

StoreKeyed Deposit and Project Initiation Policy

Version 2026-09-15 · VVV Digitals LLC, an Arizona limited liability company doing business as StoreKeyed · 5541 N 59th Ave, Unit #1033, Glendale, AZ 85301 · admin@vvvdigitals.com

1. Price and payments

The StoreKeyed Founding Storefront Launch costs \$2,500 in total. You pay a \$1,250 deposit now, at checkout. The remaining \$1,250 is due when your storefront is completed, and it must be paid before we publish the storefront to your production domain and hand over deliverables.

2. The deposit is an advance payment, not a fee

Your deposit is always an advance payment toward the \$2,500 project price. It is never treated as a separate administrative fee while it is refundable, while it is applied to your project, or while it remains project credit.

3. When the deposit is refundable

Your deposit is refundable in full until the EARLIER of: (a) your electronic signature on the Project Scope Agreement at your private project link, or (b) seven calendar days after your deposit is initiated. Your deposit is initiated when you start the deposit payment at StoreKeyed checkout. Your private project link and your confirmation email show the exact final refundable date. To request a refund during this period, email admin@vvvdigitals.com from the address you used at checkout. Refunds are issued by a person, never automatically.

4. When the deposit becomes non-refundable

When you sign the Project Scope Agreement, the deposit becomes non-refundable on that date and remains fully credited toward your project price. If you have not signed when seven calendar days have passed since the deposit was initiated, the deposit becomes non-refundable on the seventh day and converts into StoreKeyed project credit.

5. Project credit

Project credit is your full \$1,250 deposit, held for your StoreKeyed project. It remains available for an additional 90 calendar days, beginning when the initial seven-day period ends. Your project link shows the exact credit expiration date. While the credit is active it is still an advance payment toward your project price, not a fee. Signing the Project Scope Agreement during those 90 days applies the credit to your project; it does not restart or extend the 90-day period. When the deposit converts to credit, your reserved production position may be released; scheduling after that depends on StoreKeyed's availability.

6. The Project Scope Agreement gate

After your deposit is received you receive one private project link by email. There you review and electronically sign the Project Scope Agreement, which sets out the individual scope of your project and authorizes StoreKeyed to build. Nothing else opens until you sign: you cannot upload materials, submit information, or enter production before signing. Accepting this policy at checkout is not a signature on the Project Scope Agreement. This policy creates the limited deposit and project-initiation arrangement; the Project Scope Agreement is a separate document that you sign at your project link.

7. One deadline for signing and materials

The end of the 90-day period described in section 5 (the "project deadline") is the deadline for signing the Project Scope Agreement and for submitting your project materials, whether you sign before or after the seven-day period ends. Signing does not restart or extend it. StoreKeyed may extend this date in writing at its discretion; any extension and the revised date will be shown on your project link.

8. If the agreement is not signed by the deadline

If you have not signed the Project Scope Agreement by the project deadline, StoreKeyed has no authorization to build. The project is cancelled, the project credit expires, and the deposit is forfeited. Nothing is built and no final balance is charged. We will confirm the expiration and cancellation in writing.

9. If the agreement is signed but materials are incomplete

If you have signed but have not supplied sufficient required materials by the project deadline, your deposit is not forfeited; it remains applied to your total project price. After the reminders and a final materials notice stating the cutoff date, StoreKeyed may proceed with the materials you have submitted, authorized public information about your business, standard StoreKeyed copy, and reasonable temporary imagery or product placeholders. Materials received after the cutoff may be treated as a change request unless StoreKeyed agrees otherwise in writing. "Sufficient required materials" means the materials, information, and account access reasonably necessary for StoreKeyed to begin the agreed build; optional or minor assets are never a forfeiture trigger.

10. Completion, final payment, publication, and handover

When your storefront is completed, using your materials, available materials, placeholders, or an authorized combination, StoreKeyed records the completion and sends you a completion notice. The remaining \$1,250 is then due under the Project Scope Agreement. Your storefront will not be published to your production domain, and transferable deliverables, credentials, files, and handover materials remain unavailable, until the full \$2,500 has been received. Replacing placeholder content after completion may be a separately approved change request, and the one included consolidated revision round does not become unlimited because materials arrived late.

11. Notices and records

StoreKeyed sends notices by email to the address you use at checkout and shows the same information on your private project link, including exact dates for the refundable period, credit expiration, the project deadline, and any extension. StoreKeyed keeps a record of this policy version, the General Terms of Service version, your acceptance of both, your signature on the Project Scope Agreement, and each notice.

This is the complete StoreKeyed Deposit and Project Initiation Policy, version 2026-09-15, as published at <https://storekeyed.com/legal/storekeyed-deposit-and-project-initiation-policy-v2026-09-15.pdf>. SHA-256 of the canonical text: 477e9ab69061dfa0bee7549ec2a5ec024e49bd37ec96d7df54590684706b1a5d. A published version is never changed; a new version is published under a new version number.