

STRATEGIC MARKETING PARTNERS

# Website Terms & Conditions

strategicmarketingpartners.com.au · Last updated: March 2026

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*These Terms govern your use of the SMP website and any services you engage through it. By accessing the website or submitting an enquiry, you agree to these Terms.*

## 1. About Us

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This website is operated by Strategic Marketing Partners Pty Ltd (ABN: [INSERT]) ('SMP', 'we', 'us'), a Fractional CMO practice based in Sydney, NSW, Australia. Contact: [vicki@strategicmarketingpartners.com.au](mailto:vicki@strategicmarketingpartners.com.au)

## 2. Use of This Website

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You may use this website for lawful purposes only. You must not:

- Use the website in any way that violates applicable laws or regulations.
- Send unsolicited commercial communications or spam.
- Attempt to gain unauthorised access to the website or its systems.
- Use automated tools to scrape, copy, or extract content.
- Post or transmit content that is defamatory, misleading, offensive, or harmful.

## 3. Services and Engagement

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Information on this website about SMP's services (including pricing, deliverables, and timeframes) is provided for general guidance only and does not constitute a binding offer. All formal engagements are governed by a separately executed Client Engagement Agreement.

Completing a booking or enquiry form on this website does not create a client-provider relationship. That relationship is formed only upon execution of a signed Client Engagement Agreement.

## 4. The SMP 90-Day Growth Guarantee

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References to the 90-Day Growth Guarantee on this website are a summary only. The full terms, conditions, and exclusions of the Guarantee are set out in the Client Engagement Agreement. The Guarantee applies only to clients who have signed a Client Engagement Agreement and satisfied all applicable conditions.

## 5. Intellectual Property

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All content on this website — text, graphics, logos, images, downloadable resources, and the overall design — is owned by or licenced to Strategic Marketing Partners Pty Ltd and is protected by Australian and international intellectual property laws.

You may print or download content for personal, non-commercial use only. You must not reproduce, republish, distribute, sell, or modify any website content without SMP's prior written consent.

## 6. Lead Magnets and Free Resources

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SMP may offer free downloadable resources (guides, assessments, templates) in exchange for your contact details. By downloading a resource, you consent to SMP contacting you by email in accordance with our Privacy Policy. You may unsubscribe at any time.

## 7. Disclaimers

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### 7.1 General

Website content is provided for general information only. It does not constitute professional marketing, legal, financial, or business advice. Seek independent professional advice before making decisions based on information from this website.

### 7.2 Results

Results, case studies, and outcomes described on this website represent specific client experiences and are not a guarantee of results for any other client. Marketing results depend on many factors including the client's industry, market, budget, and implementation effort.

### **7.3 Availability**

We do not warrant that this website will be continuously available or free from errors. We reserve the right to modify, suspend, or discontinue the website at any time without notice.

## **8. Third-Party Links**

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This website may contain links to third-party websites (including Calendly, LinkedIn, and other platforms). These links are provided for convenience only. SMP does not endorse, control, or take responsibility for the content or practices of any linked website.

## **9. Limitation of Liability**

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To the maximum extent permitted by law, SMP excludes all liability for any loss or damage (including indirect or consequential loss) arising from your use of this website or reliance on its content. Nothing in these Terms excludes any rights you may have under the Australian Consumer Law that cannot be lawfully excluded.

## **10. Privacy**

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Your use of this website is also governed by our Privacy Policy, available at [strategicmarketingpartners.com.au/privacy](https://strategicmarketingpartners.com.au/privacy). By using this website, you consent to the collection and use of your personal information as described in that Policy.

## **11. Governing Law**

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These Terms are governed by the laws of New South Wales, Australia. Disputes will be subject to the exclusive jurisdiction of the courts of New South Wales.

## **12. Changes to These Terms**

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We may update these Terms at any time. Updated Terms will be posted with a revised 'Last updated' date. Continued use of the website after any change constitutes your acceptance of the updated Terms.

## 13. Contact

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### Questions about these Terms?

Strategic Marketing Partners Pty Ltd

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