

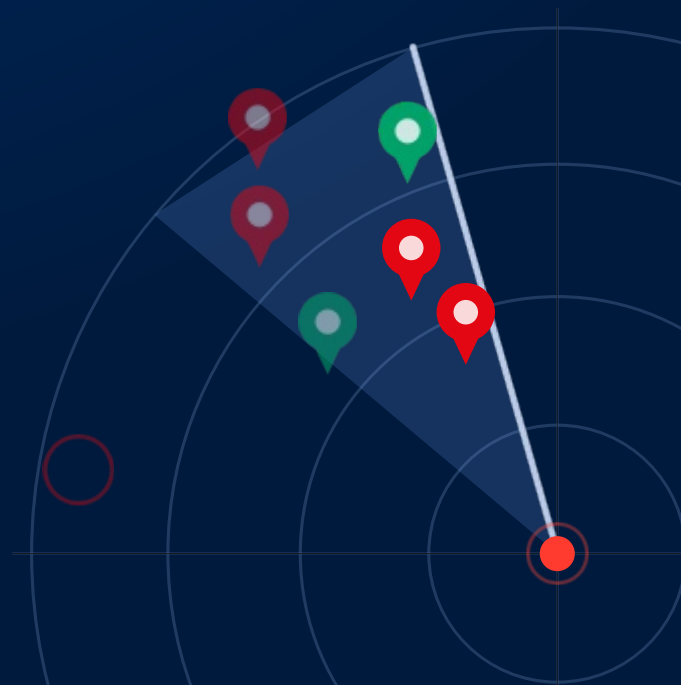


TradeBooster

LEGAL

Terms of Service

Last updated: 9 June 2026



These Terms of Service ("Terms") are a legal agreement between you and Imperial Connect Limited ("TradeBooster", "we", "us", "our") and govern your access to and use of our website at <https://www.tradebooster.co.uk>, our applications, our plugin and our related services (together, the "Service").

By creating an account, clicking to accept these Terms, or using the Service, you agree to these Terms. If you do not agree, do not use the Service.

The Service is provided to businesses for use in the course of their business. It is not intended for consumers. By using the Service you confirm you are acting for a business and not as a consumer, and you agree that the consumer protections that would otherwise apply (including the cancellation rights under the Consumer Contracts Regulations 2013) do not apply to this agreement.

1. Definitions

In these Terms:

- "Account" means the account you create to use the Service.
 - "Customer Content" means any data, text, logos, images, business information, website content and other material you provide to us or that we access, process or publish on your behalf through the Service.
 - "Fees" means the subscription charges for the paid tiers, as shown on our pricing page.
 - "Plugin" means our software (for example the WordPress plugin) that connects your website to the Service and applies changes to it.
 - "Subscription" means a paid plan you take out for the Service.
 - "Tier" means a level of the Service (Free, Apprentice, Pro or Master).
 - "we/us/our" means Imperial Connect Limited, and "you/your" means the business that uses the Service.
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2. About us and how to contact us

We are Imperial Connect Limited, a company registered in England and Wales with company number 12204420, whose registered office is at 11 St. Marys Drive, Benfleet, England, SS7 1LB. TradeBooster is a trademark of Imperial Connect Limited.

You can contact us at support@tradebooster.co.uk. If we need to contact you, we will use the email address linked to your Account.

3. Eligibility and your account

You must be at least 18 and able to enter into a contract. If you use the Service for a business, you confirm you have authority to bind that business to these Terms.

To use most of the Service you must create an Account. You agree to give accurate, current and complete information and to keep it up to date. You are responsible for keeping your login details and API keys secure and confidential, and for all activity that happens under your Account. Tell us promptly at support@tradebooster.co.uk if you think your Account or API key has been compromised.

You must not share your Account with others, create an Account for a business you do not represent, or use someone else's Account without permission.

4. The Service and tiers

TradeBooster audits how your business appears online, gives you a score and reports, shows you how you rank locally and against competitors, and, on paid Tiers, applies automated improvements to your website through the Plugin. The features available depend on your Tier, as described on our pricing page.

We describe our features honestly, but the Service is a tool to help you improve your online presence. We do not guarantee any particular search ranking, level of traffic, number of leads, sales or other commercial result. Search engines and third party platforms are controlled by others and their behaviour is outside our control.

We may add, change, improve or remove features over time. If we make a change that materially reduces the core features of a paid Tier you are using, we will give you reasonable notice and you may cancel under section 7 if you are not happy.

