

1. Purpose

This Service Delivery Policy explains how Magco delivers its marketing, technology, and AI-powered solutions to clients throughout New Zealand. It sets out our service standards, delivery processes, client responsibilities, and support commitments to ensure a reliable, transparent, and professional experience.

Our goal is to provide consistent, high-quality services that help New Zealand businesses grow through measurable digital outcomes — combining strategic marketing, modern technology, and AI innovation.

2. Scope of Services

Magco provides integrated digital, marketing, and technology services, including:

- Advisory — Growth strategy, go-to-market planning, and board/founder coaching
- Branding — Brand foundations, visual identity, collateral, and content production
- Marketing — SEO, paid media (Google, Meta, LinkedIn, TikTok), lifecycle/CRM, analytics, social media management, and conversion rate optimisation
- Websites, Apps & Software — Marketing sites, e-commerce (Shopify), custom apps and portals, performance optimisation, and hosting/maintenance
- AI & Data — AI chatbots, AI voice agents, bespoke AI solutions, and automated reporting and analytics
- Care Plans & Support — Virtual Marketing Department (VMD), website/app care plans, ad ops retainers, content retainers, and training
- Specialist Packs & Accelerators — Focused short-term engagements including Technical SEO, Tracking & Attribution, Landing Page Sprints, Email/SMS Revenue Lift, and AI Readiness Pilots

Services are delivered through digital platforms, cloud-based tools, and direct collaboration with our team.

3. Service Onboarding & Delivery Process

3.1 Onboarding

Following agreement or subscription, clients can expect:

- A welcome and onboarding communication from the Magco team
- A requirements discovery session to understand goals, brand, and existing systems
- Agreement on scope, timelines, and key deliverables
- Access to relevant platforms, dashboards, or project management tools

3.2 Implementation

Services are delivered in accordance with the agreed scope and timeline. Depending on the service, delivery may include:

- Strategic planning and documentation
- Design, build, and configuration of websites, apps, or AI systems
- Campaign setup, creative production, and media activation
- Integration with existing client systems (CRMs, ad platforms, analytics tools)
- Testing, quality assurance, and performance verification prior to launch

3.3 Go-Live & Handover

Services go live once internal testing is complete and written or verbal client approval has been received. At handover, clients receive relevant documentation, access credentials, and guidance appropriate to the scope of work.

4. Service Availability

- Digital services and hosted platforms are designed for high availability
- Scheduled maintenance may occasionally be required and will be communicated in advance where possible
- Temporary interruptions may occur due to third-party infrastructure providers or unforeseen technical issues outside Magco's control
- Our team is available Monday to Friday, 9:00am – 5:00pm NZST for project and support queries

5. Client Responsibilities

To ensure timely and effective delivery, clients are expected to:

- Provide accurate, complete, and up-to-date business information
- Supply necessary content, assets, approvals, and brand materials in a timely manner
- Provide required access to platforms, tools, or systems needed for the engagement
- Ensure all use of services is lawful and compliant with applicable regulations
- Obtain any required consents for data collection, communications, or call recordings
- Respond promptly to requests, reviews, or approvals during onboarding and delivery
- Delays caused by outstanding client information or approvals may affect agreed delivery timelines.

6. Data Protection & Privacy

Magco is committed to protecting the data of our clients and their customers.

- We comply with the New Zealand Privacy Act 2020 and applicable data protection obligations
- Client and end-user data is handled with confidentiality and used solely for delivering agreed services

- Data is stored on secure cloud infrastructure with access restricted to authorised personnel
- We do not sell or share client data with third parties for commercial purposes

Clients remain responsible for ensuring their own compliance with privacy, consent, and data obligations relevant to their industry and customers.

7. Support & Assistance

Magco provides ongoing support as part of care plans and retainer agreements. Support services include:

- Technical assistance and issue investigation
- Platform and configuration support
- Performance monitoring and optimisation
- Strategic guidance and review sessions (where included in scope)

Support requests can be submitted via our designated email or support channel. We aim to acknowledge requests within one business day and resolve issues within a timeframe appropriate to the severity of the issue.

8. Service Improvements & Updates

We continuously improve our platforms, processes, and service offerings. From time to time we may:

- Add or enhance features within existing service packages
- Update tools, integrations, or third-party platforms
- Improve security measures and compliance practices

Where changes materially affect service delivery or the client experience, we will notify clients in advance with reasonable notice.

9. Third-Party Services

Some services rely on reputable third-party providers, including advertising platforms (Google, Meta, LinkedIn), website hosting and infrastructure providers, CRM and automation tools, and telephony providers for AI voice solutions. While Magco takes care in selecting and managing these providers, we are not responsible for outages, changes, or failures that occur beyond our control. We will communicate any material third-party issues to affected clients promptly.

10. Fees & Payment

Service fees are as agreed in the relevant proposal, agreement, or subscription plan. Unless otherwise stated:

- Invoices are issued as per the agreed billing schedule (monthly, project milestone, or upfront)
- Payment is due within the timeframe specified on each invoice
- Late payments may result in a pause or suspension of active services

- Fees for third-party advertising spend (Google Ads, Meta Ads, etc.) are invoiced separately and passed through at cost unless otherwise agreed

11. Limitation of Liability

While Magco strives for reliable, accurate, and effective service delivery:

- Marketing and AI systems may produce variable results depending on market conditions, platform changes, and factors outside our control
- Services are provided on a best-effort basis in accordance with agreed deliverables
- Magco is not liable for indirect, incidental, or consequential losses arising from the use of our services, except where required under the New Zealand Consumer Guarantees Act 1993 or Fair Trading Act 1986

Nothing in this policy limits rights that cannot lawfully be excluded under New Zealand law.

12. Policy Updates

This Service Delivery Policy may be updated from time to time to reflect changes in our services, legal requirements, or business practices. The most current version will be available at magco.co.nz. Continued use of our services after any update constitutes acceptance of the revised policy.

13. Contact

For service delivery enquiries, please contact us using the details below:

Magco

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