

# StoreKeyed General Terms of Service

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. Who we are and what these terms cover

These General Terms of Service (the "General Terms") are between VVV Digitals LLC, an Arizona limited liability company doing business as StoreKeyed ("StoreKeyed", "we", "us"), and the person or business that uses storekeyed.com or buys a StoreKeyed project ("you"). They apply to your use of the StoreKeyed website, the live demo storefront and owner-dashboard demo, the free storefront mockup, the StoreKeyed support chat, and every StoreKeyed project.

You accept these General Terms by checking the acceptance box at StoreKeyed checkout before you pay a deposit. The version you accept, its content hash, and the date and time of your acceptance are recorded with your checkout.

## 2. How the StoreKeyed documents fit together

A StoreKeyed project is governed by three documents: (a) these General Terms, which set out the general relationship between you and StoreKeyed; (b) the StoreKeyed Deposit and Project Initiation Policy (the "Deposit Policy"), which sets out how your deposit works, when it is refundable, when it becomes non-refundable, how it converts to project credit, and the deadline for signing and submitting materials; and (c) your Project Scope Agreement, which you review and sign electronically at your private project link after your deposit is received, and which sets out the individual scope, deliverables, schedule, and payment terms of your project.

You accept these General Terms and the Deposit Policy at checkout. Accepting them is not a signature on the Project Scope Agreement. These General Terms do not define the individual scope of any project; that is the role of the Project Scope Agreement.

If these documents conflict, the Deposit Policy governs the deposit, its refundability, project credit, and the project deadline; the Project Scope Agreement governs your project's scope, deliverables, schedule, and payment terms; and these General Terms govern everything else.

## 3. Business use and authority

StoreKeyed builds storefronts for businesses. By accepting these General Terms you confirm that you are at least 18 years old, that you are acting for a business (including a business you are starting), and that you have authority to accept these General Terms for that business.

#### **4. The StoreKeyed service**

StoreKeyed builds a branded online storefront for your business on the existing StoreKeyed system and hands it over to you with an owner dashboard you use to run it. Each StoreKeyed project is a one-time project, not a subscription: there is no customer account and no customer dashboard on storekeyed.com. Ongoing support and maintenance after a project can be arranged separately in writing. The price, what is included, and what is not included for your project are stated at checkout and in your Project Scope Agreement.

The live demo storefront, the owner-dashboard demo, and storefront mockups show the StoreKeyed system running on sample data or on the logo you upload. They are illustrations, not a commitment to any particular content, product, or result.

#### **5. Your private project link**

After your deposit is received, StoreKeyed emails you one private project link. Everything for your project happens there: your welcome video, your Project Scope Agreement, your questionnaire and materials, your review, your final payment, and your deliverables. Anyone who has the link can open your project, so keep it private and do not forward it. If you think the link has been shared, email us and we will revoke it and issue a new one. StoreKeyed may revoke a link that is misused and send a replacement to the email address you used at checkout.

#### **6. Electronic records, notices, and signatures**

You agree that these General Terms, the Deposit Policy, your Project Scope Agreement, and all notices, records, and disclosures related to your project may be provided to you electronically, by email to the address you used at checkout and on your private project link. Notices are effective on the next business day after sending. Your electronic acceptance at checkout and your typed electronic signature at your project link have the same effect as a handwritten signature.

You may request a paper copy of any document you accepted or signed, or withdraw your consent to receive future notices electronically, by emailing [admin@vvvdigitals.com](mailto:admin@vvvdigitals.com). If you withdraw consent, later notices will be sent to the postal address you provide, and your project may be paused until a working notice address is confirmed. To receive electronic records you need a current web browser and access to the email account you used at checkout.

#### **7. Prices and payments**

Prices are in US dollars and are the amounts shown at checkout and in your Project Scope Agreement. Payments are processed by Stripe; StoreKeyed never sees or stores your full card details. Your deposit is governed by the Deposit Policy. The final payment is due as stated in your Project Scope Agreement and must be received before your storefront is published to your production domain and before deliverables, credentials, and files are handed over. Stripe's processing fees on payments to StoreKeyed are StoreKeyed's cost.

## **8. Refunds**

Refunds are available only as stated in the Deposit Policy and your Project Scope Agreement. To request a refund, email [admin@vvvdigitals.com](mailto:admin@vvvdigitals.com) from the address you used at checkout. Refunds are issued by a person, never automatically, and StoreKeyed confirms the outcome in writing. Amounts StoreKeyed spends on your behalf at your written request are not refundable.

## **9. Timelines and estimates**

The initial storefront build is typically ready for review approximately two to three weeks after your project materials are submitted. This is an estimate, not a guaranteed completion date; client delays, approved scope changes, third-party dependencies, or other circumstances outside StoreKeyed's control may extend the timeline. Any other time estimate StoreKeyed gives you is also an estimate unless your Project Scope Agreement expressly states otherwise.

## **10. Your materials and your business**

You confirm that you own, or hold the rights needed to use, everything you send to StoreKeyed or authorize StoreKeyed to use, including logos, names, imagery, copy, and product information; that your materials and your storefront's products do not infringe any copyright, trademark, or other right of any person; and that you will not supply or ask StoreKeyed to publish material that is unlawful, deceptive, or prohibited by Stripe's or the hosting provider's terms. You are responsible for your products, your prices, your customers, your fulfilment, and your compliance with the laws that apply to your business.

