

# Vodafone Business Online Product Terms

Reviewed: 02 February 2023

## Please read carefully before downloading the digital content (as defined below).

The Product you have purchased is a Vodafone-Provided Product as set out in the Vodafone Marketplace General Terms and Conditions and is otherwise subject to those Marketplace General Terms and Conditions, which can be found here.

We are not in a position to offer guidance on each individual use of digital content. Please consult independent legal resources in cases where you are uncertain about intended usage. Supplementary rights may need to be acquired in some cases.

### 1. GENERAL

**Service Summary:** Vodafone Business Online (the “Product”) is a set of website and e-Commerce shop creation services, provided by us as Do-It-Yourself (DIY) or Do-It-For-Me (DIFM) services and are based on Vodafone’s Online Presence Builder platform (VOPB). The specification for the Product (“Product Specification”) is at Appendix 2 to these Product Terms. Please see Table 1 of the Product Specification for all available editions).

### 2. ACCEPTANCE

You agree to be bound by all of the terms and conditions set out in these Product Terms;

### 3. INTELLECTUAL PROPERTY

1. Through our Products, you will be provided with objects including their API's as well as images, photographs, templates, animations, video, audio, music, text and "applets", and "online" or electronic documentation (together called the "Digital Content").

2. You may use, modify and publish the Digital Content in accordance with our contract with you.

3. Any supplemental software code and supporting materials provided to you as part of support services for the Digital Content shall be considered part of the Digital Content and are subject to our contract with you.

4. The copyright and all other rights to the Digital Content shall remain with our licensors.

5. Permitted Use Of Digital Content:

5.1. You may incorporate the Digital Content into your own original work and publish your work in a web site provided that:

5.1.1. The Digital Content is incorporated for viewing purposes only and no permission is given to download or save the Digital Content for any reason; and

5.1.2. You continue to pay for our Products.

6. Unauthorized Uses Of Digital Content:

6.1. You may not:

6.1.1. Post web pages containing the Digital Content on servers other than those owned or operated by us or our suppliers;

6.1.2. Use the Digital Content for any purpose, if you no longer pay for our Products;

6.1.3. Use the Digital Content to create printed or “hard copy” documents;

6.1.4. Use the Digital Content in electronic format, on-line or in multimedia applications unless the Digital Content is incorporated for viewing purposes only and no permission is given to download or save the Digital Content for any reason;

6.1.5. Use the Digital Content in web page design whereby the Digital Content is in a format designed or intended for storage or re-use by others;

6.1.6. Use or permit the use of the Digital Content or any part thereof as a trademark or service mark, or claim any proprietary rights of any sort in the Digital Content or any part thereof;

6.1.7. Use the Digital Content with images of identifiable individuals, products or entities in a manner that suggests their association with or endorsement of any product or service;

6.1.8. Create scandalous, obscene, defamatory or immoral works using the Digital Content, nor use the Digital Content for any other purpose which is prohibited by law;

6.1.9. Translate, reverse engineer, decompile, or disassemble the Digital Content;

6.1.10. Rent, lease, assign, transfer or redistribute the Digital Content or a copy thereof, to another person or legal entity; or

6.1.11. Use the Digital Content or make copies of it except as permitted in our contract with you.

### 4. TERMINATION EFFECTS

You agree, upon termination of our contract with you, to cease using and destroy all copies of the Digital Content.

### 5. GENERAL

In the event that we notify you that certain components of the Digital Content may no longer be used (for whatever reason), then such components cannot be used as part of a web site design or template layout, nor can they be used in any other larger work. If you receive such notification, you agree to cease using and destroy all copies of those components of the Digital Content identified by us in your possession or control.

### 6. DISCLAIMER

Although we will use commercially reasonable measures to maintain the security of the Products, we assume no responsibility for the effectiveness of these security measures.

### 7. PROHIBITED CONDUCT

7.1 You agree to refrain from the following examples of prohibited conduct:-

7.1.1 Spamming

(a) Sending unsolicited bulk and/or commercial messages over the Internet (known as “spamming”)

(b) Maintaining an open SMTP relay

7.1.2 Facilitating a Violation of this paragraph 7

7.1.3 Advertising, transmitting, or otherwise making available any software, program, product, or service that is designed to violate this Policy, which includes the facilitation of the means to spam, initiation of pinging, flooding, mailbombing, denial of service attacks, and piracy of software

#### 7.1.4 Infringing intellectual property rights

#### 7.1.5 Engaging in any activity that:

(a) infringes or misappropriates the intellectual property rights of others, including copyrights, trademarks, service marks, trade secrets, software piracy, and patents held by individuals, corporations, or other entities

(b) violates privacy, publicity, or other personal rights of others

#### 7.1.6 Obscene Speech or Materials

(i) Using our Products to advertise, transmit, store, post, display, or otherwise make available child pornography or other forms of illegal pornography or obscene speech or material. We shall notify law enforcement agencies when we become aware of the presence of child pornography on or being transmitted through our Products

#### 7.1.7 Promoting Violence or Injury

(a) Advocating, promoting or providing assistance in carrying out violence or any other unlawful activity against any persons, animals or any governments, businesses or other entities

(b) Describing or displaying a weapon, or parts of weapons, or manuals for assembling any weapon, including but not limited to firearms, ammunition, explosives, grenades, bombs and caustic or other dangerous substances contrary to any laws

(c) Promoting products or services that involve a significant risk of death or injury to any persons, or damage to business or other entities or property

7.1.8 Defamatory or Abusive Language: using our Products as a means to transmit or post defamatory, harassing, abusive, or threatening language

#### 7.1.9 Forging of Headers

(a) Forging or misrepresenting message headers, whether in whole or in part, to mask the originator of the message

#### 7.1.10 Illegal or unauthorised access to other computers or networks

(a) Accessing illegally or without authorisation computers, accounts, or networks belonging to another party, or attempting to penetrate security measures of another individual's system (often known as "hacking")

(b) Engaging in any activity that might be used as a precursor to an attempted system penetration (i.e. port scan, stealth scan, or other information gathering activity)

#### 7.1.11 Distribution of Internet Viruses, Worms, Trojan Horses, or Other Destructive Activities

(a) Distributing information regarding the creation of and sending Internet viruses, worms, Trojan horses, ping, flooding, mailbombing, or denial of service attacks

(b) Engaging in activities that disrupt the use of or interfere with the ability of others to effectively use the network or any connected network, system, service, or equipment

#### 7.1.12 Illegal Activities

(a) Engaging in activities that are determined to be illegal, including advertising, transmitting, or otherwise making available ponzi schemes, pyramid schemes, fraudulently charging credit cards, and pirating software

#### 7.1.13 Gambling

(a) Engaging in or promoting gambling contrary to any laws

#### 7.1.14 Promoting Intoxicants

(a) Displaying or promoting any type(s) of intoxicant, alcoholic beverage, cigarettes or illegal substance contrary to any laws

#### 7.1.15 Instructing others in prohibited activities

(a) Providing instructions with respect to any activities listed in this paragraph 7

7.1.16 Engaging in any other activity, whether lawful or unlawful, that we in our sole discretion determines to be harmful to customers, operations, reputation, goodwill, or customer relations.

