

BY NOUSU SERVICES · BUSINESS ID 2502199-1

Service Agreement

Social media content production for restaurants · Helsinki and the capital region

VERSION 6.2

DRAFT 21 AUG 2026

REFERENCE: _____

This is a draft agreement. Complete the party details, select a package and have the terms reviewed by a lawyer if needed before signing.

In short — what we are agreeing on

We make the content, you run the restaurant.

Planning, filming, editing and — depending on the package — either delivery or publishing.

You own the results.

Once the invoices are paid, the finished videos and photos are yours to use freely.

You own your accounts.

Social accounts stay in your name. We work with the access rights you grant us.

No long lock-ins.

The notice period for a monthly service is one month.

Nothing is published unexpectedly.

We publish in your name only once the approval process has been agreed.

We promise what we can keep.

We cannot promise specific follower or view counts, but we do promise the agreed work, quality content and a regular publishing rhythm.

1 Parties

	SERVICE PROVIDER	CLIENT
Legal name	Nousu Services	
Business ID	2502199-1	
Address		
Contact person		
Email	info@foodfriends.fi	
Phone		

Hereinafter "FoodFriends" and the "Client", together the "Parties".

2 Purpose of the agreement

FoodFriends plans and produces social media content that supports the Client's restaurant visibility, in accordance with the selected service package. The aim is a positive, appealing and truthful picture of the Client's food, people, service and atmosphere.

FoodFriends is responsible for carrying out the work professionally, within the agreed scope and schedule. FoodFriends does **not** guarantee any specific number of sales, customers, followers, impressions, reach or reservations, since these are also affected by platform algorithms and other factors outside FoodFriends' control.

3 How the collaboration runs

1	Kick-off TOGETHER	The agreement, package, price and contact persons are agreed in writing.	Day 0
2	Preparation CLIENT	You provide the information and materials, name an approver and book the shoot.	Before the shoot
3	Shoot FOODFRIENDS	We come on site. 60–120 min, at the restaurant's own pace.	Agreed day
4	Production FOODFRIENDS	Editing, captions and finishing. Content sent to you for approval.	3–7 business days
5	Approval CLIENT	You give one consolidated round of feedback. One revision round is included in the price.	5 business days
6	Delivery or publishing FOODFRIENDS	On Visibility we deliver the materials for the Client to publish. On TikTok Start, Growth and Partner we publish as agreed.	Agreed rhythm
7	Review TOGETHER	We go through what worked and decide the direction for the next month.	1 × / month

🔄 On a monthly service, steps 3–7 repeat every month. You can stop with one month's notice.

FOODFRIENDS' ROLE

- We plan the content, film, edit and write the post captions.
- We deliver the content for approval. We publish only in packages that include publishing.
- We tell you openly if something is not going as planned.

THE CLIENT'S ROLE

- You arrange access to the shooting location at the agreed time.
- You name an approver who gives feedback and approval.
- You provide correct information on time: names, prices, opening hours, allergens, brand guidelines — and you are responsible for their accuracy.

APPROVAL AND REVISIONS

- One consolidated, internally consistent revision round per delivery batch is included in the price.
- If feedback is not given within the deadline, the delivery is deemed approved for invoicing purposes. This does not entitle FoodFriends to publish unapproved content in the Client's name.

- Changes beyond the agreed scope and additional shoots are priced separately and agreed in writing before the work continues.
- FoodFriends does not publish in the Client's name before access rights and publishing authorisation have been agreed.

4 Selected service and price

Select one main service. Prices are exclusive of tax; Finnish VAT is added to the invoice (21 Aug 2026: 25.5%).

ONE-OFF SERVICES

☐

Restaurant Social Starter
A light start that shows you what content can do.
 60–90 min shoot · 2 short videos · 6 finished photos · editing and ready-to-post captions · 3 follow-up ideas · delivered within 3 business days of the shoot.

€399
 ONE-OFF

☐

TikTok Start
A whole TikTok channel set up and moving.
 Account review or setup · profile optimisation · 90–120 min shoot · 4 TikTok-first videos · the first four weeks of posts · a 30-day plan and at least 10 follow-up ideas · kickoff, check-in and TikTok playbook.

€990
 ONE-OFF

MONTHLY SERVICES

☐

Visibility
Ready-to-post materials for one channel.
 1 Instagram or TikTok channel · 1 shoot/month (60–90 min) · 4 short videos and 6 other content pieces · ideation, captions, editing and a ready-to-post content package · 1 revision round · a light monthly summary. The Client publishes; the package does not include channel management, scheduling or publishing.

