



**BUSINESS POLICIES**  
**KING ESTABLISHERS, LLC | 2020**

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## Code of Ethics Policy

KING Establishers is fully committed to the principles of creativity, passion, quality, and integrity in all its businesses and activities. This code sets out the basic standards expected of all staff in this company. All staff should ensure that this code is executed correctly and firmly.

### ▶ Creativity

We want to create original ideas and demonstrate them through our services. Entrepreneurs and businesses are different; therefore, each service must be executed with a unique idea that will make their image stand out.

### ▶ Passion

Our role as Establishers is to embrace the clients' ideas as our own. Our passion will inspire us to do greater and better things for those who trust us, while engaging in a happier and more productive atmosphere.

### ▶ Quality

The value of work delivered by our company needs to exceed the client's expectations. Each experience must project various characteristics to achieve the quality that we expect, such as the following: completeness, truthfulness, thoroughness, professionalism, excellent communication, commitment, confidentiality, creativity, proactivity, integrity, consistency, and fit to the purpose. As for our services, each result must be delivered in high quality for the benefit of the client and its flexible usage.

### ▶ Integrity

All Establishers must be trustworthy, reliable, encourage and practice open and honest communication, and take responsibility for their actions. We must act honorably, even when no one is watching. Through integrity, we will reinforce our work quality and positive reputation. In addition, our actions will speak louder than words resulting in a good testimony.



This code must be practiced by every professional that becomes part of our purpose. KING Establishers will not tolerate any act that goes against our code and our morals, and that is wrong in the eyes of the law. We are a Kingdom's company and the main and first owner is our Father, God. For this reason, we will maintain our values and principles demonstrating our righteousness.

## **Nondiscrimination and Employment Policy**

It is the policy of KING Establishers to ensure equal employment opportunity without discrimination or harassment based on race, color, religion, sex, age, disability, marital status, citizenship, national origin, genetic information, or any other characteristic protected by law. KING Establishers prohibits any such discrimination or harassment.

### **Reporting an Incident of Harassment, Discrimination or Retaliation**

KING Establishers encourages reporting of all perceived incidents of discrimination, harassment, or retaliation, regardless of the offender's identity or position. Individuals who believe that they have been the victim of such conduct should discuss their concerns with their immediate supervisor, any member of the personnel practices committee, human resources, or any overseer.

In addition, KING Establishers encourages individuals who believe they are being subjected to such conduct to promptly advise the offender that his or her behavior is unwelcome and to request that it be discontinued. Often this action alone will resolve the problem. KING Establishers recognizes, however, that an individual may prefer to pursue the matter through complaint.

### **Individuals and Conduct Covered**

Conduct prohibited by these policies is unacceptable in the workplace and in any work-related setting outside the workplace, such as during business trips, business meetings and business-related social events.

## **Social Media Policy**



None of our work can be used on external platforms without our written permission. Any person that posts our work in their platform must give us credit for it after obtaining our permission.

## Confidentiality Policy

We designed our **company confidentiality policy** to explain how we expect our Establishers to treat confidential information. Establishers will unavoidably receive and handle personal and private information about clients, partners, and our company. We want to make sure that this information is well-protected.

We must protect this information for two reasons. It may:

- ⦿ Be legally binding (e.g., sensitive customer data.)
- ⦿ Constitute the backbone of our business, giving us a competitive advantage (e.g., business processes.)

## Scope

This policy affects all Establishers, including anybody who may have access to confidential information.

## Policy elements

Confidential and proprietary information is secret, valuable, expensive, and/or easily replicated. Common examples of confidential information are:

- ⦿ Unpublished financial information
- ⦿ Data of Customers/Partners/Vendors
- ⦿ Content, videos, or any other service
- ⦿ Customer lists (existing and prospective)
- ⦿ Data entrusted to our company by external parties.
- ⦿ Pricing/marketing and other undisclosed strategies
- ⦿ Documents and processes explicitly marked as confidential.
- ⦿ Unpublished goals, forecasts and initiatives marked as confidential.

Our Establishers may have various levels of authorized access to confidential information.



### **What our Establishers should do:**

- Ⓧ Lock or secure confidential information always
- Ⓧ Shred confidential documents when they are no longer needed.
- Ⓧ Make sure they only view confidential information on secure devices.
- Ⓧ Only disclose information to other employees when it is necessary and authorized.
- Ⓧ Keep confidential documents inside our company's premises unless it is necessary to move them.

### **What our Establishers should not do:**

- Ⓧ Use confidential information for any personal benefit or profit.
- Ⓧ Disclose confidential information to anyone outside of our company.
- Ⓧ Replicate confidential documents and files and store them on insecure devices.

When Establishers stop working for our company, they are obliged to return any confidential files and delete them from their personal devices.

### **Confidentiality Measures**

We will take measures to ensure that confidential information is well protected. We will:

- Ⓧ Store and lock paper documents
- Ⓧ Ask employees to sign non-disclosure agreements (NDAs)
- Ⓧ Ask for authorization by senior management to allow employees to access certain confidential information.

