



Pricing Transparency Policy

Estalytics Ltd trading as Stalytics

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For an accessible HTML version of this document, visit:

<https://stalytics.com/privacy/pricing-transparency-policy.php>

1. Purpose

- 1.1 This Pricing Transparency Policy explains how pricing, quotations, deposits, invoices, payment structures and related commercial arrangements operate for Services provided by Stalytics.
- 1.2 The purpose of this policy is to provide clear commercial information regarding how Stalytics structures pricing and payments for its Services.
- 1.3 This policy should be read alongside the documents listed below. In the event of any inconsistency between this Pricing Transparency Policy and the [Master Terms & Conditions](#), the [Master Terms & Conditions](#) shall prevail:
 - 1.3.1 [Master Terms & Conditions](#);
 - 1.3.2 Service Agreement;
 - 1.3.3 Statement of Work (where applicable);
 - 1.3.4 [Website Terms & Conditions](#); and
 - 1.3.5 any quotation, invoice or Proposal issued by Stalytics.

- 1.4 Capitalised terms used in this Pricing Transparency Policy, including “Services”, “Service”, “Service Agreement”, “Statement of Work”, “Proposal”, “Client”, “Deliverables”, “Fees”, “Change Request”, “Handover”, “GBP”, “VAT” and “Website Terms & Conditions”, have the meanings given to them in Stalytics’ [Master Terms & Conditions](#) where applicable, unless the context requires otherwise. Words in the singular include the plural and words in the plural include the singular.

2. Business Model

- 2.1 Stalytics operates as a business-to-business (B2B) service provider.
- 2.2 Stalytics currently provides:
- 2.2.1 Basic Website Compliance Risk Snapshot;
 - 2.2.2 Standard Website Compliance Risk Audit; and
 - 2.2.3 Enterprise Services or bespoke Services provided by quotation and Statement of Work.
- 2.3 Service availability may change from time to time.

3. General Pricing Principles

- 3.1 Unless otherwise stated:
- 3.1.1 all prices are stated in GBP (£);
 - 3.1.2 prices are exclusive of VAT unless explicitly stated otherwise;
 - 3.1.3 pricing applies only to the defined scope of the relevant Service;
 - 3.1.4 Services are not unlimited;
 - 3.1.5 Services may contain exclusions, assumptions, dependencies and scope limitations;
 - 3.1.6 additional work outside scope may require a separate quotation or Change Request.
- 3.2 Published pricing applies only to the specific Service and scope in force at the time of purchase.

4. Basic Website Compliance Risk Snapshot

- 4.1 Pricing Structure:
- 4.1.1 The Basic Website Compliance Risk Snapshot is a fixed-price Service.
 - 4.1.2 The applicable pricing will be displayed on the Stalytics website, quotation or Service documentation at the time of purchase.
- 4.2 Payment Structure:
- 4.2.1 Payment for the Basic Website Compliance Risk Snapshot is required upfront before work begins.
 - 4.2.2 Work will not normally commence until payment has been successfully received and cleared.

- 4.3 Cancellation After Commencement:
- 4.3.1 Because the Basic Website Compliance Risk Snapshot is paid upfront and may involve immediate administrative preparation, review, evidence capture, analysis and report preparation, refunds may be reduced or unavailable once work has commenced.
 - 4.3.2 Any refund will be assessed by reference to the work already performed and any non-recoverable costs incurred.
- 4.4 Scope Limitations:
- 4.4.1 The Basic Website Compliance Risk Snapshot is a limited-scope Service.
 - 4.4.2 It is not:
 - 4.4.2.1 a full compliance audit;
 - 4.4.2.2 legal advice;
 - 4.4.2.3 certification;
 - 4.4.2.4 remediation work;
 - 4.4.2.5 implementation support;
 - 4.4.2.6 an accessibility certification;
 - 4.4.2.7 ongoing monitoring;
 - 4.4.2.8 a guarantee of compliance.
 - 4.4.3 The Service scope, limitations and Deliverables are defined within the relevant Service Agreement.

5. Standard Website Compliance Risk Audit

- 5.1 Pricing Structure:
- 5.1.1 The Standard Website Compliance Risk Audit is a fixed-price Service.
 - 5.1.2 The applicable pricing will be displayed on the Stalytics website, quotation or Service documentation at the time of purchase.
- 5.2 Deposit Structure:
- 5.2.1 Unless otherwise agreed in writing, a 50% deposit is required before work begins.
 - 5.2.2 The deposit secures scheduling, administrative preparation, project allocation and commencement of work.
 - 5.2.3 The remaining balance must be paid before final Handover of the completed Deliverables.
 - 5.2.4 Work may be paused, withheld or delayed where payment has not been received.

- 5.3 Cancellation After Commencement:
- 5.3.1 Where work has commenced, Stalytics may retain a fair and proportionate amount from any payment already made to reflect scheduling, administrative preparation, project allocation, evidence review, analysis, investigation, drafting, internal quality control and any other work performed up to the point of cancellation.
 - 5.3.2 Where the work performed has reached or exceeded the value of the deposit, the deposit will not normally be refundable.
 - 5.3.3 Where cancellation occurs before that point, Stalytics may refund any balance that fairly remains after deducting the value of work already performed and any non-recoverable costs incurred.
- 5.4 Final Handover:
- 5.4.1 Final reports, evidence packs or Deliverables may be withheld until outstanding balances have cleared in full.
- 5.5 Scope Limitations:
- 5.5.1 The Standard Website Compliance Risk Audit is limited to the agreed scope stated within the applicable:
 - 5.5.1.1 Service Agreement;
 - 5.5.1.2 quotation; or
 - 5.5.1.3 Statement of Work.
 - 5.5.2 The Service is not unlimited and does not include Services outside the agreed scope unless separately agreed in writing.

