

Case study and results — permission

What we are asking for

Permission to show your project as an example of our work. Specifically:

- **Your name and your practice's or business's name**, identified as our client.
- **Screenshots and recordings of your website**, before and after, including the version we replaced.
- **Plain performance numbers**: how fast the site loads, how it scores on standard technical checks, how many people visit it, and how it appears in Google search results.
- Where you have said something kind about the work, **your words, quoted as you wrote them**.

We would use these on our own website, in a written case study, in proposals to other prospective clients, and in social or email posts about our work.

What we are not asking for, and will never use

- Anything about **your clients, patients or customers** — no names, no numbers, no case details, no enquiry contents. We do not have access to those and do not want it.
- **Your revenue, your fees or your finances**. If a results number would reveal what you earn, we don't publish it.
- Anything you have marked confidential, and anything from a private draft or an unpublished page.

The terms

You see it before it goes out. No case study, quote or results claim is published until you have seen the actual thing we intend to publish and said yes to it.

You can change your mind. Tell us at any time and we will take it down and stop using it in new material. Anything already printed or already sent we obviously cannot recall, and search engines may keep a copy for a while — but nothing new goes out, and the page comes down.

Accuracy over flattery. Any number we publish is one we measured and can show you the measurement for. Where a comparison is unflattering to us, we say so or we leave it out; we do not round it in our favour.

This is not an endorsement of us. Saying yes does not mean you recommend us to anyone, and we won't imply that it does. If you would like to recommend us, that is a separate and very welcome thing.

It costs you nothing and buys you nothing. Your discount is already yours and does not depend on this permission continuing. If you withdraw it, nothing about your plan, your price or your service changes.

If you are a registered professional

If your profession's rules restrict how your practice may be advertised — as the HPCSA's ethical rules do for healthcare practitioners — those rules come first, and they reach what **we** publish about you, not only what you publish yourself. A practitioner stays professionally responsible for a public statement she has permitted someone else to make about her practice, so we treat the test as: *would this be compliant if you had published it yourself?*

In practice that means we will publish **facts about the website** — how fast it loads, how it was built, how many people visit it and how many use the contact form, each with the measurement period stated — and we will **not** publish anything about your practice's standing or your clinical results, no patient reviews or testimonials, and no comparative or superlative claims. We will also say plainly that you received a reduced fee, use your registered title exactly as registered, and take anything down promptly if you ask.

We would rather publish less than put your registration at risk. If you would prefer it, we are glad to publish the case study **without naming you at all** — "a Cape Town psychology practice" carries almost the same weight for us and engages none of these rules.

How to give it

An email or WhatsApp message saying you are happy with the above is enough. No signature is needed. We keep a copy of your reply on file, and you are welcome to ask us for it at any time.

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