7.2 In the event that you engage in any of the activities above, as determined by us in our sole discretion, we may immediately suspend or terminate access to the Products or terminate our contract with you and recover costs and expenses for any harm caused to us or our suppliers.

## 8. DATA PROTECTION

8.1 Vodafone is a data controller for any Customer Personal Data that is processed to manage the Customer relationship for the provision of the Vodafone Business Online service and associated transactions completed in the Vodafone Marketplace. This includes order processing, billing and collections, and customer care and support.

Vodafone is a data processor of Customer or End User Personal Data that is processed for the provision of certain features of the Vodafone Business Online services. Please refer to the Vodafone Business Online Service Specification (at Appendix 2) and Data Processing Schedule included at Appendix 1 below for more information.

Where Vodafone is acting as a data processor, the following shall apply:

1. Vodafone provides Vodafone Business Online services in partnership with Hostopia Ireland Ltd. who, where Vodafone are acting as a processor, are a sub-processor.

2. Vodafone and its partners may only process User Personal Data in accordance with Customer's instructions as documented and agreed by the parties in this contract. Additional instructions, if any, require prior written agreement between the parties, including agreement on any additional fees payable by Customer to Vodafone and its partners for carrying out such instructions. Customer shall ensure that its instructions comply with Applicable Laws.

3. Customer agrees that Vodafone may engage another processor (a "Sub-Processor") to carry out processing activities in the provision of the Product or to fulfil certain obligations of Vodafone under the contract. In the event of the addition of a new Sub-Processor or replacement of an existing Sub-Processor in respect of such processing activities, and where Vodafone is required by applicable privacy law to inform the Customer of those changes Vodafone will either (a) give the Customer at least ten (10) Working Days' prior notice, or (b) list the new or replacement Sub-Processor on an applicable Vodafone website at least ten (10) Working Days before Vodafone authorises and permits the new or replacement Sub-Processor access to User Personal Data in order to give the Customer the opportunity to reasonably object to such changes during such notice period.

4. Where Vodafone authorises a Sub-Processor as above, Vodafone will enter into a contract or other legal act with the Sub-Processor and will impose upon the Sub-Processor substantially the same legal obligations as under these Data Protection Terms to the extent required by Applicable Privacy Law and that the Sub-Processor is carrying out the relevant processing activities. Where the Sub-Processor fails to fulfil its data protection obligations under such contract or legal act, Vodafone shall remain liable to the Customer for the performance of that Sub-Processor's obligations.

5. Vodafone and its partners may retain the User Personal Data for as long as is required to deliver the Product to the customer. Upon termination of the relevant services, Vodafone shall (except as required otherwise by Applicable Law) destroy or return (at Customer's option) User Personal Data in its possession within 28 days. If Customer opts for Vodafone to retain User Personal Data post termination, the Parties shall enter in a contract for hosting. Hosting services shall be subject to availability. In some circumstances the Customer shall as Data Controller be able to manually delete data themselves or request Vodafone to do so, however Vodafone shall be under no obligation to implement alternate data retention rules at the request of the Customer.

6. Vodafone and its sub-processors shall limit access to User Personal Data to those Authorised Persons as necessary to meet Vodafone's obligations in relation to the Product and to such part or parts of the User Personal Data as are strictly necessary for the performance of that Authorised Person's duties. Vodafone shall take reasonable steps to ensure the reliability of any of its Authorised Persons who have access to the User Personal Data and will make sure that all Authorised Persons:

- a) have committed themselves to confidentiality or are under an appropriate statutory obligation of confidentiality;
- b) are trained relating to handling User Personal Data; and
- c) do not process User Personal Data except in line with the instructions from the Customer, unless it is required to do so by Applicable Law.

7. Vodafone and its partners shall, taking into account the state of the art, the cost of implementation and the nature, scope, context and purposes of processing as well as risk of varying likelihood and severity of the rights and freedoms of Users, provide appropriate technical and organizational measures for a level of security appropriate to the risks that are presented by processing, in particular from accidental or unlawful loss, destruction, alteration or unauthorised disclosure of or access to User Personal Data transmitted, stored or otherwise processed pursuant to the relevant Product.

8. Vodafone and its partners shall, taking into account the nature of the processing and the information available to Vodafone in respect of any of the following:

- a) provide the Customer with such information, assistance and co-operation as Customer may reasonably require to establish compliance with the security measures contained in the Applicable Privacy Law;
- b) without undue delay notify Customer of any unauthorised access to User Personal Data of which Vodafone becomes aware, which results in loss, unauthorised disclosure or alteration to the User Personal Data. Furthermore, Vodafone shall provide reasonable assistance to Customer in relation to any personal data breach notification which the Customer is required to make under Applicable Privacy Law;
- c) where required by Applicable Privacy Law and requested by the Customer (prior to the processing), Vodafone shall provide the

Customer reasonable assistance to carry out a privacy impact assessment of the Product and any prior consultation of the relevant supervisory authority as required by Applicable Privacy Law.

9. With respect to any right of audit, Vodafone and its partners will make available to the controller all information necessary to demonstrate compliance with the obligations set out by Law and allow for and contribute to audits, including inspections, conducted by the controller or another auditor mandated by the controller.

