

SKYDB Branding

This service description forms part of the [Terms of Service](#) only when identified in an accepted Order. The Order records the applicable version, quantities, dates, and any express variations.

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SKYDB Branding

SKYDB Branding provides the agreed brand placement for a one-year initial term starting when the placement goes live. SKYDB may have up to six branding positions; a booking is not exclusive unless expressly stated. The Order identifies the actual sites, channels, position or rotation, and any exclusions, rather than promising every conceivable page or device.

SKYDB separately reviews the advertiser, brand, landing page, and creative materials before accepting the Order. Customer signatures, payment steps, and receipts do not constitute approval. No payment is due before acceptance; launch also requires creative approval and any agreed prepayment. The Order states whether the annual placement renews automatically.

The customer grants the rights necessary to display the approved brand during the placement, without authorizing unrelated endorsements or permanent promotional use. Material changes require review. Editorial coverage and data records remain independent of the booking.

Review, delivery, and remedies

SKYDB may reject an unaccepted booking for lawful suitability, integrity, rights, or reputational reasons. After acceptance, reasonably evidenced fraud, illegality, infringement, or material advertising-policy breach may justify removal or suspension under the Service Terms. A lawful booking is not canceled without the applicable remedy merely because a more attractive customer appears. If SKYDB cannot supply the agreed placement for reasons unrelated to customer breach, the customer may accept equivalent make-good time or receive a proportionate refund for the undelivered portion. Mandatory remedies remain available.

Order particulars

Every Order identifies the customer and product, incorporated document versions, price and currency, taxes, payment method, delivery or activation event, term, renewal status and period, cancellation method, permitted users, and applicable limits.

A missing material license or renewal condition must be resolved before acceptance, not inferred from a product name. These descriptions do not authorize SKYDB to charge for a new product without a new Order.

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