
TO **Arnold · Web & IT**

FROM Luiz Pradal · Strategy & Production, on behalf of the Chairman

DATE 11 August 2026

RE **Booth Referral Draw · account security custody and DNS works**

STATUS v1.2 · R4 complete per IT confirmation of 11 August; R5 awaits the Netlify custom-domain step; R9 added

1 PURPOSE AND BACKGROUND

The Bristol studio launches a referral campaign operated from its tattoo preview booth, promoted by The Artist Collective Limited (company 13295411), with entries closing 15 September 2026 and the prize draw on 16 September 2026. The campaign's web estate comprises a public landing page and a private operations application, both deployed to Netlify, with a Google account operating the booking calendar, register and form.

This brief requests two packages of work from IT: hardening and custody of the campaign's Google account, and the DNS change that places the public landing page on the group's own domain. Campaign configuration inside the account is handled separately by the design interns under their own instruction pack; this brief deliberately does not duplicate it.

2 SCOPE

In scope:

- Security hardening of the Google account `thefittingroom@nora.tattoo`: credential rotation, two-step verification, recovery configuration, and vault custody.
- DNS works, two records on two domains: the public landing page at `fittingroom.noregrets.tattoo` (created 11 August), and the private operations application at a subdomain of `nora.tattoo`, name to be agreed.
- Post-propagation verification that HTTPS is live and valid on the subdomain.

Out of scope: Netlify deployments (performed by the undersigned on the existing account); campaign configuration within the Google account, namely the appointment schedule, register spreadsheet and booking form (design interns, per their setup pack); the private operations application and its address (undersigned); campaign content and legal documents (already issued).

3 REQUIREMENTS

- R1** The account password shall be rotated on first sign-in. The credential shared during handover is to be treated as exposed and retired. The replacement shall be generated by, and stored solely in, the studio's password vault; it shall not be transmitted by email, chat or this document. No credential is included in this brief by design.
- R2** Two-step verification shall be enabled against a studio-controlled device, not a personal one, and at least one recovery method under studio control shall be configured. The governing test: the account must survive the departure of any single individual.
- R3** Vault custody: the account entry (credential, 2SV backup codes, recovery details) shall be held in the studio vault with access for IT, the undersigned, and the Chairman's office.

3 REQUIREMENTS, CONTINUED

- R4** **Complete,** **11 August:** CNAME fittingroom.noregrets.tattoo → theboothproject.netlify.app created. The undersigned adds the custom domain on the Netlify side; certificate issuance is automatic once the record resolves. No other records were to be altered.
- R5** Following propagation, IT shall verify that each campaign subdomain serves over HTTPS with a valid certificate, and report completion per section 4.
- R9** A second CNAME shall be created on the **nora.tattoo** domain for the private operations application, at a subdomain name and Netlify target to be supplied by the undersigned when the address is chosen. This record serves the operations side and is never published or printed; it is not a launch dependency for the public landing. IT is asked to confirm it holds registrar access for nora.tattoo as well as noregrets.tattoo.
- R6** Workspace precondition: Apps Script web-app deployments with access set to "Anyone with the link" shall be permitted for the account. The campaign's register endpoint depends on it; if domain policy currently blocks it, an exception for this account is requested.
- R7** Workspace precondition: Google Forms created by the account shall accept external respondents. The domain-restriction default ("Restrict to users in nora.tattoo"), where enforced by policy, shall be releasable on the campaign's booking form, which is public by design.
- R8** Workspace precondition: the account's Calendar appointment booking pages shall be publicly accessible to external visitors.

4 DELIVERABLES AND ACCEPTANCE CRITERIA

REF	DELIVERABLE	ACCEPTED WHEN
A1	Credential rotation	Written confirmation that the handover credential no longer authenticates and the replacement resides in the vault.
A2	2SV and recovery	Confirmation of the enrolled studio device and configured recovery method; backup codes filed in the vault.
A3	DNS record	Each agreed CNAME resolves publicly to its supplied Netlify address.
A4	HTTPS verification	Each subdomain loads over HTTPS with a valid certificate in a standard browser.
A5	Completion note	A short written confirmation to the undersigned covering A1 to A4 and the R6 to R8 preconditions, retained with the campaign records.

5 ACCESS AND CREDENTIALS

The handover credential will be provided verbally or via the vault's sharing mechanism, never in writing within campaign documents. Registrar access is assumed held by IT. The campaign's endpoint and form administration URLs are operations-side keys, not required for these works.

6 TIMELINE AND DEPENDENCIES

Priority: R1 to R3 within one working day of receipt, on account of the exposed handover credential. R4 is complete; R5 for the landing subdomain follows the undersigned's Netlify step. R9 is requested when the operations address is chosen, and does not block launch.

Dependencies: the interns' configuration proceeds in parallel once the account authenticates. Public deployment is blocked solely on R4: the landing cannot go live, nor the studio QR be printed, until the record resolves, since the tile encodes the final address. The campaign's first customer-facing day sits directly downstream of this brief.

Coordination: the undersigned supplies the Netlify site address at the time of works and remains the single point of contact. A question before acting is always preferred to an assumption.

With thanks · **Luiz Pradal** · Strategy & Production, on behalf of the Chairman