

REFUND POLICY

Last Updated: July 15, 2025

This Refund Policy outlines the conditions under which Perlu Agency ("we," "us," or "our") provides refunds for our digital marketing and agency services. Please read this policy carefully before engaging our services.

1. General Refund Principles

Due to the custom, labor-intensive, and results-dependent nature of our digital marketing services (including social media management, content creation, and media placement), we generally DO NOT offer refunds for services rendered, work completed, or time invested. Our fees are compensation for our strategic expertise, professional time, and resource allocation.

2. Specific Refund Scenarios

Refunds, partial refunds, or service credits may only be considered under the following specific, non-guaranteed circumstances:

- 2.1. Prepaid Retainer Fees: For monthly retainer agreements, fees are payable in advance. If a project is terminated by the Client before any work has commenced in that billing cycle, a refund for the prepaid period may be issued at our sole discretion. Once work has begun (e.g., strategy calls, content creation, campaign setup), the retainer fee for that period is non-refundable.
- 2.2. Media Buying Budgets: Client funds allocated for direct advertising spend on platforms like Meta, Google, or TikTok ("Ad Spend") are separate from management fees. Unused Ad Spend held in your advertising account can typically be paused or refunded by the platform provider according to their policies. Our management fees for planning, setting up, and optimizing these campaigns are non-refundable.
- 2.3. Service Failure: If we fail entirely to deliver a defined, pre-paid service as explicitly outlined in a Statement of Work (SOW), and the failure is due to our fault and not a result of Client delay or insufficient Client-provided materials, a proportional refund for the undelivered portion may be considered.

Performance outcomes (e.g., not meeting specific follower growth or lead targets) are not considered service failures, as they are influenced by market variables beyond our sole control.

3. Non-Refundable Items

The following are explicitly non-refundable:

- Work Completed: All fees for work already performed, including strategy development, content creation, reports, and analysis.
- Third-Party Costs: Any non-recoverable costs or fees we have paid to third parties on your behalf (e.g., software subscriptions, influencer fees, media placement deposits).
- Early Termination of Contract: If a Client terminates a contract for convenience, the Client remains responsible for all fees due for work completed up to the termination date and any early termination fees outlined in the contract.

4. How to Request a Refund Consideration

Refund requests must be submitted in writing via email to billing@perluagency.com within 7 days of the invoice date or service completion date in question. The request must include:

- Client name and invoice number.
- A detailed explanation and justification for the refund request, referencing this policy.

We will review the request and notify you of our decision within 14 business days.

5. Changes to This Refund Policy

We reserve the right to modify this Refund Policy at any time. Changes will be posted on this page with an updated "Last Updated" date.

Contact Us:

For questions about this Refund Policy, contact us at:

billing@perluagency.com

PT Perlu Agency Digital

Level 18-A, Jl. Jend.Sudirman Kav. 52-53 Sudirman Central Business District (SCBD),
Kebayoran Baru, Jakarta Selatan, Jakarta, Indonesia 12190

Perlu Agency LLC

254 Chapman Rd, Ste 208 #21658 Newark, Delaware, 19702 USA