

**THINKING JUICE LIMITED**  
**Conversion Rate Optimisation Services Schedule**  
**(Schedule 8)**  
**Last Updated: 29 May 2012**

**1.0 Definitions**

In this Schedule, unless the context requires otherwise, the definitions contained within the Terms and Conditions shall apply.

**2.0 Conversion Rate Optimisation:**

2.1 The Customer shall make available any Website statistics or metrics to assist with the performance analysis of the Website

2.2 The Supplier shall recommend the use of tools for the analysis of the Website. Where a license or usage fee is required for the use of these tools, the cost shall be met by the Customer. The Supplier will notify the Customer of any charges in advance of incurring any cost.

2.2 In the event that the Supplier creates or has created an account on the Customer's behalf or the Customer has provided the Supplier with log in details:

(i) The Supplier will take all reasonable care to guard access to this account and ensure secure access.

2.3 The Supplier strongly recommends that the Customer does not send passwords or security details via unsecure email or other unsecure means.

**3.0 Exclusion of Warranties:**

3.1 The Supplier shall use all best endeavours to provide recommendations and amendments that make improvements to the conversion rate of the website. The success rate or performance of these amendments are not warranted or guaranteed.

**4.0 Termination**

The termination period contained within the Terms and Conditions shall apply

**6.0 Fees/Price:**

As per Order Form