6. Enterprise Services & Bespoke Work

- 6.1 Enterprise Services or bespoke Services may be available by separate quotation and Statement of Work.
- 6.2 The scope, assumptions, exclusions, dependencies, pricing, timelines, Deliverables, payment structure and applicable terms for such work will be defined within the relevant:
- 6.2.1 quotation;
 - 6.2.2 Proposal;
 - 6.2.3 Statement of Work;
 - 6.2.4 invoice; or
 - 6.2.5 Service Agreement.
- 6.3 Published pricing may not apply to Enterprise Services or bespoke work.

7. Quotations

- 7.1 Unless otherwise stated:
 - 7.1.1 quotations are non-binding until accepted;
 - 7.1.2 quotations may contain assumptions, exclusions and dependencies;
 - 7.1.3 Unless otherwise stated in the quotation, quotations are valid for 30 days from the date of issue and may be withdrawn or revised by Stalytics at any time before acceptance;
 - 7.1.4 pricing may change where scope changes;
 - 7.1.5 additional work outside scope may require a revised quotation.
- 7.2 Stalytics reserves the right to refuse work prior to acceptance.

8. Change Requests & Additional Work

- 8.1 Where a Client requests work outside the agreed scope, Stalytics may:
 - 8.1.1 refuse the request;
 - 8.1.2 provide a separate quotation;
 - 8.1.3 issue a Change Request;
 - 8.1.4 re-scope the Service;
 - 8.1.5 pause work pending approval.
- 8.2 Additional work may incur additional Fees.

9. Refunds & Cancellations

- 9.1 Refunds and cancellations are governed by the applicable:
 - 9.1.1 [Master Terms & Conditions](#);
 - 9.1.2 Service Agreement;
 - 9.1.3 Statement of Work;
 - 9.1.4 quotation;
 - 9.1.5 invoice; or
 - 9.1.6 applicable law.
- 9.2 Because Services may involve immediate scheduling, administrative preparation, project allocation, evidence review, analysis, investigation, drafting, internal quality control, report preparation or other professional time allocation, refunds may be reduced or unavailable once work has commenced.

- 9.3 Where cancellation occurs before work has commenced, Stalytics will refund the full amount paid minus any non-recoverable administrative costs. Where work has commenced, Stalytics will retain a proportionate amount reflecting work performed. Clients may request a written breakdown of costs retained upon cancellation.
- 9.4 Any refund will be assessed by reference to the work already performed, the stage reached, any non-recoverable costs incurred and the applicable terms of the relevant Service.
- 9.5 Where a deposit has been paid, Stalytics may retain a fair and proportionate amount of that deposit where work has already been performed or resources have already been allocated.

10. Taxes

- 10.1 Where applicable, VAT or other taxes may be added in accordance with applicable law.
- 10.2 Where applicable, VAT will be added to invoices at the prevailing UK rate and is the responsibility of Stalytics to account for to HMRC. Clients are responsible for any taxes, import duties, withholding taxes or other fiscal charges payable in their own jurisdiction in relation to the receipt of services from Stalytics, except where Stalytics' own UK VAT obligations apply.

11. Third-Party Costs

- 11.1 Unless expressly included within the relevant quotation or Service documentation, pricing does not include third-party costs such as:
- 11.1.1 legal review;
 - 11.1.2 third-party software;
 - 11.1.3 external accessibility testing;
 - 11.1.4 specialist consultancy;
 - 11.1.5 development work;
 - 11.1.6 hosting;
 - 11.1.7 licensing;
 - 11.1.8 platform subscriptions; or
 - 11.1.9 remediation implementation costs.

12. No Guarantee of Outcome

- 12.1 Pricing does not guarantee:
- 12.1.1 regulatory approval;
 - 12.1.2 legal compliance;

- 12.1.3 absence of enforcement action;
 - 12.1.4 commercial outcomes;
 - 12.1.5 SEO performance;
 - 12.1.6 accessibility certification;
 - 12.1.7 remediation success; or
 - 12.1.8 risk elimination.
- 12.2 Services are provided on a reasonable-efforts basis within the agreed scope.
- 12.3 The limitations in this section do not affect any right to expect that Services will be performed with reasonable skill and care in accordance with applicable law.

13. Policy Updates

- 13.1 Stalytics may update this Pricing Transparency Policy from time to time.
- 13.2 The latest version will apply from the published Last Updated date unless otherwise stated.

14. Contact Information

- 14.1 If you have any questions about this Pricing Transparency Policy, please contact us at:
- 14.1.1 Estalytics Ltd (trading as Stalytics);
 - 14.1.2 General support and enquiries: support@stalytics.com;
 - 14.1.3 Registered Office: 65 Lansdown Crescent, Bath, United Kingdom, BA2 0JX;
 - 14.1.4 Registered in England and Wales;
 - 14.1.5 Company No: 16412155;
 - 14.1.6 VAT No: 494843934;
 - 14.1.7 Information Commissioner's Office registration number: ZB950355.