EASYTASK SUBSCRIPTION

General terms of the EasyTask subscription

These terms govern the EasyTask subscription (the “subscription”). You accept them on the site before paying the first fee, and together with the order summary they form the contract. The subscription has no minimum term: you end it whenever you like, at the end of the month already paid. It is open to businesses, professionals and private buyers.

1. The parties and the contract documents

1.1 **EasyTask.** Michele Caddeo, sole trader under the EasyTask design brand, Via Villa Beltrame 35, 36015 Schio (VI), Italy, VAT number 04650720248, email m.caddeo@easytaskdesign.com. In these terms: “EasyTask”.

1.2 **You, the Client.** Whoever buys the subscription on the site, with the billing details entered at payment: a business, a professional or a private buyer. If you buy for a business, you declare that you have the authority to do so, and in these terms “you” means the business.

1.3 **Businesses and private buyers.** The subscription is open to businesses, professionals and private buyers. If you buy it as a private individual, that is for purposes outside any business or professional activity, you also have the rights of the Italian Consumer Code, including the 14-day right of withdrawal (clause 4.7).

1.4 **The documents.** The contract is made up of these terms, in the version you accepted on the site, and the order summary you receive by email after payment. Where there is one, the data processing agreement (clause 11.2) is also part of it.

1.5 **The prototype.** These terms apply to the subscription only. The fixed-price prototype sold on the site has its own terms.

1.6 **When the contract is made.** The contract is made when, after accepting these terms on the site with the box provided, you pay the first fee. The subscription starts on the day of that payment (the “start date”).

2. What the subscription includes

2.1 **The role.** EasyTask acts as your business's external head of marketing and also does the work: it decides with you what to do and carries it out.

2.2 **The areas.** The work covers four areas:

- the website: new pages, changes, copy, updates, the work to get you found on Google;
- video: product presentations, adverts, social media clips, animations;
- communication: posts, newsletters, copy for campaigns and presentations;
- design: catalogues, trade fair materials, presentations, your brand wherever it is needed.

2.3 **Everything else.** Requests that come up along the way are also included, if they are similar in type and size to those in clause 2.2. If EasyTask considers that a request is not included, it tells you before starting it and offers you a separate quote. Without your written yes, that work is not done and not paid for.

2.4 **Large projects.** A complete new website or a video with several days of filming is included in the subscription, split into parts that join the queue one after another. External costs remain separate (section 7).

2.5 **What the fee pays for.** The fee does not buy a number of hours or a fixed number of requests: it pays for EasyTask's work on your queue for the whole month. Requests are not unlimited: how many are completed in a month depends on their size.

2.6 **Care, not guaranteed results.** EasyTask works with the care and skill the work requires. It cannot guarantee commercial results, such as sales, enquiries, Google rankings or views, because they also depend on the market and on third-party services.

2.7 **Where the work is done.** EasyTask works from Schio. For filming and meetings it comes in person within about an hour's travel; the rest is handled by video call, in English too. Travel further afield is charged separately (section 7).

2.8 **Collaborators.** EasyTask may get help from collaborators of its choosing, and remains solely responsible to you for the work and for confidentiality.

2.9 **No employment relationship.** EasyTask works independently, with its own means and hours. There is no employment relationship between the parties.

3. How requests work

3.1 **How you send requests.** Requests are sent by email to m.caddeo@easytaskdesign.com. Each request says what is needed, who it is for, whether there is a deadline, and comes with the material you have.

3.2 **The queue.** Requests join a queue. You decide the order together with EasyTask, according to what matters most to you.

3.3 **How many at once.** EasyTask works through requests in order; how many at once depends on their size.

3.4 **Taking on a request.** Within 2 working days of receiving a request, EasyTask confirms it and gives you an estimate of the timing. Estimates are not deadlines: timing depends on the queue and on your feedback.

3.5 **Urgent requests.** When a request has a date (a trade fair, for example), say so when you send it: you agree on what to move and that request goes to the front. An urgent request moves the others back; it does not add to the month's work.

3.6 **Revisions.** Revisions are included as long as they stay within the original request. If you change direction, content or format, the change becomes a new request and joins the queue.

3.7 **Delivery and approval.** EasyTask delivers the work to you and you approve it or send your comments in writing. If no comments arrive within 10 days of delivery, the work is considered approved. It is also approved when you publish or use it. Defects that could not be seen at delivery you report as soon as you find them, and EasyTask fixes them at no cost.

