PRIORITY SUPPORT & UNLIMITED MAINTENANCE AGREEMENT

Provider: SHIFT. Premium Web Design & Development
Effective Date: [Date]
Service Tier: Priority Elite Support

1. THE "UNLIMITED" QUEUE SYSTEM

The Client may submit an unlimited number of modifications, updates, and redesign requests for their digital property.

- **The Queue:** All requests are added to a centralized Client Queue.
- **Active Task Limit:** SHIFT. will work on exactly one (1) active request at a time.
- **Sequence:** Requests are executed sequentially. Once a task is completed and approved, SHIFT. immediately begins the next queued item. The Client may re-prioritize their queue at any time.
- **Official Channels:** All requests must be submitted through the designated SHIFT. Client Portal. Requests sent via text message, social media DM, or personal phone calls will not be processed until they are submitted to the official queue.

2. SCOPE OF COVERAGE

This agreement covers all elements of the website or web app architecture:

- **Content & Media:** Unlimited text updates, copywriting adjustments, and visual asset optimization.
- **Design & UI/UX:** Layout shifts, color scheme adjustments, and typography changes.
- **Structural Redesign:** Addition of new sections, page architecture shifts, or full-page redesigns.
- **Technical Tuning:** Form modifications and functional logic adjustments.
- **Out of Scope:** The Priority Support subscription covers maintenance, updates, and redesigns of the existing project scope. It does not include building entirely new standalone applications, complex third-party software integrations (e.g., custom ERPs), or covering the financial cost of paid third-party APIs, stock media, or software licenses.

3. DELIVERY & TURNAROUND

- **Standard Requests** are generally completed within 24–48 business hours (Monday – Friday, 9 AM – 5 PM UK Time). Requests submitted on weekends or public holidays will be reviewed on the next standard business day.
- **Complex Requests:** Major tasks (full page redesigns, complex animations, new functional blocks) are broken into milestones with an estimated timeline. No other queue items are processed while a major task is active.

4. ALL-INCLUSIVE VELOCITY

While the volume of requests is unlimited, the output velocity is strictly governed by the one-active-task rule. This ensures every update receives premium attention to detail and maintains SHIFT.'s high engineering standards.

5. AUTHORIZATION & TERMINATION

This support agreement operates as a continuous subscription.

- **Cancellation & Reactivation:** Terminating the subscription immediately pauses all active and queued tasks. To keep the website live and hosted after cancellation, the Client must transition to an Annual Hosting & Domain Subscription. The Client is welcome to opt back into the Priority Elite Support tier at any time in the future to resume unlimited development requests. (Note: Reactivation is subject to queue availability and the current market pricing at the time of reactivation).
- **Price Changes:** SHIFT. also reserves the right to adjust monthly subscription fees with 30 days' written notice. Continued use of the service after the notice period constitutes acceptance of the new rate.

Note: Upon termination of this subscription, the Client transitions to the Annual Hosting & Domain Subscription. Any future ad-hoc requests outside of this plan will be subject to a £100.00 GBP service fee per request.