

# COMMERCIAL PAYMENT & INVOICING POLICY

Standard Corporate Terms, Milestone Schedules, and Late Fee Governance

This document serves as the master commercial framework governing financial transactions, invoice structures, payment schedules, and compliance protocols between WebStride Solutions and its domestic and international corporate clients. All service agreements executed are subject to the rules within this mandate.

<b>Agency Entity</b>	WebStride Solutions
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<b>Applicable Services</b>	Web Design & Development, Graphic Design, Search Engine Optimization (SEO), Social Media Management
<b>Jurisdictional Framework</b>	Commercial Laws of Kenya & International Private Contracts
<b>Document Classification</b>	Legally Binding Operational Standard

## TABLE OF CONTENTS

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This policy framework comprises the following functional financial sections:

1. Purpose & Executive Financial Mandate	3
2. Scope of Application Across Core Service Lines	3
3. Invoicing Architecture & Issuance Protocols	3
4. Standard Payment Terms (The 10-Day Working Rule)	4
5. Overdue Accounts & The 15% Statutory Late Penalty	4
6. Approved Payment Gateways & Currency Management	4
7. Disputed Invoices & Formal Resolution Frameworks	5
8. Work Suspension, Contract Termination, & Legal Remedies	5

# 1. PURPOSE & EXECUTIVE FINANCIAL MANDATE

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WebStride Solutions is committed to providing industry-leading technical innovation, corporate web infrastructure, and high-impact digital marketing strategies. To maintain operational readiness, secure premium cloud engineering assets, and dedicated technical specialists, the agency operates under a transparent, strictly enforced Commercial Payment Policy.

This document defines the clear fiscal responsibilities connecting WebStride Solutions and our clients. It ensures that payment expectations are structured, predictable, and aligned with standard enterprise practices worldwide. By establishing these clear terms, we minimize administrative delays and ensure our project teams remain fully focused on project execution.

# 2. SCOPE OF APPLICATION ACROSS CORE SERVICE LINES

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This policy applies to all commercial engagements, service level agreements (SLAs), and project contracts executed by WebStride Solutions, governing both domestic operations within Kenya and international cross-border client configurations. The rules apply directly across our four primary agency pillars:

## 2.1 Web Design & Development Environments

Applies to all core structural code builds, system migrations, database modeling, and front-end implementations. Deliverables are fundamentally bound to milestone billing structures that must clear before moving between development environments and production environments.

## 2.2 Corporate Graphic Design Asset Pipelines

Covers high-fidelity visual assets, corporate branding guides, digital user-experience (UI/UX) prototypes, and media production layouts. Asset usage and final intellectual property assignments transfer to the client exclusively upon full settlement of associated invoices.

## 2.3 Search Engine Optimization (SEO) & Technical Auditing

Governs ongoing structural optimizations, content marketing initiatives, keyword positioning metrics, and domain auditing workflows. These are structured as recurring monthly service operations requiring prompt administrative maintenance.

## 2.4 High-Access Social Media Management Frameworks

Encompasses live community management, platform publishing, regular audience analytics review, and paid digital ad spend administration across multi-channel environments. Maintenance payments are required ahead of each operational cycle to secure uninterrupted team allocations.

## 3. INVOICING ARCHITECTURE & ISSUANCE PROTOCOLS

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WebStride Solutions generates institutional invoices containing complete breakdowns of all service line items, billable resource hours, platform costs, and statutory taxes. Invoices are dispatched exclusively through digital tracking accounting platforms to the client's registered billing contact.

### 3.1 Milestone and Recurring Billing Schedules

Depending on the specific scope of work, billing takes place under one of the two standard models detailed below:

- **Project-Based Milestone Model:** Typical for Web Design and Graphic Design initiatives. Invoices are automatically triggered upon reaching contractually defined checkpoints (e.g., Initial Deposit, UI/UX Sign-Off, Staging Deployment, and Launch Authorization).
- **Retainer-Based Retrospective/Advance Model:** Standard for ongoing SEO and Social Media Management. Invoices are issued on a fixed recurring monthly date (typically the 25th of each calendar month preceding service delivery).

## 4. STANDARD PAYMENT TERMS (THE 10-DAY WORKING RULE)

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To ensure predictable operating cash flows and uninterrupted delivery of technical services, WebStride Solutions enforces a standard, non-negotiable payment window for all standard professional invoices.

### 4.1 Total Remittance Expectation

Upon receiving an official invoice, the client is required to pay the **total gross amount** indicated on the document. WebStride Solutions does not accept partial, uncoordinated installments, or unauthorized deductions for payment processing fees. The absolute amount requested must settle into WebStride Solutions' designated accounts in full.

