

Client Services Agreement — IAM Network Bot Deployment

Industry Army Marketing

Last updated: July 2026

This Client Services Agreement ("Agreement") governs the relationship between **Industry Army Marketing** ("IAM", "we", "us") and the business or individual ("Client", "you") who deploys the IAM Network chat widget ("the bot") on their website or digital properties.

By deploying the bot, you accept this Agreement in full.

Part 1 — The Service

1.1 What IAM Provides

IAM grants you a non-exclusive, non-transferable licence to deploy the IAM chat widget on your websites for the purpose of:

- Engaging with visitors and capturing leads
- Answering questions about your business (within parameters you or IAM configure)
- Receiving booking and appointment requests
- Operating the bot in standalone mode (bot represents your business only) or network mode (bot represents your business as part of the IAM network), as agreed

1.2 What IAM Does Not Provide

The bot is a technology tool. IAM does not guarantee:

- A specific volume of leads
- That leads captured will convert to sales
- Continuous uninterrupted availability (though we aim for high uptime)
- That the bot will answer every question correctly

1.3 Your Dashboard

Leads, conversations, and booking requests captured by the bot on your site are delivered to your private IAM dashboard. You are responsible for following up with those leads in a timely and lawful manner.

Part 2 — Data and Privacy

2.1 Data Ownership

Visitor data captured through your deployment of the bot belongs to you and to IAM jointly.

Specifically:

- You own the commercial relationship with your visitors and leads
- IAM retains the conversation data for network security, product improvement, and reporting purposes
- IAM will not sell your leads to third parties or use them to compete with your business

2.2 Your Data Obligations

By deploying the bot on your site, you agree to:

- Maintain a published privacy policy on your site that discloses data collection through the bot
- Obtain any consents required by applicable law before sending commercial messages to leads
- Comply with CASL (if operating in Canada), GDPR (if serving EU visitors), and any other applicable privacy legislation
- Not use lead data for any purpose that violates applicable law

IAM is not responsible for your compliance with privacy laws governing your own communications with your leads.

2.3 CASL Responsibility

IAM captures implied consent at the point of email capture within the bot. However, you are responsible for:

- Maintaining your own consent records if you send commercial messages beyond the initial follow-up
- Providing unsubscribe mechanisms in your own communications
- Honouring unsubscribe requests within the timeframes required by law

2.4 Data Security

IAM implements reasonable security measures including server-side API key management, origin-restricted access, rate limiting, and row-level database security. You acknowledge that no system is perfectly secure and that IAM's liability for data breaches is limited as set out in Part 5.

Part 3 — Bookings and Financial Isolation

3.1 The Bot Is Not a Payment Processor

The bot captures booking requests and passes them to your dashboard. It does not:

- Process payments or credit card transactions
- Generate invoices on your behalf
- Enter into financial commitments with your customers

All financial transactions are your sole responsibility and must be handled through your own systems (Stripe, QuickBooks, Jobber, or otherwise).

3.2 Booking Confirmation

A booking request captured by the bot is a **pending request only**. It is not confirmed until you actively confirm it through your dashboard and notify the customer. IAM bears no liability for:

- Customer expectations arising from bot booking conversations
- Missed appointments due to scheduling errors
- Disputes between you and your customers about booking terms

3.3 Liability Firewall

IAM operates as a technology intermediary. If a customer of yours has a dispute about services, invoicing, or outcomes related to their booking, that dispute is between you and your customer. IAM is not a party to your commercial agreements and bears no liability arising from them.

Part 4 — Use of the Service

4.1 Permitted Use

You may use the bot to:

- Engage with visitors on your business websites
- Capture leads and booking requests in your industry
- Operate in standalone mode (your business only) or network mode
- Connect the bot to your Instagram and Facebook business pages with proper Meta authorisation

4.2 Prohibited Use

You must not use the bot to:

- Engage in deceptive, misleading, or fraudulent communications
- Collect personal data without appropriate disclosure to visitors
- Violate any applicable law or regulation
- Facilitate harassment, abuse, or illegal activity
- Attempt to circumvent IAM's security measures
- Sub-licence the bot to third parties without IAM's written consent
- Represent that the bot is a human to visitors who sincerely ask whether they are speaking with an AI

4.3 Client Sites

You may deploy the bot on multiple domains you own or control. Adding each domain requires notification to IAM so the CORS whitelist can be updated. Deploying on domains you do not own is not permitted.

Part 5 — Showcasing and Promotion

5.1 IAM's Right to Showcase

IAM may identify your business as an outstanding example of what the IAM network produces. Before featuring your business, results, or conversation data in any IAM marketing, we will:

- Contact you directly with a specific request
- Provide you with the content we intend to use
- Obtain your explicit written consent

5.2 Your Right to Decline

You may decline any showcase request without penalty or impact on your service. Declining does not affect your access to the bot or your relationship with IAM.

5.3 Promotional Timing

IAM retains discretion over when and how to promote client businesses. When IAM believes the timing is right to amplify your business — based on your lead volume, results, or market opportunity — we will reach out. There is no obligation on IAM to actively promote any client.

Part 6 — Social Media Integration

6.1 Optional Feature

Connecting your Instagram or Facebook business page to the IAM bot is optional. By connecting, you:

- Grant IAM a limited authorisation to send automated messages on behalf of your business page via the Meta Graph API
- Confirm you have the rights and permissions to connect the page
- Accept Meta's platform policies governing automated messaging

6.2 Your Responsibility

You are responsible for:

- Ensuring your use of automated DMs complies with Meta's policies
- Reviewing and managing your Meta page access tokens
- Disconnecting the integration if you no longer wish to use it

IAM is not liable for any penalties or restrictions Meta imposes on your account as a result of your use of the integration.

Part 7 — Term and Termination

7.1 Term

This Agreement begins when you deploy the bot and continues until terminated.

7.2 Termination by You

You may terminate at any time by removing the bot script from your site and notifying IAM at colin@industryarmymarketing.com. IAM will remove your domain from the network within 5 business days.

7.3 Termination by IAM

IAM may terminate or suspend your access immediately if:

- You breach any material term of this Agreement
- Your use of the bot creates legal, reputational, or security risk for IAM or the network
- You fail to remedy a breach within 14 days of written notice

7.4 Effect of Termination

On termination: your licence to use the bot ends, your domain is removed from the CORS whitelist, and the bot stops functioning on your site. Your data remains in IAM's systems for the retention period set out in the Privacy Policy.

Part 8 — Limitation of Liability

To the maximum extent permitted by applicable Canadian law:

- IAM's total liability to you under this Agreement is limited to the fees paid by you to IAM in the 3 months preceding the claim (or \$500 CAD if no fees have been paid)
- IAM is not liable for indirect, consequential, or punitive damages
- IAM is not liable for loss of revenue, loss of leads, or business interruption

Part 9 — General

9.1 Governing Law

This Agreement is governed by the laws of British Columbia, Canada.

9.2 Entire Agreement

This Agreement, together with the Privacy Policy and Visitor Terms of Use, constitutes the entire agreement between IAM and you regarding the bot.

9.3 Amendments

IAM may update this Agreement. Material changes will be communicated by email. Continued use of the bot after the effective date of changes constitutes acceptance.

9.4 Contact

Industry Army Marketing

Email: colin@industryarmymarketing.com

Website: <https://industryarmymarketing.com>

This document was prepared for legal review and is not a substitute for advice from a qualified Canadian business lawyer.

BETA NOTICE: This document has not yet been reviewed by legal counsel. It is provided for informational purposes during the IAM Network beta phase. Do not rely on this document for legal advice.