

## **Google Ads Management Terms of Service**

Clients who engage Bluelight Ltd to provide Google Ads Management services must abide by the Terms of Service outlined in this document.

1. After your approval of account setup, additional campaigns setup or requests which are outside of the scope of regular account management will incur additional fees.
2. After your approval, please don't make any changes to the account. If you have any requests, just let us know and we will take care of it for you. Violation of this rule may result in immediate termination of service.
3. The date of account launch is effectively the reporting and billing date for Google Ad Management.
4. If you would like to scale up your budget, more time will be required to manage your account and increase the management fee by the additional hours required. We will inform you of this. In some cases, a floating management fee can be arranged.
5. If you would like to scale down your budget, we can adjust the account spend immediately. However the management fee will only be changed in the next billing period, not the current billing period. The management time and schedule has already been allocated to your account and cannot be changed.
6. Our minimum account management duration is 3 months. This gives us enough time to collect data, explore different approaches and validate the marketing channel for you.
7. If you would like to end management at some point, please give us a courtesy advance notice of 30 days.
8. We may add additional staff or external parties to the account if required to complete our work.
9. The Google Ads and Analytics accounts we create belong to us, but you can view them at any time via read-only access. You may purchase account ownership after 12 months of management, at a price determined by us.