10. Vodafone and its partners (sub-processors) may transfer User Personal Data to countries outside the European Economic Area only to the extent that:

- a) User Personal Data is transferred to a territory outside the European Economic Area on terms substantially in accordance with the Transfer Contract Clauses for the transfer of Personal Data to processors established in third countries;
- b) that the transfer of User Personal Data does not put any member of Customer Group in breach of its obligations under Applicable Privacy Law; or
- c) it is required to do so by Union or Member State law to which it is subject; in such a case, Vodafone shall inform the Customer of that legal requirement before processing, unless that law prohibits such information.

11. Vodafone: (i) may receive legally binding demands from a law enforcement authority for the disclosure of, or other assistance in respect of, User Personal Data, or be required by applicable law including court order, warrant, or subpoena to disclose User Personal Data to persons other than Customer; (ii) will not be in breach of its obligation to Customer in complying with such obligations to the extent legally bound; and (iii) shall notify Customer as soon as reasonably possible of any such demand unless otherwise prohibited.

12. Vodafone shall, where the Customer is required under Applicable Privacy Law to respond to enquiries or communications (including subject access requests) from Users and taking into account the nature of the processing:

- a) without undue delay pass on to Customer any enquiries or communications (including subject access requests) that Vodafone or its sub-processors receives from Users relating to their User Personal Data or its Processing; and
- b) assist the Customer by appropriate technical and organisational measures, insofar as this is possible in the Customer's fulfilment of those obligations under Applicable Privacy Law

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## Appendix 1: Personal Data Processing Schedule

Vodafone provides the following features and services as a data processor

Features	Categories of Personal Data	Data Subjects	Data Controller	Processor	Approved Sub-Processor	Location	Retention Period
Domains	As required by Domain Registrar	Vodafone Customer (Website Owner)	Domain Registrar	Vodafone Ireland	Hostopia Ireland Ltd.	Ireland, Denmark, USA	[Defined by Domain Registrar]
Hosting	Account Data	Vodafone Customer (Website Owner)	Vodafone Ireland	Hostopia Ireland Ltd.	Hostopia Ireland Ltd.	Ireland	Duration of the Customers active services Manual deletion available to customer
	Website User Data	Website user (where applicable)	Vodafone Customer	Vodafone Ireland			
Website Storage	Contact & Delivery Details	Website user (where applicable)	Vodafone Customer	Vodafone Ireland	Hostopia Ireland Ltd.	Ireland	Duration of the Customers active services Manual deletion available to customer
	Order data						
	Web Content Web Browsing Metrics	Vodafone Customer (Website Owner)					
Vodafone Online Platform Builder (e-Commerce shop)	Order data		Vodafone Customer	Vodafone Ireland	Hostopia Ireland Ltd.	Ireland, USA, Germany	Duration of the Customers active services Manual deletion available to customer
	Contact & Delivery Details	Website user					
Metrics (Web Analytics & Log Manager)	Web Browsing Metrics	Website user	Vodafone Customer	Vodafone Ireland	Hostopia Ireland Ltd.	Ireland	Duration of the Customers active services Manual deletion available to customer
DIY Marketing Tools (Storage only)	Marketing Data	Website user	Vodafone Customer	Vodafone Ireland	Hostopia Ireland Ltd.	Ireland	Duration of the Customers active services Manual deletion available to customer
Database Software & Storage	Order data		Vodafone Customer	Vodafone Ireland	Hostopia Ireland Ltd.	Ireland	Duration of the Customers active services Manual deletion available to customer
	Contact & Delivery Details Web Browsing Metrics	Website user					
	Email account identifiers	Website user	Vodafone Customer	Vodafone Ireland		Ireland	Duration of the

Email & Email Tools (Storage + Troubleshooting)	Email header data	Vodafone Customer (Website Owner)			Hostopia Ireland Ltd.		Customers active services Manual deletion available to customer
DIFM (Do It For Me) Features: Build, Consultation and Maintenance	Order data	Website user					Duration of the Customers active services Manual deletion available to customer
	Contact & Delivery Details Web Browsing Metrics	Vodafone Customer (Website Owner)	Vodafone Customer	Vodafone Ireland	Hostopia Ireland Ltd.	Ireland	
DIFM Support	Account Data	Vodafone Customer (Website Owner)	Vodafone Ireland	Hostopia Ireland Ltd.	Hostopia Ireland Ltd.	USA	Duration of the Customers active services
	Website Design support may indirectly access personal data stored on front end of website	Website user	Vodafone Customer	Vodafone Ireland			
Technical Support	Account Data	Vodafone Customer (Website Owner)	Vodafone Ireland	Hostopia Ireland Ltd.	Hostopia Ireland Ltd.	Ukraine	Duration of the Customers active services
	May indirectly access personal data for the purpose of troubleshooting (separate consent required)	Website user	Vodafone Customer	Vodafone Ireland			

## Appendix 2: Vodafone Business Online Product Specification

### 1. Overview of the Product

The purpose of this Product Specification is to describe the product that we provides to our Customers in relation to Vodafone Business Online (“VBO” or “the Product”). This Product Specification describes the core functionality, non-functional characteristics, implementation and in-life services that will be provided by us as part of the Vodafone Business Online Product

The Product is a set of website and e-Commerce shop creation services, provided by us as Do-It-Yourself (DIY) or Do-It-For-Me (DIFM) services and are based on Vodafone’s Online Presence Builder platform (VOPB) (please see Table 1 for all available editions). All of the editions offered to customers are bundled with a domain, mailbox, and hosting services, making it easy for customers to manage all their online needs under one umbrella (please see Table 2 for more details on domains, mailboxes and hosting services as part of the VBO editions).

