

RiskSignal

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Scope & Limitations

Service Terms Reference

Doc Type: RiskSignal Service Scope

Applies To:

- Pilot
- Intelligence Retainer

Effective Date: June 2026

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I. Service Scope

RiskSignal scans publicly observable website signals to identify technical friction on the conversion path and produce structured lead intelligence for outbound prioritization use.

All RiskSignal engagements are external scans conducted without backend access, credentials, or infrastructure interaction of any kind.

RiskSignal identifies observable friction signals, ranks domains by revenue exposure, and delivers structured output you use to prioritize outbound contact and build commercially framed angles.

RiskSignal does not provide engineering implementation, legal advice, compliance certification, or strategic consulting.

RiskSignal does not collect or ingest client-supplied contact data (names, emails, phone numbers, CRM records) as scan input. Submitted domains are used solely to direct scan targeting.

All Exposure Scores, Priority Ranks, and other scored output are produced by RiskSignal's own scoring and calculation methodology applied to observed signals. They are RiskSignal's assessment, not an independent or absolute measure of a domain's true risk or revenue condition, and should be interpreted accordingly.

II. Included Scan Activities

Depending on engagement type, observable scan activities may include:

- Platform detection and fingerprinting
- Tag and pixel presence and firing state

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- Consent resolution and pre/post consent tag delta
- Funnel integrity detection (checkout, cart, form)
- Performance signal extraction (TTFB, load behavior)
- Accessibility violation detection (axe-core)
- TLS certificate status
- Security header presence and configuration
- Cookie security flag observation
- Third-party dependency detection
- Page discovery across homepage, category page, and up to three funnel endpoints

All findings are derived from publicly observable signals only.

III. Excluded Activities

RiskSignal engagements do not include:

- Penetration testing or exploit attempts
- Backend or infrastructure access
- Source code review
- Engineering implementation work
- Legal advisory or compliance certification
- Guarantee of protection from regulatory action
- Automated or continuous monitoring systems
- Full outbound campaign creation
- Sales execution services
- Managed lead generation services

RiskSignal provides external scans and structured intelligence output only.

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IV. Output Scope

Pilot and Intelligence Retainer engagements produce four CSV outputs per batch:

High-Priority Leads

Top-ranked domains by Exposure Score. Specific message angles directly tied to real site issues found. Completed and reviewed by RiskSignal before client delivery.

Friction-Grouped Leads

Your next tier of leads, grouped by friction type. Each lead is tagged with the type of conversion problem found and the specific signal behind it, ready to pull from the provided outbound template library by group.

Standard-Ranked Leads

Your remaining processed leads, ranked by revenue exposure. Use it to apply your existing outbound methods, SEO plays, or longer-cycle sequences in priority order.

Disqualified Log

Documents all domains excluded before ranking with reason codes and plain language explanation.

Output reflects scan-derived signals only. Exposure Scores are probabilistic estimates and relative rankings, not guaranteed revenue figures or absolute commercial claims.

Tier assignment is a floor a domain must clear on its own signals. A batch is never padded to fill a tier, and any tier may be delivered holding no leads. A short High-Priority list reflects the quality of the input list.

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V. Disqualification

Domains that fail network resolution, fail the qualification filter, or cannot be confirmed as a commercial storefront are excluded from ranking and do not appear in the ranked output files. They are documented in the Disqualified Log with a reason code.

Common disqualification reasons:

- Parked domain (no commercial content detected)
- No response (domain unreachable or timed out)
- Exceeded retry limit (failed after maximum retry attempts)
- Private IP detected (resolves to internal/private network)
- Scan failure (domain reachable but no pages could be retrieved)
- No confirmed storefront (a commercial site with no cart or checkout detected, so it cannot be scored as an ecommerce lead; the scan still ran)

Disqualified domains are documented in the disqualified log delivered with every batch. Expect 5-15% disqualification on a typical agency lead list. Input list quality directly affects output volume. No replacement leads are provided for disqualified domains.

VI. Execution Start & Refund Policy

Execution begins when the scan pipeline is initiated against a submitted domain list.

Refund eligibility:

- **Pre-scan cancellation:** Full refund issued if cancellation occurs before scan execution begins.

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- **Post-scan cancellation:** 50% refund if cancellation occurs after scan completion but before post-scan review begins.
- **Post-review start:** No refund once post-scan review has begun. The signal interpretation committed clause applies once RiskSignal begins post-scan review.
- **Delivery:** After CSV delivery, engagements are considered fulfilled and refunds are not provided.

Intelligence Retainer engagements renew monthly. Cancel before the next billing cycle to avoid the following month's charge.

VII. External Nature of Reviews

All RiskSignal engagements reflect publicly observable signals only. They do not replace internal security reviews, legal assessments, or engineering validation processes. RiskSignal reduces uncertainty by identifying visible friction signals and ranking domains by exposure. RiskSignal does not eliminate risk, guarantee compliance outcomes, or prevent regulatory action.

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contact@risksignal.io
<https://risksignal.io>