5. The free tier

You can create a free Account to see your score and explore the Service. The Free tier is a permanent free plan, not a trial, and has limited features. We may change what the Free tier includes over time. We may suspend or close Free accounts that are inactive, abusive, or used in breach of these Terms.

6. Subscriptions, billing and payment

Plans and prices. Our paid Tiers and their current prices are shown on our pricing page. At the date of these Terms the paid Tiers are Apprentice at £29 per month, Pro at £59 per month and Master at £119 per month. Prices are in pounds sterling.

Billing and renewal. Paid plans are billed monthly in advance through our payment provider, Stripe. Your Subscription renews automatically each month until you cancel. By subscribing you authorise us, through Stripe, to charge your chosen payment method on each renewal date. Card and payment details are handled directly by Stripe under their terms, and we do not store your full card details.

VAT. We are not currently VAT registered, so our prices are not subject to VAT. If and when we become VAT registered, we will add VAT where it applies and tell you before it affects what you pay.

Price changes. We may change our prices. We will give you reasonable notice, and the new price will apply from your next renewal after the notice period. If you do not want to continue at the new price, you can cancel before it takes effect.

Failed payments. If a payment fails we may retry it, and we may suspend, limit or downgrade your Account until payment is made. You are responsible for keeping a valid payment method on file.

Changing plans. You can upgrade or downgrade in your Account settings. Upgrades take effect immediately and we may charge the difference for the rest of the billing period. Downgrades take effect at the end of your current billing period.

Cancellations and refunds are covered by our Refund and Cancellation Policy, which forms part of these Terms.

7. Cancellation and what happens to work we have done

You can cancel at any time from your Account settings or the billing portal. Your plan stays active until the end of the billing period you have paid for, and then your Account moves to the Free tier. We do not charge a cancellation fee, and we do not refund part used months. Full details, including what happens to improvements we have made to your site, are in our Refund and Cancellation Policy.

8. The TradeBooster plugin and access to your website

On paid Tiers, the Plugin can apply automated improvements to your website, for example meta descriptions, structured data (schema) and other on-site changes that depend on your Tier.

By installing the Plugin and connecting it with your API key, you:

- grant us permission to access, read and make the agreed changes to your website;
- confirm that you own the website or have all rights and permissions needed to allow us to make changes to it; and
- understand that the Plugin makes changes automatically on a schedule, without a separate approval step for each change.

You are responsible for keeping your own backups of your website. We take care to apply changes safely and aim to make them reversible, but you accept that we are not responsible for problems caused by your hosting, your theme, other plugins, conflicts with your existing setup, or changes made by you or others outside the Service.

If your Subscription ends, the Plugin will stop applying and maintaining changes, and certain changes may be removed, as set out in our Refund and Cancellation Policy. You must keep your API key confidential. We may rotate or revoke API keys for security reasons.

9. Your responsibilities and acceptable use

You agree to use the Service lawfully and only for your own genuine business. Our Acceptable Use Policy sets out what is not allowed and forms part of these Terms.

You are responsible for the accuracy of the information you give us and for making sure that any content we publish for you is true, accurate and not misleading, and complies with all applicable laws, including UK advertising, consumer protection and competition rules (for example the rules enforced by the Advertising Standards Authority and the Competition and Markets Authority) and the rules of any third party platform. You must not use the Service to create, post or route fake, incentivised or duplicated reviews.

10. Customer Content

You keep ownership of your Customer Content. You grant us a non-exclusive, worldwide, royalty-free licence to host, copy, process, display and otherwise use your Customer Content as needed to provide and improve the Service, including reading your website, producing reports, and, on paid Tiers, publishing content and applying changes you have asked for. This licence lasts for as long as you use the Service and for a reasonable period afterwards to

allow for back-ups and removal.

You warrant that you own or have the right to use your Customer Content and to grant us this licence, and that your Customer Content and our agreed use of it will not break the law or infringe anyone else's rights. We may remove or refuse to publish Customer Content that we reasonably believe breaches these Terms, the Acceptable Use Policy or the law, or that exposes us or you to liability.

11. Third party platforms and services

The Service works with and depends on third party platforms and services, including Google, Meta, WordPress, Stripe and our suppliers listed in our Privacy Policy. Your use of those platforms is governed by their own terms, and you are responsible for complying with them.

We are not responsible for third party platforms or for their acts or omissions. If a third party changes, restricts or withdraws its services, prices or access, we may have to change, suspend or remove affected features, and we will not be liable to you for doing so.

12. Data protection

We process personal data in line with our Privacy Policy. In most cases we act as the data controller for the personal data we hold about you and your business. Where we process personal data on your behalf and on your instructions (for example data you connect from a third party account), we act as your processor, and we will provide reasonable assistance and a data processing agreement on request.