There are 7 editions customers can purchase as part of VBO:

**Table 1.**

Edition	Delivery method	Description
Get Online	DIY	Website
Get Online For Me	DIFM	Website
Get Online For Me Premium	DIFM	Website
Get My Shop Online	DIY	e-Commerce shop
Get My Shop Online Premium	DIY	e-Commerce shop
Get My Shop Online For Me	DIFM	e-Commerce shop
Get My Shop Online For Me Premium	DIFM	e-Commerce shop

### 2. Key Functionality of the Product

Vodafone Business Online is based on the Vodafone Online Presence Builder, an easy-to-use design tool that allows anyone to build and maintain stunning, mobile friendly websites that engage and attract. It allows users to create an effective online presence with an easy-to-use visual editor, drag and drop design tools, attractive design themes, custom domains, hosting and mobile optimization. VOPB features include:

- **Made for everyone:** Drag and Drop editor allows users to easily create a website, and create a One-Page Website with a few clicks.
- **Modern designs:** Choose from engaging, SEO-friendly website themes that automatically look great on desktop, mobile and tablet devices.
- **Engaging website elements:** Easily add photo galleries, videos, buttons, Facebook and Twitter widgets, contact forms, appointment scheduling, Google maps, tables and lists and more.
- **Add pages and layouts:** Easily add multiple pages with different layouts such as galleries, menus, FAQ and more.
- **Professional, modern images:** Access a full gallery of modern, professional stock images, ready to use plus easily edit any photos with the built-in Image Editor

#### Detailed Benefits of Vodafone Online Presence Builder

Modern, Engaging Design Themes	<ul style="list-style-type: none"> <li>• Fresh, responsive design themes.</li> <li>• Automatically optimizes your website across devices, including desktops, tablets and smartphones.</li> </ul>
Drag and Drop	<ul style="list-style-type: none"> <li>• Customizing a website is easy; no technical knowledge necessary.</li> <li>• Drag and drop in elements such as text, images, and engaging elements such as videos, maps and more.</li> </ul>
Professional Images	<ul style="list-style-type: none"> <li>• Personalize your website with a gallery of free, modern stock photography.</li> <li>• Image galleries are a necessary component of almost any professional looking website. Easily add and manage images on your website in six different gallery formats.</li> <li>• A built-in photo editor makes it easy to crop, resize and retouch images on your website for the perfect look and fit.</li> </ul>
Social Media & Widget Integration	<ul style="list-style-type: none"> <li>• Increase visibility of your website. Integrate Twitter, Facebook, Google Maps and YouTube widgets.</li> </ul>
Drive the Right Behaviour	<ul style="list-style-type: none"> <li>• Easily create different types of web forms that can help you interact with your site visitors or gather user information.</li> <li>• Create custom Call-to-Action buttons directly within the Online Presence Builder.</li> </ul>
Add Unlimited Pages	<ul style="list-style-type: none"> <li>• A website that grows with your business. Easily add, delete and edit pages, such as menus, portfolios or anything you can think of.</li> </ul>
Easy Management	<ul style="list-style-type: none"> <li>• Access an intuitive online dashboard to manage your online presence, domain and other services.</li> <li>• View website analytics, including traffic, clicks and most popular pages.</li> </ul>
24/7 Access	<ul style="list-style-type: none"> <li>• Anytime, anywhere. Manage your website from anywhere that has internet connection.</li> </ul>

#### Detailed Features of Vodafone Online Presence Builder

Online Presence Builder editor	<ul style="list-style-type: none"> <li>• Instant Online Presence Website <ul style="list-style-type: none"> <li>○ Sample industry content</li> <li>○ Contact us information pre-populated</li> <li>○ Email contact form auto-generated</li> </ul> </li> <li>• Intuitive, user-friendly editor, with drag-and-drop WYSIWYG editing.</li> <li>• Add in text blocks, images, image galleries, buttons, lead forms, videos, lists, menus, customer quotes, Google map, social media widgets and more.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Embed HTML code.</li> <li>• Add as many additional pages as needed.</li> <li>• Hover help tips and tricks.</li> <li>• Preview your site in desktop, tablet and mobile views.</li> </ul>
Design Themes	<ul style="list-style-type: none"> <li>• Modern design themes mobile optimized for tablets and smartphones.</li> <li>• Hero images with slideshow support, and pre-formatted royalty-free image selections.</li> <li>• Change your design theme at any time.</li> <li>• Customize your fonts and color scheme.</li> </ul>
Elements	<ul style="list-style-type: none"> <li>• Drag and drop in pre-formatted blocks for headings, text, images, text links, image &amp; text combinations, HTML snippets and block quotes.</li> <li>• Add sleek image galleries in different layouts: classic, slideshow, filmstrip, mosaic and slider; add in YouTube videos, with built-in video search.</li> <li>• Get social by adding a Facebook “Like” button, “Send” button, “Follow” button, Page widget or Facebook comments.</li> <li>• Add in a Google map and Open Hours for your business.</li> <li>• Layout content in columns, rows, collapsible rows, tabs, accordion style rows, and save reusable content.</li> <li>• Add a lead form, call-to-action, tables and numbered or bulleted lists.</li> </ul>
Images	<ul style="list-style-type: none"> <li>• Access a free gallery of professional, modern images to use on your online presence.</li> <li>• A built-in photo editor makes it easy to adjust images as needed to boost your online presence’s design: <ul style="list-style-type: none"> <li>○ Crop, resize, change image orientation, and adjust redeye, focus, brightness, contrast, saturation and warmth.</li> <li>○ Add text, drawings, special effects, frames or stickers.</li> </ul> </li> </ul>
Site Settings and Pages	<ul style="list-style-type: none"> <li>• Add Google Analytics, embedded search, overall keywords and meta-description, Header HTML and more.</li> <li>• Manage your online presence pages in one simple menu.</li> <li>• Supports sub-navigation.</li> <li>• Customize Page Name, URL, keywords and description per page to help in SEO efforts.</li> </ul>
Built-in Help	<ul style="list-style-type: none"> <li>• Access a built-in resource Support Center for helpful articles on creating, customizing and optimizing your online presence.</li> </ul>

The VOPB forms the basis for the DIY editions of the product (please see Table 1 for all available editions and Table 2 for a detailed list of all available features per edition), where the customer is responsible for designing their website or e-shop themselves without any consultative or design support provided by us. Customers perform the design, maintenance, and any necessary updates to their website or e-Commerce shop unsupported, but can still receive technical support from us for any platform issues they face as well as any product-related questions they may have.

The product editions that allow users to design a professional e-Commerce shop are managed directly within the VOPB, allowing users to add a fully branded and responsive e-Commerce shop to an existing or new website. e-Commerce shop is optimized for mobile, so storefront will look and function great across all devices. VBO e-Commerce shops are PCI-DSS Level 1 Service Provider Certified, which means it’s a certified secure solution. e-Commerce shop features include:

- **Simple:** Start selling products on website in minutes
- **Professional:** Create a great looking online presence that uses modern themes, a free gallery of professional images, and simple, built-in e-Commerce options.
- **Accessible on any device:** Optimized for mobile, so storefront will look great across all devices.
- **Ease of use:** step-by-step set-up helps automate currency, tax and easily set up shipping methods and rates.
- **Safe and secure:** Provide customers with secure payment processing using secure payment gateways, and industry leading verification technology to prevent fraud and guarantee safety of sensitive information.

