

AI Marketing Crew Service Terms

Vendor: Deliverychinatech Pte. Ltd.

UEN: 201835327N

Location: Singapore

Service brand: AMC - Your AI Marketing Crew

Version: AMC-SMSA-v1.11

Effective date: 2026-08-31

Acceptance and Subscription Acknowledgement

This agreement is generated by the AMC subscription workflow. Contract number, package, subscription term, fees, add-ons, payment method and signing date are determined by the submitted order, accepted quotation, invoice, statement of work or written confirmation.

By signing a quotation, accepting an order form or service agreement, ticking the service agreement checkbox, submitting a subscription order, paying for a subscription, creating a brand workspace, or continuing to use AMC services, the Customer acknowledges and agrees to these Service Terms, including GenAI risk acknowledgement, data rights and protection obligations, intellectual property responsibilities, content approval obligations, third-party platform limitations, fee obligations, refund terms and limitation of liability.

This agreement is governed by the laws of Singapore.

1. Parties

Customer: the person or organisation subscribing to or using AMC services.

Vendor: Deliverychinatech Pte. Ltd., UEN 201835327N, located in Singapore, operating the service brand AMC - Your AI Marketing Crew.

2. Service Description

AI Marketing Crew ("AMC") is a specialised marketing and sales content generation solution that supports brand workspace setup, business and brand context collection, campaign workflow, AI-assisted content generation, media asset management, review and approval workflow, publishing coordination, reporting, recommendations, business data export and handover documentation.

AMC may include AI Staff features that assist with day-to-day operation follow-up, brand voice setting, brand context generation, content drafting, image or video prompt creation, platform-specific copywriting, campaign ideation, review reply suggestions, scheduling workflow, usage reporting and growth review.

3. Package Scope

The exact package, subscription term, deliverables, platform coverage, usage limits, fees, add-ons and payment milestones are stated in the accepted quotation, order form, invoice, statement of work or written confirmation. Any item not expressly included in writing is outside the service scope.

Add-on services such as professional on-site content shooting, KOL distribution, multi-outlet support, Dianping operations, ordering or booking site support, platform operations, logistics coordination or customised services are included only if stated in the quotation or order form. Unless expressly stated, third-party vendor charges, creator fees, platform fees, payment processing fees and media spend are borne by the Customer.

4. Customer and User Obligations

The Customer must:

- provide accurate company, brand, outlet, product, pricing, promotion, menu, service and business contact information;
- provide timely access, permissions, materials, approvals and authorised decision makers;

- ensure approving users are authorised to approve content and service decisions on behalf of the Customer;
- confirm that customer-supplied materials are owned, licensed or properly authorised for business use;
- inform AMC of restricted claims, regulated products, sensitive topics, licensing restrictions, brand safety restrictions or platform-specific restrictions;
- avoid uploading unnecessary personal data, sensitive personal data, consumer private records, payment card data, NRIC or passport numbers, employee HR data or health data unless separately agreed in writing and legally required safeguards are in place;
- maintain the security of customer accounts, passwords, devices, third-party platform access and authorised users;
- pay approved fees, taxes and customer-borne third-party costs.

5. Content Approval and Publishing

Unless an autopilot or pre-approved publishing mode is expressly agreed in writing, all AI-generated or operator-prepared content is draft content until approved by the Customer or an authorised representative.

The Customer is responsible for checking factual accuracy, offer validity, pricing, promotion terms, product availability, regulated claims, legal compliance, brand suitability and commercial suitability before approval.

AMC uses reasonable care but does not guarantee that every platform, legal, regulatory, brand, factual or commercial issue will be detected before publishing.

6. GenAI Risk Acknowledgement

The Customer acknowledges that GenAI-assisted outputs may contain errors, incomplete information, unsuitable wording, outdated information, biased assumptions, inappropriate tone, hallucinated details, inaccurate translation, duplicated concepts, or content that may require further review before use.

GenAI tools should not be used as the sole basis for legal, financial, medical, regulatory or other professional advice. Content involving regulated industries, health claims, financial claims, pricing claims, employment claims, public safety, promotions, contests or legally sensitive matters must be reviewed by the Customer and, where appropriate, by qualified professionals before publication.

The Customer must not input confidential, unnecessary personal, sensitive, regulated, illegal, defamatory, discriminatory or third-party proprietary material into AMC unless the Customer has authority to use that material and the use is necessary for the service.

AMC may use safeguards such as restricted prompt guidance, human approval gates, draft status, support escalation, data minimisation, content revision, manual review and operational logging to reduce GenAI risks. These safeguards reduce risk but do not eliminate the Customer's responsibility to review and approve content before external use.

7. Data Rights and Protection

AMC uses business profile, brand information, approved assets, campaign briefs, platform or channel configuration, operational records and business contact information for B2B service coordination. The standard AMC service scope is designed around business, brand, campaign and operational data and does not require consumer personal data or sensitive personal data.

The Customer confirms that it has the right to provide, upload and process the business data, brand assets, images, videos, logos, brand guides, sample posts, campaign materials, platform screenshots, account access information and other materials supplied to AMC.

The Customer grants AMC a non-exclusive, worldwide, royalty-free licence during the service term to use customer-supplied materials solely to provide, operate, support, improve, document and hand over the subscribed AMC services for the Customer.

Both parties must keep confidential non-public business information, commercial terms, reports, credentials, customer data and operational records. Where personal data is separately processed, both parties must comply with applicable personal data protection laws, including Singapore PDPA where applicable.