## **11. Third-party services and costs**

Your storefront relies on third-party services such as Stripe, your domain registrar, hosting, and email providers, each provided under its own terms. Third-party accounts and costs are yours, in your name, on your billing: domain registration and renewal, Stripe fees on your sales, email and newsletter services, paid fonts or stock imagery you choose, hosting beyond what StoreKeyed provides for your storefront, and similar services. StoreKeyed will tell you what is needed and does not open accounts in your name or pay these costs on your behalf unless agreed separately in writing. StoreKeyed is not responsible for the availability or conduct of third-party services it does not control.

## **12. Ownership and licence**

**12.1 Yours.** You own your content, branding, product data, imagery, copy, customer data, and business data. That does not change at any point and is yours whether or not your project completes.

**12.2 StoreKeyed's.** StoreKeyed retains ownership of the underlying StoreKeyed framework and system: the reusable code, architecture, components, templates, and tooling that StoreKeyed brings to every project. Building your storefront does not transfer that to you and does not stop StoreKeyed using it for other customers.

12.3 Your licence. On receipt of the full project price, StoreKeyed grants you a perpetual, non-exclusive, worldwide licence to use, operate, and modify your deployed storefront for your own business. You may not resell, redistribute, or licence the underlying framework itself as a product to others.

12.4 Placeholders. Temporary imagery and placeholder content supplied by StoreKeyed are provided for use within your storefront only and may be replaced by your own content.

### **13. The support chat**

The StoreKeyed support chat answers general questions about StoreKeyed and about your project's progress. Its answers are generated by an automated system, an AI model provided by OpenAI, and can be incomplete or wrong. The chat cannot change your project, your documents, your deposit, your deadlines, your price, or your scope, and nothing it says amends these General Terms, the Deposit Policy, or your Project Scope Agreement. Questions about money, contracts, deadlines, and scope are handled by a person. Do not send passwords or other secrets through the chat.

### **14. Confidentiality**

Each party keeps the other's non-public business information confidential and uses it only for the project. This does not restrict information that is public, independently known, or required to be disclosed by law.

### **15. Portfolio**

StoreKeyed may show your storefront in its portfolio and case studies unless you tell StoreKeyed in writing that you would rather it did not.

### **16. Disclaimers**

Except as expressly stated in your Project Scope Agreement, the StoreKeyed website, demos, mockups, and support chat are provided as they are and as available, and StoreKeyed makes no other warranties, express or implied, to the fullest extent permitted by law. Nothing in these General Terms limits a warranty or right that cannot be limited by law.

### **17. Limitation of liability**

To the fullest extent permitted by law, StoreKeyed's total liability under or in connection with these General Terms, the Deposit Policy, and your project is limited to the amounts you have paid to StoreKeyed for that project, and StoreKeyed is not liable for lost profits, lost sales, or indirect or consequential loss. Nothing in these General Terms limits liability that cannot be limited by law.

### **18. Indemnification**

You will defend, indemnify, and hold harmless StoreKeyed and its members, managers, and contractors from any third-party claim, loss, or expense (including reasonable attorneys' fees) arising from the materials you supply, the products you sell, your use of your storefront, or your breach of

section 10. StoreKeyed will defend, indemnify, and hold you harmless from any third-party claim that the StoreKeyed framework itself, as delivered by StoreKeyed and unmodified by you, infringes a United States copyright or trademark.

## **19. Governing law and venue**

These General Terms are governed by the laws of the State of Arizona, without regard to its conflict-of-laws rules. Venue for any dispute is the state or federal courts located in Maricopa County, Arizona, and each party consents to that jurisdiction.

## **20. Notices to StoreKeyed**

Notices to StoreKeyed are sent by email to [admin@vvvdigitals.com](mailto:admin@vvvdigitals.com). StoreKeyed's postal notice address is VVV Digitals LLC, 5541 N 59th Ave, Unit #1033, Glendale, AZ 85301. Either party may change its notice address by written notice.

## **21. Changes to these General Terms**

StoreKeyed may publish new versions of these General Terms. Each version is dated, identified by its version number, and kept available as a PDF on [storekeyed.com](https://storekeyed.com); a published version is never changed. A new version applies to checkouts made after it is published. The version you accepted at checkout continues to govern your project unless you and StoreKeyed agree otherwise in writing.

## **22. General**

These General Terms, together with the Deposit Policy and, once signed, your Project Scope Agreement, are the whole agreement between you and StoreKeyed about their subject and replace earlier discussions. If any provision is held unenforceable, the rest stays in effect. A failure to enforce a provision is not a waiver of it. You may not transfer your rights under these General Terms without StoreKeyed's written consent.

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This is the complete StoreKeyed General Terms of Service, version 2026-09-15, as published at <https://storekeyed.com/legal/storekeyed-general-terms-of-service-v2026-09-15.pdf>. SHA-256 of the canonical text: 307f8ebf7bf0e014cddc25c8a376fcb5f9528de7954e74c07fc3ee456498eba2. A published version is never changed; a new version is published under a new version number.