- **Cost savings:** An affordable and cost-effective solution, with a low monthly subscription rate and no transaction fees.

#### Detail Benefits of e-Commerce shop (part of VBO)

No Expertise Required	<ul style="list-style-type: none"> <li>• Creating your e-Commerce shop is easy; no technical knowledge necessary. E-Commerce shop will walk you through the steps of adding products and setting currency, shipping and any other required options.</li> <li>• E-Commerce shop is directly integrated with the Vodafone Online Presence Builder – no need to import in data or add HTML blocks, just select E-Commerce shop from your Add-Ons and an “E-Commerce shop” tab will be added to your existing website.</li> </ul>
Responsive Design	<ul style="list-style-type: none"> <li>• Your store will look great on any device as it automatically adapts to your customer’s screen size, from laptops, tablets to smartphones.</li> </ul>
Social Integration	<ul style="list-style-type: none"> <li>• E-Commerce shop seamlessly integrates your website with your Facebook page. You’ll be able to reach new customers by selling directly through Facebook.</li> </ul>
Secure	<ul style="list-style-type: none"> <li>• All data is safe and secure; all credit card and transaction data is transmitted via secure HTTPS protocols and follow gold standards for secure e-Commerce.</li> </ul>
No Transaction Fee	<ul style="list-style-type: none"> <li>• We want to help your business succeed, which is why e-Commerce shop does not charge transaction fees. (Note: Payment processors may charge service transaction fees. Payment processors are third-parties that handle transactions such as credit card payments.)</li> </ul>
Simple to Manage	<ul style="list-style-type: none"> <li>• The easy-to-use e-Commerce shop dashboard will allow you to see a summary of store activity, sales and your catalogue of products.</li> <li>• E-Commerce shop allows tracking inventory on product level. You can define a quantity for each product separately.</li> <li>• Product quantity is automatically reduced when an item has been bought.</li> </ul>
Global Reach	<ul style="list-style-type: none"> <li>• Sell globally with multi-currency support, over 40 international payment options, real-time shipping integration and support for 50 languages.</li> </ul>

#### Features of e-Commerce shop (part of VBO)

One Seamless Experience	<p>Full-featured e-commerce platform is integrated within the Vodafone Online Presence Builder – simply click a button to add it to your website.</p> <ul style="list-style-type: none"> <li>• Sell products directly on your website, blog and through Facebook.</li> <li>• Customize how your store will look to customers; edit layout, colours, fonts and more.</li> <li>• Mobile adaptive storefront (desktop, tablet, mobile).</li> </ul>
Simple Onboarding	<ul style="list-style-type: none"> <li>• Upload product images and tag their price to build your store.</li> <li>• Follow these easy steps, to get you started selling online: <ol style="list-style-type: none"> <li>1. Add Products – All we need is a product image, product name and the price of the product</li> <li>2. Verify Your Location – Country and Currency</li> <li>3. Set up how your products are delivered – Physical or Digital goods</li> <li>4. Set up your payment options</li> <li>5. Click Publish!</li> </ol> </li> </ul>
Adding Products	<ul style="list-style-type: none"> <li>• Shopping cart supports gift cards, discounts codes, recommend products and more.</li> </ul>
Accepting Payments	<ul style="list-style-type: none"> <li>• Select the most suitable way to collect payments from your customers, including check, cash and credit card payments.</li> <li>• Integrates with top payment providers like PayPal, Authorize.net or First Data to make online purchases with your store fast and easy.</li> </ul>



	<ul style="list-style-type: none"> <li>• Safe and secure payment processing.</li> <li>• Quickbooks compatible.</li> <li>• Customer can create profile or checkout without creating profile (configurable).</li> </ul>
Social	<ul style="list-style-type: none"> <li>• Free Facebook integration app; add your e-Commerce shop right to your Facebook page to sell your products through Facebook.</li> </ul>
Customized Options	<ul style="list-style-type: none"> <li>• Geographic and local customization automatically sets currency, tax and calculates shipping rates.</li> <li>• Sync your company information across customer invoices and email notifications.</li> <li>• Set-up shipping methods and rates. Real-time shipping quotes for UPS, USPS, FedEx, Canada Post, EMS Russian Post, Correios and Australia Post.</li> </ul>
Tracking	<ul style="list-style-type: none"> <li>• Customizable order email notifications to multiple recipients.</li> <li>• Manage product inventory - product quantity is automatically reduced when an item has been bought. You will receive email notices when your stock is low.</li> <li>• Order history for customers and administrator.</li> <li>• Track payment and shipping status.</li> <li>• CSV export for order, product and customer data.</li> </ul>
Management	<p>The main sections of the e-Commerce shop panel include:</p> <ul style="list-style-type: none"> <li>• Dashboard: this page is occupied by an installation wizard that will guide you through all necessary setup steps to open an e-Commerce shop within the Vodafone Online Presence Builder, and display a sample summary of store activity (latest orders, store ID, total of sales, etc.).</li> <li>• Sales: this page will display all orders made by your customers in your e-Commerce shop.</li> <li>• Catalogue: here you will load and manage your products and categories.</li> <li>• Customers: this section will have a list of customers who have created profiles in your store.</li> <li>• Promotion: several extra features to extend your selling experience, Coupons, Volume Discounts and third-party Marketplaces.</li> <li>• System Settings: follow here to configure your payment methods, shipping, taxes, store languages, currency, etc.</li> </ul>

#### Supported Gateways/Payment Processors

	Get My Shop Online	Get My Shop Online Premium	Get my Shop Online For Me	Get My Shop Online For Me Premium
PayPal Standard, PayPal Express Checkout, PayPal Advanced and PayPal Payflow Link, PayPal Payments Pro Hosted, PayPal Bill Me Later	Yes	Yes	Yes	Yes
Stripe	Yes	Yes	Yes	Yes
2Checkout	Yes	Yes	Yes	Yes
American Express Payment Gateway	Yes	Yes	Yes	Yes
Authorize.Net SIM	Yes	Yes	Yes	Yes
Bancomer	Yes	Yes	Yes	Yes
Beanstream (Hosted Payment Form)	Yes	Yes	Yes	Yes
ClickAndBuy	Yes	Yes	Yes	Yes
e-Path	Yes	Yes	Yes	Yes
eWAY (Hosted Payment Page)	Yes	Yes	Yes	Yes