### **Exceptions**

Confidential information may occasionally have to be disclosed for legitimate reasons. Examples are:

- Ⓧ If a regulatory body requests, it as part of an investigation or audit
- Ⓧ If our company examines a venture or partnership that requires disclosing some information (within legal boundaries)

In such cases, employees involved should document their disclosure procedure and collect all needed authorizations. We are bound to avoid disclosing more information than needed.



## **Disciplinary Consequences**

Employees who do not respect our confidentiality policy will face disciplinary and, possibly, legal action.

We will investigate every breach of this policy. We will terminate any employee who willfully or regularly breaches our confidentiality guidelines for personal profit. We may also have to punish any unintentional breach of this policy depending on its frequency and seriousness. We will terminate employees who repeatedly disregard this policy, even when they do so unintentionally.

This policy is binding even after separation of employment.

## **Refund and Cancellation Policy**

### **Social Media Packages Cancellation**

All social media packages cancellations must be done by email ([king.establishers@gmail.com](mailto:king.establishers@gmail.com)) 2 weeks before the next content cycle starts. Please send the email during our business hours of 8AM-6PM Mon-Fri.

Please note that if you cancel, any special pricing agreed upon will be void. If you wish to renew later you must renew at the non-reduced, normal price for that service.

### ***Refunds***

***Due to the digital nature of our services, we are unable to provide refunds on any purchases.***

In most cases you have paid for services and/or products and seen the results of using them and received profit from the usage of our services. If you do not see ROI, or return on investment, we will do everything in our power to ensure that the lack is made up to you in some way. However, promises made or returns expected.

However, we suggest that if you are having issues, you let us try to help you – submit an email before you decide to cancel. Often, it is a simple fix, and we are here to help.

Services cancelled by KING Establishers, for violating our terms of service, do not qualify for a refund. For example, if your service is cancelled due to violation of confidentiality, you will not



be given any refund. We believe strongly in upholding good and morale etiquette in all our services and encourage our clients to do the same.

KING Establishers' customer service representatives are available Monday through Friday 9:30 A.M. to 4:00 P.M. through email – [king.establishers@gmail.com](mailto:king.establishers@gmail.com)

## **Payment Policy**

SMM have payment plans available. The following are:

1. Biweekly
2. Weekly
3. Monthly

ALL plan payments must be done accordingly of not doing so, a fee of \$20 will be applied after 3 days of the established payment dates. If the client does not pay the corresponding amount by the established date, we can withhold ourselves from continuing our services until the payment has been done.

Down payments are non-refundable.

## **Late Payment Policy**

Services must be paid in full before we start working on the requested service (Social Media Packages are managed differently). If a client's payment is arranged, for understandable and proved reasons, before the product is sent, the client must pay in full before we send the final file with all the official results. If the client has not payed the amount due after ten days, 5% will be added daily to the total amount due and no file will be sent until the payment is received.

Social Media Packages must be paid according to the established recurring schedule set by KING Establisher's representative and the client. If client cancels the SMM package, NO refunds will be processed (for more information read the services waiver).

## **Designs Agreement**

All designs made by KING Establishers that are not paid for will not be used to promote services on social media platforms, events, branding, marketing, and all matters related to corporate or



personal use. In addition, unpaid designs are not allowed to be copied or duplicated by any other business. If a business provides printing services and KING Establishers provides a design, all designs are exclusive from KING Establishers; no re-selling, no duplicating, and no copying will be done with the designs. Moreover, designs must be paid in full to remove the exclusivity from it and get a certificate that guarantees the purchase of the design. The illegal use of such unpaid designs will lead to penalties due to exclusivity infringement. Such illegal use will require the design to be completely purchase or a penalty fee must be paid. In extreme cases, a legal case will be done. If printing services are provided, any rights of credit for such projects are waived, while still receiving the commission amount that was presented to KING Establishers before proceeding with the project given by them. KING Establishers is released and forever discharge (including all its departments and staff) from all claims, liability, actions, suits, demands, costs, expenses, or indebtedness arising out of, related to, or in any way connected with the use of their services. All rights and interests in such designs, information, and materials if not paid for, are paid. (For more information refer to the design's agreement).

## **Logo**

Startup logos have a limit of three corrections and the corporate logo has a limit of 5 corrections.

## **Print-Shop Products**

All products purchased from this category must be paid in full before it's processing.

## **Website**

50% of the payment must be done before the start of the project. 25% after the first check-up meeting has been done. The last 25% must be done the day before the release meeting. If the payments are not completed before the release meeting, no website will be released until its done. Also, a release waiver must be signed before the meeting.

## **Watermark**

All designs will be watermarked during design production. The client must notify that they want our mark to be removed from the design. If not, the result will have our stamp at a corner.

## **Elevate Meetings**



This meeting must be purchased before setting the date for it. We do not guarantee a next day opening, but we'll provide multiple date/time available.

### **Graphic Design**

All design services - except logos - have a limit of 3 corrections. Extra corrections will have a fee of \$10.00 that must be paid before releasing the design.

### **Photography**

Only applies to at-location photoshoots - A nonrefundable down payment of 50%, including travel expenses, must be done right after the contract was signed with a grace period of 24 hours. Clients that will send products for a product photoshoot must ensure that they'll ship on time so that we can receive before the photoshoot date. Session must be fully paid, and contract must be signed prior to the start of the service.