

## **SEO Reseller Agreement**

*"Agreement between Service Provider Rumi Technology (First Party) and SEO Reseller (Second Party)"*

SEO Reseller Agreement is a set of easy terms which states the duties of Rumi Technology and SEO Reseller. This agreement does not bind you (SEO Reseller) in any kind of decision making, legal, financial or confidential restrictions.

### **Agreement Parties:**

RuMi Technology (hereinafter referred to as "First Party") and you (hereinafter referred to as "SEO Reseller and/or Second Party"). If you are entering into this agreement on behalf of a company or other legal entity, you represent that you have the authority to bind such entity to these terms and conditions, in which case the term "SEO Reseller" shall refer to such entity.

### **Declaration:**

"First Party" means RuMi Technology

"SEO Reseller" and/or "Second Party" means YOU

### **Agreement Overview:**

1. SEO Reseller Partnership is not limited to any number of clients. Hence, the Second Party can manage one or more number of clients.
2. Second Party understands that by signing up SEO Reseller Agreement, Second Party does not become direct employee, business partner or legal vendor with tax liabilities of Rumi Technology, Hence Second Party is free for decisions on continuing as Reseller with Rumi Technology till any duration and can become reseller or partner with any number of other providers.
3. Second Party is an independent business who is selling Rumi Technology Services in his own brand name.
4. Second Party agrees to follow ethical process by dealing with their end clients and sell the Rumi Technology services with transparency and in ethical way.
5. Rumi Technology will not be responsible for any misleading offers, tax deductions, penalties or extra commitments/offers provided by Second Party apart from as stated in Packages/Proposal sent by First Party or from website.
6. Rumi Technology does not follow privacy policy and reseller NDA which means (we) will never ever approach any of your customers, clients in any case, nor will Rumi Technology show them in the portfolio or share with another resellers unless SEO Reseller asks us.

7. Rumi Technology follows Google webmaster guidelines for SEO and always performs ethical SEO practices.
8. Rumi Technology agree to the Guaranteed SEO policy and understand the conditions in which guarantee is void.
9. Second Party agree to the payment terms, delivery, reporting & billing system of Rumi Technology.
10. Second Party understand that if the payment is not made as per payment terms then the campaign will be paused and guarantee would be void.
11. Rumi Technology will be directly answerable to all queries of SEO Reseller.
12. Second Party will be responsible to provide all the necessary information in order to perform Search Engine Optimization (SEO) for the website of their client to First Party as and when asked.
13. Second Party agrees to the terms and condition and SEO Reseller Code of Ethics.
14. Second Party agrees that First Party updates its guarantee policy and packages from time to time. So Second Party will be updated by latest upcoming from the site. SEO Reseller and Rumi Technology can terminate the Agreement at any stage if they do not find any of the party not complying by the SEO Reseller Code of Ethics.
15. Rumi Technology will provide answers to Second Party for queries raised by end clients.
16. Second Party understand that it will not use Rumi Technology content on their website or marketing collaterals unless prior written permission from First Party.
17. The Second Party disclaims any right or interest in the First Party's trademarks, trade names, service names or marks and logos and designs and all advantages and benefits derived there from.
18. All disputes between the parties shall be referred to and settled by arbitration, such arbitration proceedings to be held at Mumbai. The submission to Arbitration under this clause shall be deemed to be a submission to Arbitration within the meaning of the Arbitration and Conciliation Act, 1996 or any statutory modification or amendment or re-enactment thereof.
19. For the purpose of this Clause, the term "dispute" shall mean any dispute relating to the rights or obligations of the parties under this Agreement. It is agreed that notwithstanding the reference to arbitration, the parties hereto shall continue to be

bound by this Understanding and shall continue to honour their respective obligations under this agreement.

20. The First Party shall have the right to terminate this agreement forthwith in the event that the Second Party questions, disputes the validity, right, title or interest of the First Party as to its trademarks, trade names, service names and marks and designs.

21. SEO Ranking is subject to change from time to time as SEO parameters changes from time to time. RuMi Technology follows the best SEO practices and procedures released by Google from time to time.

Second Party Agree to the Terms and Condition including SEO Reseller Code of Ethics and SEO Guarantees.

The management of RuMi Technology reserves all rights to modify agreement terms without prior notification to Second Party.