First Data Global Gateway e4	Yes	Yes	Yes	Yes
iDEAL (via Mollie)	Yes	Yes	Yes	Yes
iPay88	Yes	Yes	Yes	Yes
iPayment	Yes	Yes	Yes	Yes
Moneris SELECTplus (Hosted Paypage)	Yes	Yes	Yes	Yes
MultiSafepay (iDEAL, credit cards, Giropay, DIRECTeBanking, etc)	Yes	Yes	Yes	Yes
Network Merchants	Yes	Yes	Yes	Yes
Pag Seguro	Yes	Yes	Yes	Yes
Payeezy	Yes	Yes	Yes	Yes
PayFast	Yes	Yes	Yes	Yes
PayJunction	Yes	Yes	Yes	Yes
PayLeap	Yes	Yes	Yes	Yes
PayOnline System	Yes	Yes	Yes	Yes
Paytrail (former Suomen Verkkomaksut Oy)	Yes	Yes	Yes	Yes
PayU: India	Yes	Yes	Yes	Yes
QIWI	Yes	Yes	Yes	Yes
Realex Payments / Global Iris	Yes	Yes	Yes	Yes
Robokassa (Webmoney, Yandex.Money, etc)	Yes	Yes	Yes	Yes
Sage Exchange US	Yes	Yes	Yes	Yes
Sage Pay UK	Yes	Yes	Yes	Yes
TransFirst Transaction Express	Yes	Yes	Yes	Yes
Virtual Cart Services	Yes	Yes	Yes	Yes

### 3. Vodafone Business Online editions features in detail

Table 2.

Features	Get Online	Get Online For Me	Get Online For Me Premium	Get My Shop Online	Get My Shop Online Premium	Get My Shop Online For Me	Get My Shop Online For Me Premium
<b>Domains</b>							
Number of Domain Names Supported	1	1	1	1	1	1	1
Domain Manager	✓	✓	✓	✓	✓	✓	✓
DNS Manager	✓	✓	✓	✓	✓	✓	✓
URL Pointing	x	x	x	x	x	x	x
<b>Hosting:</b>							
Website Storage*	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Web Transfer Limit (monthly)*	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
<b>VOPB Site &amp; Store Building Tools:</b>							
VOPB website building platform	✓	✓	✓	✓	✓	✓	✓
e-Commerce shop	x	Sell 100	Sell 1000	x	x	Sell 100	Sell 1000
Appointment Scheduler	x	1 User	Unlimited Users	x	x	1 User	Unlimited Users
Daily Deals & Gift Certificates	x	Maximum of 10 Offers	Unlimited Offers	x	x	Maximum of 10 Offers	Unlimited Offers
<b>Other Site &amp; Store Building Tools:</b>							

Wordpress Installed	✓	✓	✓	x	x	x	x
Joomla Installer	✓	✓	✓	x	x	x	x
<b>Metrics:</b>							
Web Analytics	✓	✓	✓	✓	✓	✓	✓
Log Manager	✓	✓	✓	✓	✓	✓	✓
<b>DIY Marketing Tools:</b>							
AnnouncerPro	✓	✓	✓	✓	✓	✓	✓
Bundled Contacts	50 Contacts	50 Contacts	50 Contacts	50 Contacts	50 Contacts	50 Contacts	50 Contacts
<b>Files:</b>							
HTML Editor	✓	✓	✓	✓	✓	✓	✓
File Manager	✓	✓	✓	✓	✓	✓	✓
FTP Manager	✓	✓	✓	✓	✓	✓	✓
FTP - Number of Users	500	500	500	500	500	500	500
Anonymous FTP	✓	✓	✓	✓	✓	✓	✓
<b>Databases:</b>							
MS SQL Manager	✓	✓	✓	✓	✓	✓	✓
Bundled: MS SQL Databases (100MB)	x	x	x	x	x	x	x
Bundled: MS SQL Databases (200MB)	2	2	2	2	2	2	2
MySQL Manager	✓	✓	✓	✓	✓	✓	✓
Bundled: MySQL Databases Quantity*	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Bundled: MySQL Databases Storage	Limited by Edition Webspaces	Limited by Package Webspaces	Limited by Package Webspaces	Limited by Package Webspaces	Limited by Package Webspaces	Limited by Product Webspaces	Limited by Product Webspaces
<b>Security:</b>							
SSL Manager	✓	✓	✓	✓	✓	✓	✓
Secure Shell Manager	✓	✓	✓	✓	✓	✓	✓
Website Security	✓	✓	✓	✓	✓	✓	✓
<b>Utilities:</b>							
Custom Error Pages	✓	✓	✓	✓	✓	✓	✓
PHP Manager	✓	✓	✓	✓	✓	✓	✓
Windows Services	✓	✓	✓	✓	✓	✓	✓
<b>Hosting Support Features:</b>							
Password Protect Web Directories	✓	✓	✓	✓	✓	✓	✓
Perl	✓	✓	✓	✓	✓	✓	✓
PHP	✓	✓	✓	✓	✓	✓	✓
CGI Scripting	✓	✓	✓	✓	✓	✓	✓
Shared SSL Certificate	✓	✓	✓	✓	✓	✓	✓
Cron Support (via support request)	✓	✓	✓	✓	✓	✓	✓
GD Library	✓	✓	✓	✓	✓	✓	✓
Microsoft® Access	✓	✓	✓	✓	✓	✓	✓
Own CGI Bin	✓	✓	✓	✓	✓	✓	✓
Python	✓	✓	✓	✓	✓	✓	✓
Server Side Includes (SSI)	✓	✓	✓	✓	✓	✓	✓
XML Parser	✓	✓	✓	✓	✓	✓	✓
Zend Guard Support	✓	✓	✓	✓	✓	✓	✓
Anonymous FTP	✓	✓	✓	✓	✓	✓	✓
<b>Email:</b>							
Bundled: Mailboxes	10	10	10	10	100	25	25
Email Storage Per Email Box	5 GB	5 GB	5 GB	5 GB	5 GB	5 GB	5 GB
Email Forwards (Aliases)	10	10	10	10	100	25	25
Max Attachment Size	25 MB	25 MB	25 MB	25 MB	25 MB	25 MB	25 MB
Mail Manager	✓	✓	✓	✓	✓	✓	✓
Webmail Feature Set	Enhanced	Enhanced	Enhanced	Enhanced	Enhanced	Enhanced	Enhanced
Attachment View	✓	✓	✓	✓	✓	✓	✓
Calendar Sharing	✓	✓	✓	✓	✓	✓	✓
Task Sharing	✓	✓	✓	✓	✓	✓	✓
Freebusy	✓	✓	✓	✓	✓	✓	✓
Multimail	✓	✓	✓	✓	✓	✓	✓
Briefcase	x	x	x	x	x	x	x
<b>Email Tools:</b>							
Anti-Virus and Spam Filtering	✓	✓	✓	✓	✓	✓	✓
Autoresponder	✓	✓	✓	✓	✓	✓	✓
BlackBerry Email Auto Configuration	✓	✓	✓	✓	✓	✓	✓
BlackBerry Push Email	✓	✓	✓	✓	✓	✓	✓
EasyMailSetup	✓	✓	✓	✓	✓	✓	✓