3.8 **Pause.** The subscription cannot be paused. If you want to stop, you end it (clause 4.3); when you want to start again, you start a new subscription.

3.9 **Closures and absences.** EasyTask's planned closures, such as holidays, are notified to you at least 30 days in advance, do not exceed 4 weeks a year in total and do not change the fee. If EasyTask cannot work for unforeseen reasons for more than 10 working days in a row, you choose: either that month's fee is reduced in proportion to the days lost, or the month is extended by the same number of days.

4. Term, ending and withdrawal

4.1 **Subscription month.** A subscription month runs from the start date to the same day of the following month, and so on.

4.2 **Term.** The subscription has no minimum term and continues from month to month until one of the parties ends it (clause 4.3).

4.3 **Ending the subscription.** You and EasyTask can end the subscription whenever you like, with an email or a WhatsApp message to the other party. The subscription ends at the end of the current subscription month, and no further charge is made from then on. The month already paid is not refunded, except for a private buyer's withdrawal in the first 14 days (clause 4.7). EasyTask confirms the ending by email within 2 working days.

4.4 **If EasyTask ends it.** If it is EasyTask that ends the subscription, it delivers to you the work done up to that day as set out in clause 4.5.

4.5 **Requests left half-done.** In the last month you decide together what to finish first. Whatever is still half-done at the end is delivered to you as it is, with the working files; if you want EasyTask to finish it, an extra month or a separate quote is needed.

4.6 **A month already started.** A subscription month that has started is not refunded, except in the cases of clauses 3.9, 4.7 and 13.2.

4.7 **Withdrawal by a private buyer.** If you buy as a private individual, you can withdraw from the contract within 14 days of the day of the first payment, without giving any reason. A clear statement by email to m.caddeo@easytaskdesign.com or by WhatsApp to +39 338 190 3063 is enough; you can use the form at the end of these terms, but you do not have to. EasyTask confirms receipt by email.

4.8 **Work started straight away.** By accepting these terms on the site you expressly ask for the work to start straight away, during the 14 days. If you then withdraw, you pay only the part of the first fee that matches the work done up to the day you give notice of withdrawal, in proportion to the days of the subscription month.

4.9 **Refund.** The rest of the first fee is refunded to you within 14 days of the day EasyTask receives the withdrawal, by the same means of payment you used, at no cost to you.

4.10 **After the 14 days.** Once the 14 days have passed, clause 4.3 applies: you end the subscription whenever you like, and the month already paid is not refunded.

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5. Price

5.1 **Fee.** The fee is €4,500 for each of the first three subscription months, €13,500 in all, and €4,000 for each month after that.

5.2 **VAT.** At present, no VAT is added to the fee. If VAT becomes due by law, it is added to the fee from the moment it is due, and EasyTask tells you in writing before the invoice.

5.3 **Stamp duty.** Stamp duty on invoices, when due, is paid by EasyTask and included in the fee.

5.4 **If you come from the prototype.** If you have paid for a prototype and subscribe within sixty days of that payment, what you paid is deducted from the second month's fee.

5.5 **Fee changes.** EasyTask can change the fee by an email that arrives at least 30 days in advance. If you do not accept the change, you end the subscription (clause 4.3) before it takes effect.

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6. Invoices and payments

6.1 **Invoices.** EasyTask sends you the electronic invoice for each fee within 24 hours of payment.

6.2 **Payment.** The fee is paid in advance, by card or SEPA Direct Debit, through Stripe. You pay the first one on the site; the following ones are charged automatically, on the same date each month, to the payment method you chose. You can change your card and download receipts from Stripe's customer portal, which cannot, however, be used to cancel (clause 4.3).

6.3 **Late payment.** Late payments accrue the default interest set for payments between businesses (Italian Legislative Decree 231/2002), with no reminder needed, plus €40 for recovery costs.

6.4 **Suspension of work.** If a charge fails and the fee is not paid within 15 days of the due date, EasyTask suspends the work until payment, as Article 1460 of the Italian Civil Code provides, and tells you so by email.

6.5 **Third-party costs.** Third-party costs you have approved (clause 7.2) are invoiced separately.

