

Terms & Conditions

Last updated: 3 January 2026

1. Introduction

These Terms & Conditions ("Terms") govern your access to and use of the services provided by Konversion ("Konversion", "we", "us", or "our"). By engaging our services or using our website, you agree to be bound by these Terms.

2. Services

Konversion provides marketing, copywriting, advertising, optimisation, and related consultancy services. Specific deliverables, timelines, and fees will be outlined in individual proposals, statements of work, or agreements.

3. Fees & Payment

Fees are payable in accordance with the agreed proposal or invoice. Base fees are payable upfront unless otherwise stated. Performance incentives, where applicable, are calculated based on agreed attribution methods and metrics. Late payments may result in suspension of services.

4. Performance-Based Components

Performance incentives are dependent on multiple factors including media spend, market conditions, platform algorithms, and client-side execution. Konversion does not guarantee specific outcomes or results.

5. Client Responsibilities

Clients agree to provide accurate information, timely approvals, required access to platforms, and sufficient advertising budgets. Delays caused by the client may impact performance and timelines.

6. Intellectual Property

Upon full payment, clients are granted a non-exclusive, perpetual licence to use final approved deliverables. Konversion retains the right to reuse anonymised or non-confidential work samples for portfolio and marketing purposes.

7. Confidentiality

Both parties agree to keep confidential any proprietary or sensitive information disclosed during the engagement, except where disclosure is required by law.

8. Limitation of Liability

To the maximum extent permitted by law, Konversion shall not be liable for indirect, incidental, or consequential damages. Total liability shall not exceed the fees paid to Konversion for the relevant services.

9. Termination

Either party may terminate services with written notice in accordance with the agreed proposal. Fees paid are non-refundable once work has commenced, unless otherwise agreed in writing.

10. Governing Law

These Terms shall be governed by and construed in accordance with the laws of Singapore.

11. Changes to These Terms

Konversion reserves the right to update these Terms from time to time. Continued engagement constitutes acceptance of the updated Terms.

12. Contact Information

You may contact Konversion at hello@konversion.com.