



AdKnow Limited

Refund & Cancellation Policy

Last updated: 20 January 2026

This Policy applies to any product or service ("Service") purchased from AdKnow Limited ("we", "us", "our") via <https://www.adknow.limited> or our booking pages. It is incorporated into our Terms of Service. All defined terms have the same meaning as in the Terms.

## 1. SCOPE

### 1.1 We offer five Service types:

- a) Free Intro Course – no charge, no refund due.
- b) Paid Digital Courses – on-demand videos, slides, templates and other downloadable content.
- c) Paid for physical training guides, including supporting materials
- d) Live Services – live webinars, in-house workshops, consultancy projects or masterclasses delivered on a scheduled date.
- e) Supporting materials including resource guides, templates and reference sheets for online compliance.
- f) Consultancy Services to support response to Investigation notice arises from breach of compliance

## 2. STATUTORY COOLING-OFF PERIOD (UK & EU CONSUMERS ONLY)

2.1 Under the Consumer Contracts (Information, Cancellation & Additional Charges) Regulations 2013 you have 14 days from the day after purchase to cancel a Paid Digital Course and receive a full refund.

2.2 By ticking the "I want immediate access" checkbox at checkout you expressly:

- i) request instant delivery of digital content, and
- ii) acknowledge that you lose your statutory right to cancel once the content is streamed or downloaded.

2.3 If you do NOT tick the box we will wait until the 14-day period has expired before granting access and your refund right remains intact.

## 3. PAID DIGITAL COURSES – DISCRETIONARY REFUNDS



3.1 If you have already accessed the content and are outside the statutory cooling-off period we will still consider a refund or credit if you contact us within 30 days of purchase and can demonstrate that:

- a) the course content is materially different from its advertised description, or
- b) technical issues on our side prevented you from accessing the core modules and we cannot fix the fault within 5 working days.

3.2 Refunds approved under this clause will be processed to the original payment method within 7 working days.

#### 4. LIVE SERVICES – CANCELLATION BY YOU

##### 4.1 Public webinars / open masterclasses

14 + days before event – full refund.

7-13 days before event – 50 % refund.

Less than 7 days – no refund, but you may transfer your seat to another person provided you give us their name and email in writing at least 24 h before the start time.

##### 4.2 Private / in-house training or consultancy

30 + days written notice – refund of pre-paid fees minus any non-recoverable costs (e.g., bespoke materials already produced, travel booked).

15-29 days – 50 % refund.

Less than 15 days – no refund; however, at our discretion, we may reschedule to a mutually agreed date within 60 days without additional charge.

4.3 All cancellation notices must be emailed to [support@adknow.co.uk](mailto:support@adknow.co.uk) with your order number and event date. The date of receipt determines the refund level.

#### 5. CANCELLATION OR RESCHEDULING BY US

5.1 We reserve the right to cancel or reschedule any Service for reasons including, without limitation, low enrolment, presenter illness, technology failure or force-majeure events.

5.2 If we cancel you may choose either:

- a) a full refund of all fees paid for that Service, or
- b) a free transfer to the next available date.

5.3 We will use the same payment method you used for the original transaction and will process the refund within 7 working days of your choice.

5.4 Except as set out above, we accept no further liability for out-of-pocket travel, accommodation or other expenses you incur.



## 6. PARTIAL ATTENDANCE / FAILURE TO ATTEND

6.1 If you arrive late, leave early, or fail to attend a live session you will still be deemed to have received the Service and no refund is due unless required by law.

6.2 Recordings of live sessions are provided at our discretion and do not affect the refund policy.

## 7. BUNDLE OR SUBSCRIPTION PURCHASES

7.1 If you buy a bundle (e.g., multiple masterclasses) the refund window applies to each individual course once it is released or delivered.

7.2 Subscription products (if introduced) may be cancelled recurringly; you will retain access until the end of the billing period and no pro-rata refund is given.

## 8. HOW TO REQUEST A REFUND

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

- Your full name and order number
- Service name and purchase date
- Reason for the request (to help us improve)

We aim to acknowledge refund requests within 2 working days and decide within 5 working days.

## 9. CHARGE-BACKS & PAYMENT DISPUTES

We reserve the right to suspend access to Services while any charge-back or payment dispute is under investigation. If the dispute is resolved in our favour and a refund is still appropriate, we will issue it in accordance with this Policy.

## 10. CHANGES TO THIS POLICY

We may update this Refund & Cancellation Policy at any time. Changes are posted on this page with a new "Last updated" date and apply prospectively.

## 11. CONTACT

If you have any questions about this Policy or wish to appeal a refund decision, please contact:

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

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