7. What is excluded, and third-party costs

7.1 **What is not included.** The fee does not include:

- advertising budgets (Google, Meta, LinkedIn and the like);
- printing, shipping and stand fitting, for example for trade fairs;
- travel beyond about an hour from Schio, with the related expenses;
- third-party licences: stock photos and footage, fonts, music, software and plugins;
- hosting, domains, email accounts and subscriptions to online services in your name;
- actors, voice-over artists, models, locations and equipment hire;
- photographers, camera operators, drone pilots, translators and other external professionals;
- legal and tax advice, for example on privacy notices, terms of sale or regulated product claims.

7.2 **Third-party costs, always approved first.** When a request needs a third-party expense, EasyTask proposes it to you in writing first, with the cost. Money is spent only after your written yes, by email too. Where possible, the service is in your name and you pay for it directly; otherwise EasyTask pays it in advance and re-invoices it to you at cost, with no mark-up.

7.3 **EasyTask's tools and artificial intelligence.** The software and artificial intelligence services EasyTask uses to work are included in the fee, within normal use. If a request needs exceptional credits (for example many minutes of generated video), EasyTask tells you first, with the cost, and the procedure of clause 7.2 applies.

8. What is needed from you

8.1 **A point of contact.** In the first call you name a point of contact who can decide and approve. If that person changes, you say so in writing.

8.2 **Materials and feedback.** You send the materials (logos, photos, copy, data, technical information) and your answers in good time. If they are late, the queue moves; the fee does not change.

8.3 **Access and accounts.** The accounts for the website, hosting, domain, social media, analytics and advertising remain in your name. You give EasyTask the access it needs, securely (for example through a password manager, never in plain text by email). At the end of the relationship EasyTask returns the access to you, and you can change the passwords.

8.4 **Your materials and your claims.** You warrant that you hold the rights to what you provide (logos, photos, copy, music, data) and that the claims you approve about products, prices, the environment or health are true and lawful. If a third party challenges these materials or claims, you are liable and you reimburse EasyTask for the resulting costs.

8.5 **People filmed.** Using a person's image or voice requires their written consent. For your employees and customers you collect it yourself, with the form EasyTask gives you.

8.6 **You decide what is published.** All work is published after your yes. When EasyTask publishes on your behalf, on the website or on social media, it publishes the content you approved.

9. Rights in the work

9.1 **The rights pass to you.** When you pay the fee for the month in which a piece of work is delivered, EasyTask assigns to you exclusively the economic rights of use in the final work, without limits of time, territory or medium, including the right to modify and adapt it, subject to clause 9.6. Until payment you may use it only to assess it. The assignment also covers work delivered half-done (clause 4.5) and working files delivered (clause 9.3), for the parts created by EasyTask, once the fees due have been paid.

9.2 **What stays with EasyTask.** Drafts and proposals not chosen stay with EasyTask, as do the generic tools, code components, templates and methods it also uses for others. For those contained in the work delivered you receive a free, perpetual, non-exclusive licence that lets you use and modify the work.

9.3 **Source files.** Code is handed over with every delivery, in the repository or on the server in your name. Working files for video and design (for example editing or animation projects) are handed over at the end of the relationship, if you ask for them.

9.4 **The author.** EasyTask remains the author of the work, as the law provides, and agrees now that you may modify and adapt it.

9.5 **Third-party materials.** Third-party photos, videos, fonts, music and software are not assigned: they are used under their supplier's licence, on its terms. EasyTask gives you the list with the work and, where possible, puts the licences in your name.

9.6 **Content made with artificial intelligence.** EasyTask tells you when content is generated wholly or partly with artificial intelligence tools. Where the law requires it to be disclosed, for example for images, audio or video that look real (Article 50 of Regulation (EU) 2024/1689), it prepares the disclosure to publish. When you publish content with the disclosure, you keep it; if you remove it or present the content as real, you are liable. For generated parts EasyTask guarantees neither exclusivity nor copyright protection: the law protects human creative input, and other users of the same tools may obtain similar results. It does not use the voice or face of real people without their written consent. If you do not want generated content for a request, say so when you send it.

9.7 **Portfolio.** EasyTask may show work already published, with your name, in its portfolio and on its channels. If you do not want this, just ask in writing.

9.8 **Originality.** EasyTask warrants that the parts of the work it creates are original and that it has the right to assign them. This does not apply to generated parts (clause 9.6) or to third-party materials (clause 9.5).

