



AdKnow Limited

Terms of Service ("Terms")

Last updated: 20 January 2026

Please read these Terms carefully before accessing or using <https://www.adknow.limited> ("the Site") and any courses, newsletters, downloads, webinars or consultancy services ("Services") offered by AdKnow Limited, a company registered in England & Wales (no. 16709186) with registered office at AdKnow Limited, 61 Bridge Street, Kingston, HR53DY ("AdKnow", "we", "us").

By accessing, browsing, registering for or purchasing any Service you ("you", "user", "participant", "client") agree to be bound by these Terms and our Privacy & Cookie Policies. If you do not agree, please leave the Site and do not use the Services.

## 1. DEFINITIONS

1.1 "Content" means any text, graphics, videos, slides, templates, checklists, tools, data, case studies or other material made available through the Services.

1.2 "Free Intro Course" means the no-charge introductory compliance seminar advertised on the Site.

1.3 "Paid Courses" means any on-demand masterclass, webinar series, in-house training or consultancy delivered for a fee.

1.4 "Registration Data" means the information you provide at checkout or enrolment.

## 2. ELIGIBILITY

2.1 The Services are intended for users aged 18 + who create, manage or advise on social-media content in the United Kingdom.

2.2 By registering you warrant that: (a) all Registration Data is accurate and up to date; (b) you have full legal capacity to accept these Terms; (c) you are not in breach of any third-party rights or applicable laws.

## 3. INTELLECTUAL PROPERTY

3.1 All Content is © AdKnow Limited 2026 or its licensors and is protected by UK and international copyright, trade-mark and other laws.

3.2 Except as expressly permitted, you may not copy, reproduce, distribute, publish, download, upload, transmit, modify, create derivative works from, sell, licence or exploit any Content without prior written consent.



3.3 You receive a limited, non-exclusive, non-transferable licence to view and download Content solely for your own internal business compliance learning. This licence terminates automatically if you breach these Terms.

#### 4. FREE & PAID COURSES

4.1 Free Intro Course places are offered on a first-come, first-served basis. We may limit numbers or dates at our discretion.

4.2 Paid Courses are subject to the specific description, price and duration stated at checkout. All prices are shown in GBP and include VAT where applicable.

4.3 Payment is due in full at the point of purchase via Stripe or such other gateway displayed. Access to digital content will be granted once payment has cleared.

4.4 Cancellation & Refunds – see Section 9.

#### 5. LIVE EVENTS & CONSULTANCY

5.1 Dates/times are confirmed on booking. If you fail to attend a live session, we are not obliged to provide a recording or refund unless required by law.

5.2 In-house consultancy is delivered under a separate Statement of Work (“SOW”) which forms part of these Terms. Where a conflict exists, the SOW prevails.

#### 6. USER CONDUCT

6.1 You agree not to: (a) impersonate any person; (b) post or transmit unlawful, harassing, defamatory or obscene material; (c) introduce viruses or harmful code; (d) scrape, data-mine or interfere with the Site; (e) share login credentials or access codes with unauthorised persons.

6.2 Breach may result in immediate suspension or termination of your account without refund.

#### 7. DISCLAIMER – EDUCATIONAL PURPOSES ONLY

7.1 The Services provide general UK advertising & consumer-law guidance. They do not constitute legal advice. The ASA, CMA, FTC or other regulators may change rules at any time.

7.2 We use reasonable skill and care in preparing Content but make no warranty that: (a) Content is error-free, complete or up to date; (b) following the Content guarantees compliance or prevents investigation, fine or sanction.

7.3 For advice on your specific facts you must instruct a qualified lawyer or regulatory professional.

#### 8. LIMITATION OF LIABILITY



8.1 Nothing in these Terms limits liability for death or personal injury caused by negligence, fraud or any other liability that cannot legally be excluded.

8.2 Subject to 8.1, AdKnow's total liability for all claims arising out of or in connection with the Services shall not exceed the amount you paid us in the twelve (12) months preceding the event giving rise to liability, or £100 if you have paid nothing.

8.3 We are not liable for: (a) indirect, consequential or special loss; (b) loss of profits, revenue, data, goodwill or reputation; (c) regulatory fines, platform suspensions or demonetisation.

## 9. CANCELLATION & REFUNDS

9.1 Digital Products – You have a statutory 14-day cooling-off period for Paid Courses that contain instant-access digital content. By ticking the checkout box you expressly request immediate access and acknowledge you lose the right to cancel once download/streaming begins.

9.2 Live Events – Cancellations made 14 + days before the event receive a full refund; 7-13 days = 50 % refund; less than 7 days = no refund, but you may send a substitute delegate provided we are notified in writing.

9.3 Consultancy Projects – Cancelled by client with 30 + days' written notice = refund of pre-paid fees minus costs incurred: less than 30 days = no refund.

9.4 We may cancel or reschedule any Service for reasons including low enrolment, illness or force majeure. In such cases you may choose a full refund or transfer to the next available date.

## 10. ACCOUNT SECURITY

You are responsible for maintaining the confidentiality of your password and for all activities that occur under your account. Notify us immediately of any unauthorised use.

## 11. THIRD-PARTY LINKS

The Site may contain links to third-party websites. We do not endorse and accept no responsibility for their content, policies or practices.

## 12. PRIVACY & MARKETING

Our Privacy Notice explains how we collect and process personal data. By registering you consent to receive service-related emails and marketing communications. You may opt-out of marketing at any time via the unsubscribe link.

## 13. SUSPENSION & TERMINATION



We may suspend or terminate access with or without notice if you breach these Terms, fail to pay fees, or engage in conduct that we deem harmful to other users or our reputation.

#### 14. CHANGES TO TERMS OR CONTENT

We may revise these Terms or update Content at any time. Material changes will be posted on this page with a new "Last updated" date. Continued use of the Services after changes constitutes acceptance.

#### 15. GOVERNING LAW & JURISDICTION

These Terms are governed by English law. Disputes shall first be submitted to good-faith negotiation. If unresolved, they shall be subject to the exclusive jurisdiction of the courts of England & Wales.

#### 16. CONTACT

Questions, notices or complaints should be sent to:

Email: [enquiries@adknow.co.uk](mailto:enquiries@adknow.co.uk)

Post: AdKnow Limited, 61 Bridge Street, Kingston, HR5 3DY, United Kingdom.

#### 17. SEVERANCE

If any provision of these Terms is found to be unenforceable, the remaining provisions shall continue in full force.