Blacklisting / Whitelisting	✓	✓	✓	✓	✓	✓	✓
IMAP / IMAPS	✓	✓	✓	✓	✓	✓	✓
Outlook 2007 Email Auto Configuration	✓	✓	✓	✓	✓	✓	✓
POP3 / POP3S	✓	✓	✓	✓	✓	✓	✓
SMTP / SMTPS	✓	✓	✓	✓	✓	✓	✓
PGP	✓	✓	✓	✓	✓	✓	✓
Domain Blocking / DNS Blacklisting (RBL)	✓	✓	✓	✓	✓	✓	✓
Unlimited Catch-all - outline meaning	✓	✓	✓	✓	✓	✓	✓
Secure Webmail - with Personal Calendars, Contacts, Notes and Tasks	✓	✓	✓	✓	✓	✓	✓
<b>DIFM:</b>							
Max Number of Web Pages Built	x	x	x	3	10	3	3
Max Number of Sell-Online Products Set up	x	x	x	x	x	12	12
Includes Copywriting Service	x	x	x	✓	✓	✓	✓
Maintenance Hours Per Quarter	x	x	x	2	6	1.5	1.5
Number of Sell-Online Products Set up	x	x	x	x	x	100	1000
Sell-Online Store Training	x	x	x	x	x	30 minutes	30 minutes
<b>Additional DIFM Website Features</b>							
Professional Website Consultant Works With Customer To Build Out Website Based On Customer Requirements	x	x	x	✓	✓	✓	✓
Maintenance to Included Pages - Year 1, Year 2 and Beyond Maintenance Includes: Text Edits / Changes, and Image Changes	x	x	x	✓	✓	✓	✓
Display Your Business Location on an Interactive Map. Also Provide Site Visitors with Detailed Driving Directions To Your Location	x	x	x	✓	✓	✓	✓
<b>Additional DIFM e-Commerce shop Features</b>							
Setup Store Home Page and Contact Us Page - Includes 30 minutes maintenance per month to these specific pages	x	x	x	x	x	✓	✓
Setup of Company Storefront Information using VOPB e-Commerce	x	x	x	x	x	✓	✓
Setup for first 10 Product Categories	x	x	x	x	x	✓	✓
Setup of first 12 Products - Basic Product Description - 2 images Per Product - Pricing Options - Initial Product Inventory Level and Notification Settings - Shipping Options	x	x	x	x	x	✓	✓
Search Engine Visibility	x	x	x	x	x	✓	✓
Checkout Process Options Setup Option 1 - give customers the choice of creating an account in your store or completing an order within an account (recommended) Option 2 - Force customers to create an account in your store	x	x	x	x	x	✓	✓
Payment Methods Setup	x	x	x	x	x	✓	✓

Payment Gateway Setup to Merchant Account - Merchant Account Info Required by Customer	x	x	x	x	x	✓	✓
Tax Rates and Currency Setup - Set up to 5 tax rates and currency support (customer to provide requirements)	x	x	x	x	x	✓	✓
Shipping Setup - Setting Up Ship To Countries - Setting Up Shipping Rates Calculator - Linking to Shipping Carriers Quotes Systems - USPS, UPS, Fed-Ex, Canada Post, etc (customer must have accounts setup)	x	x	x	x	x	✓	✓
<b>Online Marketing Features (DIFM)</b>							
Site Lead Capture Form for Visitor Sign-up (Name, Email Address, Questions/Comments)	x	x	x	✓	✓	x	x

The use of **Unlimited Disk Space Services and Unlimited Bandwidth/Unlimited Data Transfer Services** are subject to the following conditions:

- Unlimited Disk Space Services: Supplier reserves the right to review and monitor the amount of disk space used by any user or website and, where the amount of disk space consumed impacts upon, or limits space available to other users or websites receiving services from Supplier, Supplier may restrict the use of space by such users or website(s) after agreement is provided from Vodafone
- Supplier does NOT provide unlimited space for online storage, backups, or archiving of electronic files, documents, log files, etc., that do not directly relate to the published website and any such prohibited use of the services may result in a request to Vodafone to terminate the Customer's account.
- Unlimited Bandwidth/Data Transfer Services: Supplier reserves the right to review and monitor the amount of Bandwidth/Data Transfer used by any user or website and, where the amount of Bandwidth/Data Transfer consumed impacts upon, or limits Bandwidth/Data Transfer available to other users or websites receiving services from Vodafone, Supplier may request Vodafone to allow Supplier to restrict the use of Bandwidth/Data Transfer by such users or website(s), or terminate the provision of services to such user if agreed with Vodafone. No user or website shall be permitted to use excessive use of Resources, as mutually defined between the Parties. "Resources" means bandwidth, memory, and/or processor utilization available through the services offered by Supplier or its Suppliers. Supplier reserves the right, to determine if user or website is excessively using Resources as mutually defined between the Parties. Supplier may restrict the use of Resources by such users or website(s), or request Vodafone to terminate the provision of services to such user if agreed.
- Additional Prohibited Activities: included but not limited to, file storage, data warehousing, back-up data storage, services or software related to Internet relay chat ("IRC"), peer to peer file sharing ("P2P"), bit torrent, game servers, proxy server network, or interactive chat, membership or community sites for file sharing, video sharing or photo sharing applications are not permitted ("Prohibited Activities"), and Supplier may request Vodafone to terminate the provision of services to any user that engages in Prohibited Activities.