10. Confidentiality

10.1 **Binding on both parties.** Non-public information the parties exchange (data, prices, plans, products not yet launched) remains confidential and is used only for the contract, during the relationship and for 3 years after it ends. Information that is already public, that a party already knew, or that the law or an authority requires to be disclosed is not confidential.

10.2 **Separate agreement.** If you ask, EasyTask signs a non-disclosure agreement before seeing the material.

10.3 **Artificial intelligence services.** For your confidential information and personal data EasyTask uses only artificial intelligence services set up not to use them for training. Where they process personal data on your behalf, the services involved are listed in the agreement in clause 11.2.

11. Personal data

11.1 **Your contacts' data.** EasyTask processes the names, email addresses and phone numbers of the people it works with as data controller, to manage the contract, as explained in the privacy policy at easytaskdesign.com/privacy.

11.2 **Data EasyTask processes on your behalf.** If the work involves personal data for which you are the controller (for example newsletter lists, enquiries from your website, analytics, footage of people), EasyTask acts as data processor (Article 28 of Regulation (EU) 2016/679). In that case the data processing agreement is signed first, and it becomes an annex to the contract.

11.3 **Your obligations.** As controller, you warrant that you collected that data lawfully, with the notices and consents required.

12. Liability

12.1 **The principle.** EasyTask is liable for damage caused by its own failures to perform, in accordance with the law. Outages or rule changes of third-party services (hosting, social media platforms, search engines, artificial intelligence services) are outside EasyTask's control.

12.2 **Copies.** Before working on a website or an account, EasyTask makes a copy of it whenever possible. Keep a copy of your own data and content all the same.

13. Suspension and termination

13.1 **Suspension.** For late payments, clause 6.4 applies.

13.2 **If EasyTask fails to perform.** If EasyTask stops working on your queue for more than 30 days without a justified reason, you can ask it by email to resume within 15 days. If it does not, the contract is terminated (Article 1454 of the Italian Civil Code) and EasyTask refunds the part of the fee paid and not worked.

13.3 **At the end of the relationship.** However the contract ends, EasyTask returns the access to you (clause 8.3), hands over the files (clause 9.3) and the half-done requests (clause 4.5), and deletes or returns the data processed on your behalf, as set out in the agreement in clause 11.2. You pay the open invoices and the third-party costs already approved.

14. Communications

14.1 **By email or WhatsApp.** All communications under the contract, including ending the subscription and withdrawal, are made by email or WhatsApp to the addresses in clause 14.2. They take effect on the day they arrive.

14.2 **Addresses.** For you, the email address and phone number entered at payment; for EasyTask, m.caddeo@easytaskdesign.com and WhatsApp +39 338 190 3063. If one changes, tell the other party.

15. Changes

15.1 **Only in writing.** The contract can be changed only in writing, with the agreement of both parties, except for the fee change in clause 5.5.

15.2 **New versions of the terms.** EasyTask may update these terms for new contracts. Your contract stays under the version you accepted on the site, until you accept a new one in writing.

16. Other provisions

16.1 **Assignment of the contract.** Neither party may assign the contract to anyone else without the written consent of the other.

16.2 **Invalid clauses.** If a clause is invalid, the rest of the contract still applies.

16.3 **No waiver.** If a party does not enforce a right once, it does not waive that right.

16.4 **Language.** The contract is in Italian. This English text is a translation: in case of doubt or difference, the Italian text prevails.

17. Governing law and jurisdiction

17.1 **Law.** The contract is governed by Italian law.

17.2 **Talk first.** If a disagreement arises, the parties first try to settle it by talking it over.

17.3 **If you are a private buyer.** If you buy as a private individual, disputes are heard by the court of the place where you live, as the Italian Consumer Code provides.

Withdrawal form for private buyers

Fill it in and send it only if you buy as a private individual and want to withdraw within 14 days (clause 4.7). You can also write in your own words.

To: Michele Caddeo, EasyTask design, Via Villa Beltrame 35, 36015 Schio (VI), Italy,

m.caddeo@easytaskdesign.com, WhatsApp +39 338 190 3063

I hereby give notice that I withdraw from my contract for the provision of the following service: EasyTask subscription

Date of the first payment: _____

Full name: _____

Address: _____

Email used for the purchase: _____

Date: _____ Signature (only if this form is on paper): _____