€890
 / MONTH

☐

Growth **OUR RECOMMENDATION**
When you want Instagram and TikTok genuinely taken care of.
 Instagram + TikTok · half a shooting day/month · 6 short videos and 8 other content pieces · channel-specific versions, content plan, scheduling and publishing · light community management · 1 revision round · a monthly performance, content and trend review.

€1,290
 / MONTH

☐

Partner **PREMIUM**
More content, faster reaction and continuous development — fully managed.
 Instagram + TikTok · a 90-day channel plan · a content calendar at least a month ahead · 2 half shooting days/month · 8 short videos and 10 other content pieces · scheduling and publishing · active community management · weekly optimisation and fast seasonal and trend pickups · monthly profile optimisation · a named contact person and one consolidated approval round · a monthly meeting · 1 seasonal campaign/quarter · priority response within 24 h on business days.

€1,990
 / MONTH

ADD-ONS

- ☐ Extra video **€249 / piece**
☐ Seasonal / campaign package **from €990**
☐ Bilingual content (FI/EN) **€149 / month**
- ☐ Other: _____

Agreed deviation or clarification

5 Service levels and response times

Response to enquiries	24 h on business days (Partner: same business day)
Delivery of the Restaurant Social Starter	3 business days from the shoot
Delivery of TikTok Start	7 business days from the shoot
Monthly service content sent for approval	7 business days from the shoot
Client feedback and approval	5 business days from delivery

Deadlines do not run on statutory public holidays; deviations are agreed in writing. If FoodFriends is materially delayed for a reason attributable to it, the Parties agree without delay on a replacement schedule. This does not limit rights based on mandatory law.

6 Quality and revisions

FoodFriends is responsible for carrying out the agreed work professionally and to the agreed scope.

If a delivery does not match what was agreed, the Client states in writing within seven (7) days what did not match. FoodFriends carries out **one revision round** at no additional charge as part of the agreed price.

A revision round is included in every delivery batch under section 3. The agreed service is invoiced according to the selected package and any additional work approved in writing. This does not limit rights based on mandatory law.

7 Schedule changes and cancellations

A shoot can be cancelled or rescheduled free of charge no later than **two (2) business days** before the shoot. For a later cancellation, FoodFriends may invoice the work already done and reasonable costs actually incurred. If the shoot is prevented for a reason attributable to FoodFriends, a new time is agreed at no additional cost.

8 Payments and invoicing

- **One-off service:** ☐ on ordering ☐ after delivery ☐ other: _____
- **Monthly service:** invoiced monthly in advance.
- Payment term ____ days net (default 14 days net). Late payment interest under the Finnish Interest Act.
- The Client may withhold only the disputed part of an invoice; complaints are made without undue delay.
- Prices are fixed for the first three (3) months. Changes are notified one month before they take effect, and the Client may then terminate the agreement before the change.

9 Term and termination

- **Social Starter and TikTok Start** end when the agreed delivery has been made and the payments settled.
- A **monthly service** is valid until further notice. The notice period is **one (1) month**; termination is made in writing and invoicing continues to the end of the notice period.
- Either Party may terminate the agreement for a material breach if it is not remedied within **fourteen (14) days** of a written notice. A serious or irremediable breach entitles a Party to terminate with immediate effect.

- On termination, FoodFriends delivers the paid, finished results and relinquishes account access rights in accordance with section 10.

10 Social accounts and access rights

- **The Client owns its social accounts at all times** — the accounts stay in the Client's name and control.
- FoodFriends works with the access rights granted by the Client, primarily role-based (e.g. Meta Business Suite, TikTok account membership). Passwords are not shared unless the platform requires it.
- A new account created by FoodFriends is transferred to the Client's ownership no later than at delivery.
- On termination, FoodFriends relinquishes access rights within five (5) business days and hands over the information needed for continued account management.
- The platforms' own terms of use apply to posts on their services; FoodFriends is not responsible for platform changes, outages or restrictions.

11 Materials, ownership and rights of use

11.1 THE CLIENT'S MATERIALS

The Client retains all rights to the logos, images, videos, texts, menus and other materials it provides, and grants FoodFriends a limited right, for the term of the agreement, to use and modify them solely for performing the service. The Client warrants that it holds the necessary permissions for this.

11.2 RESULTS PRODUCED BY FOODFRIENDS

Once the agreed payments have been made, FoodFriends assigns to the Client the transferable economic copyright in the individually produced results. The Client may use, copy, publish, share, advertise, archive, crop, subtitle and adapt them in its business without geographic or time limitation. Even before payment, the Client is entitled to use the delivered results for the agreed publishing purpose.

