

# TERMS OF SERVICE

**Last Updated:** 12/17/2025

By enrolling in or using any services provided by SO GOOD ("SO GOOD," "we," "us," or "our"), the client ("Client," "you," or "your") agrees to be bound by these Terms of Service ("Terms"). These Terms govern all services provided by SO GOOD unless otherwise agreed to in writing.

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## 1. DEFINITIONS

**"Services"** means all marketing, optimization, advisory, content, remediation, and related services provided by SO GOOD.

**"GBP"** means Google Business Profile.

**"Client-Selected Plan"** means the plan, tier, add-ons, and deliverables selected by Client at enrollment, proposal, order form, or checkout.

**"Platforms"** means Google, Reddit, YouTube, social media platforms, websites, and any third-party systems not owned or controlled by SO GOOD.

## 2. SCOPE OF SERVICES

SO GOOD provides marketing and visibility services designed to support increased online presence. All Services are operational and provided on a **best-effort basis**.

### 2.1 Core GBP Optimization Services

Based on the Client-Selected Plan, Services may include:

- GBP description updates
- Product and service optimizations
- Image uploads
- GBP posts
- Automated or assisted review responses
- Reporting and insights

Deliverables are provided as **ranges and estimates**, not fixed quantities or guarantees.

### 2.2 Monthly Add-On Services

Monthly add-ons may include, but are not limited to:

- GBP Reinstatement Program
- Reddit Management
- Additional optimization services
- Additional review response speed tiers
- AI or social content services

Add-ons follow the same billing and cancellation terms unless otherwise stated.

## 2.3 One-Time Services

One-time services may include:

- Unsuspend GBP
- Setup or remediation services

Once work begins, one-time services are non-cancellable except as expressly stated in Section 7.

## 3. NO GUARANTEES OR ASSURANCES

SO GOOD makes **no guarantees** regarding:

- Rankings or placement
- Traffic, leads, conversions, or revenue
- Platform approval or visibility
- Reinstatement of suspended profiles

All Services are best-effort only. SO GOOD does not promise any specific output, result, or performance level.

## 4. CLIENT RESPONSIBILITIES

Client agrees to:

- Provide accurate and complete information
- Maintain necessary access
- Comply with platform rules
- Understand that actions by Client, employees, vendors, or third parties may impact results

SO GOOD is not responsible for changes made by third parties.

## 5. PLATFORM CONTROL & THIRD-PARTY RISK

Client acknowledges that Platforms:

- Control visibility, enforcement, and suspensions
- May remove content or restrict accounts
- May change policies without notice

SO GOOD bears no liability for platform decisions.

## 6. GBP REINSTATEMENT PROGRAM

### 6.1 Nature of Program

The **GBP Reinstatement Program** is a risk-mitigation and response service. It is **not insurance**, does not indemnify losses, and does not guarantee reinstatement.

### 6.2 Per-Incident Remediation Fee

Each suspension event requires a **\$150 per-incident remediation fee**.

### 6.3 Recommendation Disclosure

The GBP Reinstatement Program is **strongly recommended** when multiple users or vendors access a GBP, as multi-user activity significantly increases suspension risk.

## 7. UNSUSPEND GBP SERVICE

### 7.1 Scope

Unsuspend GBP is a one-time service providing assistance with reinstatement efforts only.

### 7.2 Timeline

Client acknowledges reinstatement efforts may take **60 to 90 days or longer**.

### 7.3 Refund Eligibility

- **No prior appeal submitted:** If reinstatement is unsuccessful, Client is eligible for a **100 percent refund**.
- **Prior appeal submitted:** If reinstatement is unsuccessful, Client is eligible for a **50 percent refund**.

No other refunds apply.

## **8. REDDIT MANAGEMENT**

### **8.1 Scope**

Reddit Management consists of posting responses and content using SO GOOD's proprietary methodology.

### **8.2 Platform Risk**

Client acknowledges:

- Posts may be removed
- Accounts may be restricted or banned
- Subreddits may reject content
- No visibility, traffic, or engagement is guaranteed

### **8.3 Account Ownership and Deletion**

Reddit accounts used for this service are created, owned, and controlled by SO GOOD. Upon cancellation:

- SO GOOD may delete the Reddit account and associated content
- Client receives no ownership or transfer rights
- Deletion is permanent and may be required to comply with platform rules and proprietary methodologies

## **9. REPORTING MEETINGS**

Each account includes one scheduled monthly reporting meeting with a Customer Success Coordinator.

- Client is responsible for attending
- SO GOOD will use best efforts to reschedule missed meetings
- If rescheduling is not possible, SO GOOD may provide a recorded video or report summary

## **10. FEES, BILLING, AND PAYMENT**

### **10.1 Billing**

- Automatic payment is processed on the **1st of each month**

- All plans are month-to-month
- **45 days' written notice** is required for cancellation

## 10.2 Late Payments

- If unpaid after 10 days, Services may be suspended
- A late fee of up to **10 percent** may be applied to cover administrative and collection costs
- If unpaid after 15 days, Services may be terminated

No prorating applies during cancellation periods.

## 11. NO REFUNDS

All fees are non-refundable except as expressly stated in Section 7.

## 12. OWNERSHIP & USE RIGHTS

Except as expressly stated herein, Client owns deliverables created specifically for the Client during the active service period.

**Exclusions:** Deliverables do **not** include platform accounts, profiles, usernames, login credentials, or content created within third-party platforms where SO GOOD controls the account or where platform policies restrict ownership or transfer, including but not limited to Reddit accounts and content described in Section 8.

SO GOOD retains ownership of proprietary systems, processes, and methodologies.

SO GOOD may:

- Reference Client as a customer
- Use anonymized performance data
- Use redacted screenshots for marketing or educational purposes

SO GOOD will not disclose confidential financial or proprietary business data.

## 13. CONFIDENTIALITY & PROPRIETARY METHODS

Client agrees not to disclose, reverse engineer, or misuse SO GOOD's proprietary systems or methodologies.

## 14. LIMITATION OF LIABILITY

SO GOOD's total liability is limited to the amount paid by Client for Services. SO GOOD is not liable for indirect, incidental, or consequential damages.

## **15. INDEMNIFICATION**

Client agrees to indemnify and hold harmless SO GOOD from claims arising from Client's business, content, or platform violations.

## **16. TERMINATION FOR CAUSE**

SO GOOD may terminate Services immediately for nonpayment, fraud, abuse, or material breach.

## **17. GOVERNING LAW & ARBITRATION**

These Terms are governed by the laws of the State of Texas. All disputes shall be resolved by binding arbitration in Texas **at the Client's expense**, regardless of outcome.

## **18. MODIFICATIONS**

SO GOOD may update these Terms with notice. Continued use constitutes acceptance.

## **19. ENTIRE AGREEMENT**

These Terms constitute the entire agreement between the parties.