### 4.2 The Ten (10) Working Days Window

All invoices must be settled within **ten (10) operational working days** from the exact date of digital invoice delivery. Working days are defined as Monday through Friday, excluding official public holidays recognized within the Republic of Kenya for local contracts, or the designated contractually agreed economic jurisdiction for international partners.

**Timeline Example:** An invoice successfully transmitted to a client on a Monday morning must clear our payment systems by the close of business on the second following Monday (Day 10). Clients are strongly advised to coordinate their internal treasury pipelines to prevent cross-border processing delays.

## 5. OVERDUE ACCOUNTS & THE 15% STATUTORY LATE PENALTY

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If an invoice is not settled within the standard ten (10) working days window, the account is structurally classified as overdue, and the system automatically enforces late-payment penalties.

### 5.1 Application of the 15% Late Fee

Exceeding the ten-day compliance window triggers a mandatory late payment penalty equal to **fifteen percent (15%) of the total historical invoice amount**. This charge is applied immediately on the 11th working day following invoice issuance and is added to the total balance due.

### 5.2 Mathematical Formulation of Overdue Balances

The calculation of total financial liability for overdue balances follows this standard formula:

$$B_{total} = I_{principal} \times (1 + \delta)$$

Where  $B_{total}$  represents the updated absolute balance due,  $I_{principal}$  represents the original gross invoice amount, and  $\delta$  represents the late penalty coefficient, fixed at exactly **0.15**. This penalty operates as a flat administrative fee per overdue invoicing cycle.

**Critical Notice on Penalties:** Late fees are non-negotiable and are applied automatically by our financial tracking platforms. WebStride Solutions will not wave late penalties caused by a client's internal administrative delays, signature structural loops, or uncoordinated corporate approvals.

## 6. APPROVED PAYMENT GATEWAYS & CURRENCY MANAGEMENT

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To facilitate efficient billing settlement for both domestic and overseas enterprises, WebStride Solutions provides multiple safe payment channels.

- **Corporate Electronic Funds Transfer (EFT):** Direct bank-to-bank settlement into our primary corporate accounts. This is the required method for large project milestones and enterprise contracts.
- **Mobile Financial Systems (M-PESA Services):** Available for domestic transactions within Kenya via our official corporate Paybill/Buy Goods channels.
- **International Payment Platforms:** Secure international gateways and credit cards for global clients operating in foreign currencies (e.g., USD, EUR, GBP).

## 7. DISPUTED INVOICES & FORMAL RESOLUTION FRAMEWORKS

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WebStride Solutions maintains a transparent billing process. If a client identifies a clear discrepancy or errors in an issued invoice, they may trigger our formal review process.

### 7.1 Incident Notification Timeline

Any billing dispute must be submitted in writing to our billing department within **four (4) operational working days** from initial invoice delivery. If no formal dispute is logged within this four-day window, the invoice is deemed accurate, and the client waives the right to contest the charges.

### 7.2 The Isolated Payment Mandate

Logging a dispute for a specific line item does not relieve the client of their obligation to pay for other undisputed portions of the invoice. The client must settle all undisputed amounts within the standard ten (10) working days window to avoid late fees on those elements while the disputed items are reviewed.

Dispute Stage	Action Required / Operational Reality	Resolution Timeline
<b>1. Logging Case</b>	Written submission containing explicit line-item proofs sent directly to billing offices.	Within 4 days of invoice.
<b>2. Joint Evaluation</b>	Financial management reviews logs alongside technical milestone delivery sheets.	3 working days.
<b>3. Determination</b>	Issuance of an updated corrected invoice or a formal validation of the original charges.	Immediate implementation.

## 8. WORK SUSPENSION, CONTRACT TERMINATION, & LEGAL REMEDIES

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Unsettled balances require WebStreet Solutions to protect its operational resources, technical infrastructure, and staff allocations through progressive enforcement measures.

### 8.1 Automated Service Interruption

If an invoice remains unpaid by the **15th working day** following issuance (five days after the standard payment deadline), WebStride Solutions reserves the right to immediately suspend all active digital operations. This includes:

- Pausing all development updates and removing access to staging servers.
- Suspending active optimization schedules, technical audits, and link indexing tasks.
- Pausing all social media management campaigns and pausing active ad accounts.

WebStride Solutions is not liable for any commercial losses, drop in search rankings, or marketing performance declines resulting from these policy-enforced service interruptions.

### 8.2 Re-activation Operational Fee

Restoring suspended accounts requires settling all outstanding balances in full, including the 15% late fee, plus a standard **\*\*Re-activation Fee\*\***. Re-activation processing may take up to three (3) working days from the date funds are cleared.

### 8.3 Governing Law and Dispute Jurisdiction

This Policy is governed by and construed in accordance with the Laws of the Republic of Kenya for all domestic engagements. For international contracts, disputes are managed under the specific jurisdiction defined in the master service agreement, or via formal arbitration rules.