The assignment does not cover pre-existing methods, templates, tools, fonts, music, stock materials or other third-party material, which remain subject to their own licences; on request, FoodFriends states which licensed material has been used. Moral rights of the authors remain.

11.3 RAW FOOTAGE

Raw footage is not part of the package and is not handed over without a separate written agreement. FoodFriends may delete working files and raw footage **six (6) months** after delivery.

12 Reference and marketing use — separate consent

☐ YES

The Client grants FoodFriends a free, non-exclusive right to use separately approved results on its website, in its portfolio, on social media, in sales presentations and in its other marketing. Use of the name, logo and identifiable persons requires the necessary permissions. FoodFriends may make only technically necessary crops, subtitles and format adaptations, and may not give a misleading impression of the Client.

☐ NO

FoodFriends does not use the Client's materials, name or logo for reference or marketing purposes without later written permission.

Consent may be withdrawn in writing as regards future use; FoodFriends stops new posts and removes the digital references under its control within 30 days. Already printed materials or copies shared by third parties cannot necessarily be removed retroactively.

13 People filmed, permissions and data protection

- The Client ensures that staff and others it arranges to be filmed have been informed of the shoot and that the necessary consents have been obtained.
- Minors and third-party customers are not filmed identifiably without appropriate permission.
- Each Party is the controller of its own register. To the extent that FoodFriends processes personal data on the Client's behalf, the processing follows the Client's instructions.
- Personal data is processed only for performing the agreement, communication, invoicing and statutory obligations. The Client does not provide unnecessary sensitive data or special categories of personal data.
- The social platforms' own terms and privacy practices apply to posts on their services.

14 Positive and truthful collaboration

FoodFriends presents the Client's services in a positive, professional and truthful light and does not publish content about the Client that is derogatory, misleading or unnecessarily damaging to its reputation. The Parties do not make knowingly false claims about each other and handle complaints directly with each other first.

This does not prevent either Party from giving truthful and factual feedback, exercising its statutory rights, reporting a suspected violation to an authority, or stating facts on the basis of law or an official order.

15 Confidentiality

The Parties keep confidential the business, pricing, customer, personnel and production information received from the other Party and do not use it for any purpose other than performing the agreement. The obligation continues for **three (3) years** after termination. It does not cover information that is public, lawfully received from a third party, independently developed, or required to be disclosed by law.

19 Contract documents, order of precedence and language

The agreement consists of this document together with any written service description or offer. In case of conflict, the order of precedence is: (1) the signed agreement with its clarifications, (2) the written offer or service description, (3) other written material approved before signing.

This agreement exists in Finnish and English. The Parties sign one language version, and that signed version is the binding one. If both language versions are signed, the Finnish version prevails.

20 Signatures

The Parties confirm that they have read the agreement, understood its key terms, and are authorised to sign it.

16 Liability and force majeure

- Each Party is liable for the direct damage it causes. Indirect damage, such as lost profit, is not compensated unless caused intentionally or by gross negligence.
- FoodFriends' aggregate liability is limited to the service fees paid during the **three (3) months** preceding the damage. The limitation does not apply to intent, gross negligence, breach of confidentiality, or liability that cannot be limited by law.
- A Party is not liable for a delay or damage caused by an impediment beyond its control that it could not reasonably have foreseen or avoided. The impediment is notified without delay.

17 Subcontracting

FoodFriends may use subcontractors (e.g. photographers and editors) and is liable for their work as for its own. Confidentiality and data protection obligations bind them as well. Significant subcontracting arrangements are disclosed on request.

18 Other terms and disputes

- Amendments and deviations in service scope are agreed in writing.
- The agreement may be signed electronically and in several identical counterparts with the same legal effect.
- The agreement may not be assigned to a third party without the other Party's written consent, which may not be withheld without justified cause. Consent is not required in connection with a corporate reorganisation.
- If a term is found invalid, the rest remain in force and it is replaced with a reasonable term as close as possible to the original intent.
- Finnish law applies. Disputes are settled primarily through negotiation; if no settlement is reached within 30 days of a written request to negotiate, the matter is settled in the District Court of Helsinki, unless mandatory rules on jurisdiction require otherwise.

SERVICE PROVIDER · NOUSU SERVICES

CLIENT

Place and date

Place and date

Signature

Signature

Name in print

Title

Name in print

Title

BEFORE SENDING TO THE CLIENT

- ☐ Client's official details
- ☐ Selected package and add-ons
- ☐ Invoicing method and payment term
- ☐ Start and shooting schedule
- ☐ Reference consent (yes/no)
- ☐ Any agreed deviations

This is a draft agreement and does not replace case-specific legal advice.