#### **Do-It-For-Me (DIFM) editions of the Vodafone Business Online product**

Vodafone's DIFM services are consultative and leverage a Document Management System (DMS) to maintain clear requirements for every customer engagement that we enter into. Our web consultants engage customers within 24 hours after the initial order and keep in constant contact with them until their website is approved and launched. Once the customers' website or e-Commerce shop is published, customers will typically have a number of "maintenance hours" available to have our designers make ongoing changes to their website. Customers will have their website render responsively to mobile and tablet form factors, and are able to make edits to their website through the Vodafone Online Presence Builder.

Vodafone's DIFM process system encompasses three main components for website development.

#### **Detailed DIFM service description**

##### **Website & e-Commerce shop design coordination**

Each customer is provided a website design consultant to personalise, and thereby enhance, the overall customer experience. The website design consultant deals with the initial and continued conversations throughout the development process. The customer has access to a Project Center, where they can upload the content they wish to be used on their website or e-Commerce shop, such as images, PDFs, or text. A Creative Brief is utilised for content submission, which contains several relevant business-related questions that will ensure an accurate reflection of the customers' website requirements. Via the Project Center, the Creative Brief can be filled out by the customer or by the website coordinator with information received from the customer via phone or email questionnaire.

## Design & Development

The design and development process encompasses content creation, website design, and quality assurance. For content creation, consideration is given to the information derived from the Creative Brief. The customer may select their pages or have the copywriters select the pages for them. For those who wish to supply their content as a loose reference, our copywriters can enhance and structure it to be aesthetically pleasing on the website. For customers who want nothing more than a final polish on their provided content, copywriters will make minimal adjustments that promote professionalism while maintaining the integrity of the customer's submission. For customers who prefer not to submit anything at all, copywriters can creatively produce content based on business category.

Once a template theme is chosen, it will be personalised with the creative content supplied by the copywriter, incorporating any images, special instructions, or preferences provided by the customer such as appointment scheduling, menu/product list placement and more. The customer can provide as much or as little input as preferred.

Our quality assurance is based on a score card system, created to quantify the quality process, by dividing the review components into weighted sections. This allows for accurate trending and improvement efficiency in website development.

## Maintenance

The maintenance time allotted per month varies per edition (please see Table 2). Requests filter through a maintenance panel, which places the projects in queue, in the order they are received. The maintenance team works through the orders, notifying the customer once the updates have been completed. A convenient phone option is also available which allows customers to work with the maintenance representative while the changes are being made. Change requests can also be submitted via email or through an update request form available in their Project Center.

## Daily Deals and Gift Certificates add-ons

Daily Deals is an add-on feature that can be selected in the VOPB and included in a website to attract new customers with special time-based promotions. Promotions can be managed by setting both a time limit and a quantity limit. Daily Deals fit seamlessly into website with the same branding and design elements. Features include:

- Offer daily deals to generate new sales.
- Run time-limited and quantity-limited promotions at a discount price to attract new customers.
- Accept payments through PayPal, no extra transaction fees.
- Simple to set-up and track.

## Detailed Features and benefits of Daily Deals

Create Daily Deals in Seconds	<ul style="list-style-type: none"><li>• Creating Daily Deals is easy; no technical knowledge necessary. Set a title, price, value and expiry date, then connect PayPal account.</li><li>• Daily Deals is directly integrated with the Vodafone Online Presence Builder. No need to import in data or add HTML blocks, just select Daily Deals from Add-Ons and the element will be added to an existing page.</li></ul>
Secure Repeat Business	<ul style="list-style-type: none"><li>• Daily Deals keep customers coming back to website regularly to purchase special offers.</li></ul>
Take Online Payments	<ul style="list-style-type: none"><li>• Daily Deals works with PayPal so transactions will go straight into a PayPal Account - no extra ecommerce set-up required.</li></ul>
Time-Based Engagement	<ul style="list-style-type: none"><li>• Create a sense of urgency as special offers are only available for a set amount of time and number of products.</li><li>• Creates ongoing engagement as visitors are more likely to visit site often to see new offers.</li></ul>
No Transaction Fees	<ul style="list-style-type: none"><li>• Daily Deals does not charge transaction fees. (Note: PayPal may charge service transaction fees.)</li></ul>
Simple to Manage	<ul style="list-style-type: none"><li>• Receive email notifications of purchases made.</li><li>• Track deals sold, deals redeemed, all recent activity.</li></ul>

Gift Certificates is an add-on within the VOPB that can be selected and included in a website to offer visitors the ability to purchase gift certificates that can be used towards the future purchase of products or services. Features include:

- Easily sell Gift Certificates on website.
- Collect in-store payments or online payments via PayPal.
- Grow sales and generate more revenue.
- Simple to set-up and track.

### Detailed Features and benefits of Gift Certificates

5-Minute Set-up	<ul style="list-style-type: none"><li>• Creating Gift Certificates is easy; no technical knowledge necessary. Choose preset amounts and/or allow customers to create custom amounts and connect a PayPal account.</li><li>• Gift Certificates are directly integrated within the Vodafone Online Presence Builder. No need to import data or add HTML blocks, just select Gift Certificates from Add-Ons and the element will be added to an existing page.</li></ul>
Grow your Sales	<ul style="list-style-type: none"><li>• Take orders 24/7.</li><li>• Collect in-store payments or online payments via PayPal.</li></ul>
Build your Brand	<ul style="list-style-type: none"><li>• Allow visitors to promote business to friends and family by offering an easy way for them to purchase gift certificates.</li><li>• Customers can choose to email gift certificate to a friend or print out as a branded certificate.</li></ul>
No Transaction Fees	<ul style="list-style-type: none"><li>• Gift Certificates do not charge transaction fees. (Note: PayPal may charge service transaction fees.)</li></ul>
Simple to Manage	<ul style="list-style-type: none"><li>• Receive email notifications of purchases made.</li><li>• Track Gift Certificates sold, redeemed and all recent activity.</li></ul>

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