8. IP Safeguards for AI-Generated Content

The Customer confirms that all uploaded brand assets, images, videos, logos, brand guides, sample posts, reference materials and campaign materials are owned by the Customer, licensed to the Customer or authorised for the Customer's business use.

The Customer must not request AMC or its AI features to copy competitor content, reproduce third-party campaign slogans, imitate protected brand identities, use famous characters, logos or lyrics without rights, or generate content in a manner that may infringe third-party intellectual property.

AMC may block, revise or mark prompts and draft outputs for manual review where potential IP, brand safety or rights-clearance concerns are identified. AI-generated content remains draft content and must be reviewed and approved by the Customer or an authorised representative before publication or external use.

Customer-supplied materials remain owned by the Customer or its licensors. Final approved campaign materials specifically created for the Customer under the paid package may be used by the Customer for its own business. AMC retains ownership of its platform, software, templates, workflows, prompts, methodologies, reusable frameworks, know-how, internal tools and pre-existing materials.

9. Third-Party Platforms

AMC may support workflows for Google Business Profile, Instagram, Facebook, TikTok, WhatsApp, websites, booking links, analytics tools and other third-party platforms.

These terms are between AMC and the Customer only. AMC is not responsible for third-party outages, policy enforcement, account suspensions, API changes, data delays, ranking changes, moderation decisions or platform decisions. The Customer remains responsible for complying with third-party platform terms.

10. Fees and Excluded Costs

Fees, payment milestones and billing frequency are stated in the accepted quotation, order form or invoice.

Advertising media spend, PPC, ad buys, boosted posts, purchase of likes or followers, influencer, KOL or creator fees, gifts, meals, transport, outbound marketing, purchased databases, third-party hosting, maintenance, SSL, domain fees, hardware, livestreaming equipment, third-party training courses, platform subscriptions and payment processing fees are excluded unless separately stated.

11. Reports and Handover

AMC may provide usage reports, campaign reports, digital asset logs, published content references, analytics summaries and handover checklists.

Upon completion or termination, subject to payment of outstanding fees, AMC will provide reasonable handover of approved strategy documents, campaign reports, customer-owned assets, published content logs and relevant platform access notes where applicable.

12. Service Level Agreement, Support and Resolution

AMC provides post-sales support from Monday to Friday, excluding Singapore public holidays, from 09:00 to 18:00 Singapore time via online support, email, contact form or teleconference. Email and contact form requests may be submitted at any time and will be handled during support hours.

AMC will use commercially reasonable efforts to acknowledge and triage support requests within the following target response times: critical service access issues within 1 business day, standard product or workflow issues within 2 business days, and general questions or change requests within 3 business days.

Resolution depends on issue severity, Customer cooperation, third-party platform availability, account permissions, supplied information and technical complexity. AMC may provide a workaround, correction, support guidance, escalation plan, change request or scheduled product fix. Issues caused by Customer systems, third-party platforms, missing permissions, unsupported scope or late Customer input are not subject to guaranteed resolution times.

13. Confidentiality and Security

Each party must keep confidential and must not disclose to third parties any non-public business information, commercial terms, reports, credentials, customer data, operational records, technical information or other confidential information received from the other party, except where disclosure is required to provide the services, comply with law, or involve professional advisers, contractors or service providers who are bound by confidentiality obligations.

AMC will apply reasonable administrative, technical and operational security measures appropriate to the service, which may include access control, role-based permissions, operational logging, secure hosting practices, data minimisation, credential handling controls, backup or recovery procedures, and reasonable protection of data in transit where supported by the relevant platform or service provider.

If either party becomes aware of an actual or suspected material unauthorised access, disclosure, loss or compromise affecting Customer data or service credentials, that party must notify the other party without undue delay after confirmation, provide available relevant information, cooperate in reasonable investigation and remediation steps, and take reasonable measures to reduce further risk. The Customer must promptly notify AMC of unauthorised access to Customer accounts, devices or third-party platforms used with the service.

14. Support, Changes and Revisions

Standard support covers normal product usage, workflow assistance, package clarification and reasonable troubleshooting. If no revision limit is stated in the quotation, up to 2 revision rounds per campaign asset are included.

Additional revisions, major changes, urgent turnaround, new scope or changes caused by late Customer input may require a change request and additional fees.

15. Refunds, Cancellation and Termination

Refunds and cancellations are handled according to the accepted quotation, order form and applicable law. Fees for work already performed, activated subscription periods, completed reports, completed onboarding and delivered assets are non-refundable unless otherwise stated.

AMC may suspend service for non-payment, misuse, security risk or breach after reasonable notice where practicable.

16. No Guaranteed Outcomes

AMC will use reasonable care and skill but does not guarantee sales, revenue, profit, ROAS, conversion, reach, followers, likes, engagement, search ranking, Google Maps ranking, review score improvement or third-party platform performance.

KPIs are campaign targets or measurement references, not guaranteed results unless expressly stated in writing.

17. Limitation of Liability

To the fullest extent permitted by law, AMC's total liability arising from or relating to the service is limited to the fees paid by the Customer for the affected package during the 3 months immediately before the event giving rise to the claim.

AMC is not liable for indirect, consequential, special, punitive or loss-of-profit damages.

18. Acceptance

The Customer accepts these terms by signing the quotation, order form or service agreement, confirming acceptance in writing, ticking the agreement checkbox, submitting a subscription order, paying for a subscription, creating a brand workspace, or continuing to use the service.