



Agreement for Partnership Opportunities as a part of the SHCG FEIF Community of Care Project

This Agreement outlines the deliverables, responsibilities, and terms and conditions for partnership packages (services) between MyLiferaft (Publisher) and Partners participating in the SHCG FEIF Community of Care Project (Partner)

Agreement

Service Availability

- The Publisher will arrange for the Advertising Material to appear on the Myra Platform, as arranged with the Partner insofar as is possible.
- Publisher retains full editorial control over Myra platform.
- All rights (including copyright) in all artwork, copy and other material produced by Publisher shall vest in Publisher.

Responsibilities

The Publisher:

- Provide timely placement of logos, links, and content as per the agreed schedule.
- Ensure that resource posts are created and approved by the partner and published according to the agreed timeline.
- Will provide to the partner a report detailing page activity engagement metrics, related to their published resource. This will be provided at the end of the 3 month project period and again at 6 months.

The Partner:

- Warrants that it has the full power and authority to enter into and perform this Agreement
- Warrants that the reproduction of the Advertising Material and Information on the Myra platform shall not infringe any copyright, trademark, right of privacy, right of publicity or personality or any other right of any nature of any third party.
- Where any material provided for publication contains the name or pictorial representation (photographic or otherwise) of any living person and/or any part of any living person and/or any copy by which any living person is or can be identified, the partner has obtained the authority of such living person to make use of such name, representation and/or copy
- That information provided does not contain any material that is misleading, deceptive, obscene, blasphemous, defamatory, infringing of any rights of any third party or is otherwise legally actionable under any civil or criminal laws in force in any jurisdiction from which the Advertising Material will be accessible.
- Will complete the required [order form](#).



- Provide necessary content, logos, images and information needed for the registering their service/company on myra in a timely manner.
- Review and approve content promptly to avoid delays . - One round of edits. (Additional rounds of revisions beyond the initial one may be subject to a fee).
- Check within 7 days, of the notification the posting is live, their resource and notify the Publisher immediately of any errors. The Publisher assumes no responsibility for the correction of errors unless notified by the Partner within 7 days. In the event of any error or omission in the appearance of Advertising Material which is caused by Publisher, Publisher will re-publish the Advertising Material (or relevant part thereof)
- Agrees to keep a tally of calls and enquiries where the myra app is mentioned as the source for the enquiry for the first 3 months.

Escalation Procedures

- Any issues or concerns regarding the services should be reported to sales@myliferaft.com
- Escalation to higher management will be initiated if the issue is not resolved within 3 business days.

Cost/Service Trade-offs

- If additional services are requested beyond the scope of the basic resource package, they will be subject to additional costs.

Dispute Resolution

- Any disputes arising from this agreement will be resolved through good-faith negotiations between the parties. If a resolution cannot be reached, the matter will be escalated to arbitration.

Indemnification

- The publisher shall indemnify and hold the partner harmless from any third-party claims arising from the breach of service levels as defined in this SLA.

Updating the Agreement

- This agreement may be updated or amended as necessary with mutual consent from both parties. Any changes will be documented and communicated promptly.

Confidentiality and Data

- Each party agrees to keep confidential (both during and after the Campaign Period) the terms of this Agreement and all other information concerning the business or affairs of the other party. This obligation will not apply in the case of any disclosure required by law, or information which is already publicly available or in the possession of a party at the time of disclosure by the other (other than as a result of a breach of any confidentiality obligation).
- Partner agrees that it will not make any disclosure or public statement concerning the subject matter of this Agreement without Publisher's prior written approval.



- Partner will comply with all applicable data protection legislation, including the GDPR

Termination

Either party may terminate this Agreement immediately by giving written notice to the other party:

- if the other party commits any material breach of its obligations and/or warranties under this Agreement which, in the case of a breach capable of remedy, is not remedied within 10 days of service of a notice specifying the breach and requiring it to be remedied (Publisher reserves the right to suspend dissemination of the Resource Material pending its eventual reinstatement upon the breach in question being remedied);

Upon termination of this Agreement:

- Publisher will remove the Advertising Material from the Platforms unless a further agreement is in force for continuation and payment for further services

Termination of this Agreement shall be without prejudice to any rights of a party accrued before termination.

Force Majeure

A party will not be liable for any failure or delay in performing its obligations under this Agreement to the extent that this failure is the result of any cause or circumstance beyond the reasonable control of that party. If by reason of force majeure a party is unable to perform all or any part of its obligations under this Agreement for a continuous period of 30 working days, the other party may terminate this Agreement immediately by written notice.

Entire Agreement

- Nothing in this Agreement will be deemed to create a partnership or joint venture between the parties.
- No failure or delay by any party in exercising its rights under this Agreement will operate as a waiver of that right nor will any single or partial exercise by either party of any right preclude any further exercise of any other right.
- The Agreement constitutes the entire agreement between the parties and supersedes and extinguishes all previous agreements, promises, assurances, warranties, representations and understandings between them, whether written or oral, relating to its subject matter. Each party agrees that it shall have no remedies in respect of any statement, representation, assurance or warranty (whether made innocently or negligently) that is not expressly set out in the Agreement.

Each party agrees that it shall:

Kuradocs Ltd, Cowes Business Centre, 232 Newport Road, PO31 8PE
Company Nos: 09015297



- comply with all applicable laws, statutes, regulations and codes relating to anti-bribery and anti-corruption including but not limited to the Bribery Act 2010 (“Relevant Requirements”); and
- maintain in place throughout the term of this agreement its own policies and procedures, including but not limited to adequate procedures to ensure compliance with the Relevant Requirements and will enforce them where appropriate.
- Nothing in this agreement shall exclude or restrict either party’s liability for death or personal injury resulting from the negligence of that party or for any other liability which cannot be limited by law

Contact Information For further details or to discuss partnership opportunities, please contact:

- Email: sales@myliferaft.com
- Phone: 03302231192

This agreement ensures that both the publisher and its partners have a clear understanding of their roles, responsibilities, and the terms of their collaboration, fostering a successful and productive partnership.