confidentiality, trained in data protection and given access only to what their role needs.

We collect and keep only what your Plan needs. For native AI data sets we de-identify or remove personal information that is not needed for the AI's purpose, and flag sensitive data to you before including it.

S1.4 Security measures

Encryption in transit (TLS 1.2 or higher) and at rest (AES-256 or equivalent); multi-factor authentication on every system holding Client Data; role-based, least-privilege access with access logs; a separate workspace for each client; secure, verified deletion; vulnerability patching; vetted vendors; and a written incident-response plan tested at least yearly.

S1.5 Sub-processors

We use a small number of vetted service providers (for example, cloud storage and AI model providers) to deliver the Services. Each is bound by written terms at least as protective as this

Schedule. AI model providers are used only under settings that exclude your data from their training and limit retention.

Our current list is available on request. We will give you at least 14 days' notice of any new sub-processor that will handle personal information, and you may object on reasonable grounds; if we cannot resolve the objection, you may cancel the affected Services without penalty.

S1.6 Where data is stored and transfers

We store Client Data in Canada wherever practical. If personal information must be transferred to another country, we do so only with a lawful transfer mechanism — such as the EU Standard Contractual Clauses, the UK International Data Transfer Addendum, or a mechanism recognised under the Nigeria Data Protection Act — and an assessment of the risks where the law requires it (including under Quebec Law 25).

S1.7 Breaches

If we become aware of a breach affecting personal information in Client Data, we will notify you without undue delay and in any case within 48 hours, with what we know, what we have done and what we recommend — so that you can meet your own deadlines (such as 72 hours under the GDPR and the Nigeria Data Protection Act). We will help you notify regulators and individuals where required, and keep a record of every breach.

S1.8 Individuals' rights and assessments

We will help you respond to requests from individuals to access, correct, delete, move or restrict their personal information, and to opt out where the law gives that right, within the time the law sets. We will also help with privacy impact assessments and consultations with regulators that relate to the Services.

S1.9 Audits

Once a year, or after a breach, you may ask us to show how we comply with this Schedule — by questionnaire, documentation or, on 30 days' notice and at your cost, an audit by you or an independent auditor bound by confidentiality.

S1.10 Return and deletion

When the Agreement ends we return and then delete Client Data as described in section 16 of the Master Service Terms, and confirm in writing on request.

SCHEDULE 2

Service *levels.*

	CAPTURE	INTELLIGENCE	NATIVE AI
First response to a request	2 business days	1 business day	Same business day
Standard creative deliverable	5 business days	5 business days	3 business days
Revisions per deliverable	2 rounds	2 rounds	2 rounds
Monthly AI Compatibility Score report	By the 10th business day	By the 10th business day	By the 10th business day
Strategy	Report + async questions	60-minute monthly session	Account director + quarterly war room
Urgent fixes (site down, wrong facts live)	Next business day	Same business day	Within 4 business hours

Business days are Monday to Friday, excluding Ontario statutory holidays; business hours are 9:00–17:00 Toronto time. Timings start once we have everything needed from you.