You confirm that you have the right to provide to us, and to let us process, any personal data contained in your Customer Content, and that doing so does not breach data protection law or any third party's rights. Each party will comply with the UK GDPR, the Data Protection Act 2018 and other applicable data protection laws.

13. Confidentiality

Each party may receive confidential information from the other. Each party agrees to keep the other's confidential information confidential, to use it only to perform or use the Service, and not to disclose it except to those who need to know it and are under similar obligations, or where required by law. This does not apply to information that is or becomes public through no fault of the receiving party, or that the receiving party already knew or developed independently.

14. Intellectual property

We own all intellectual property rights in the Service, including the software, audit engine, Plugin, designs, content and the TradeBooster and TradeBoost names and branding. TradeBooster is a trademark of Imperial Connect Limited.

We grant you a limited, non-exclusive, non-transferable, revocable licence to use the Service while your Account is active and you comply with these Terms. You may not copy, modify, resell, sublicense, reverse engineer, scrape, or use the Service to build or assist a competing product, except to the extent the law does not allow us to prevent it.

If you give us feedback or suggestions about the Service, you agree that we may use them freely without any obligation to you.

15. Availability, support and changes to the Service

We work hard to keep the Service available but we do not promise it will be uninterrupted, timely, secure or error free. We may carry out planned or emergency maintenance, and we may change, suspend or withdraw features.

Support is provided by email at support@tradebooster.co.uk during normal UK business hours. We aim to respond promptly but do not guarantee a particular response or resolution time.

From time to time we may offer beta, preview or experimental features. These are provided "as is", may be changed or removed at any time, and are excluded from any commitments in these Terms.

16. Warranties and disclaimers

We provide the Service with reasonable care and skill. Except as expressly set out in these Terms, and to the fullest extent the law allows, we exclude all other warranties, conditions and terms, whether express or implied, including any implied terms about satisfactory quality, fitness for a particular purpose, or that the Service will meet your requirements or produce any particular result.

We do not warrant or guarantee any search engine ranking, level of visibility, traffic, leads, enquiries, sales or other outcome, as these depend on factors outside our control.

17. Your indemnity

You agree to indemnify and hold us harmless against all claims, demands, losses, damages, costs and expenses (including reasonable legal fees) that we suffer or incur arising out of or in connection with: your Customer Content; your website and its content; your use of the Service in breach of these Terms, the Acceptable Use Policy or the law; your breach of a third party platform's terms; or any claim that your Customer Content or your website infringes a third party's rights.

18. Our liability

Nothing in these Terms limits or excludes our liability where it would be unlawful to do so, including liability for death or personal injury caused by our negligence, or for fraud or fraudulent misrepresentation.

Subject to that, and because the Service is provided to you as a business:

- we are not liable for loss of profit, loss of revenue, loss of business, loss of anticipated savings, loss of goodwill, loss or corruption of data, or for any indirect or consequential loss, in each case whether or not foreseeable;
- we are not responsible for your search rankings, the acts or omissions of search engines or third party platforms, problems caused by your hosting, theme or other plugins, or results that depend on factors outside our control; and
- our total liability to you arising out of or in connection with these Terms and the Service, whether in contract, tort (including negligence), breach of statutory duty or otherwise, in any 12 month period is limited to the total Fees you paid us for the Service in that 12 month period.

You are responsible for keeping your own backups of your website and data, and we are not liable for any loss you could have avoided by keeping reasonable backups.

19. Suspension

We may suspend or limit your access to all or part of the Service without liability if: you breach these Terms or the Acceptable Use Policy; you do not pay Fees when due; we reasonably believe your use puts the Service, us or others at risk; or we are required to by law or by a third party platform. Where it is reasonable to do so, we will tell you first and give you a chance to put things right.

20. Term and termination

These Terms apply from when you first use the Service until your Account is closed.

You may stop using the Service and close your Account at any time. We may end this agreement and close your Account by giving you reasonable notice, or immediately if you commit a serious or repeated breach of these Terms, do not pay, become insolvent, or use the Service in a way that harms us or others.

On termination: your right to use the Service ends; we may delete or de-activate your Account and Customer Content in line with our Privacy Policy; and any Fees already due remain payable. If we end your Account for a serious breach, we are not required to refund you. The Free tier may remain available to you after a paid Subscription ends.

Any clauses that by their nature should continue after termination (including sections 10, 13, 14, 16, 17, 18 and 24) will survive.

21. Events outside our control (force majeure)

We are not liable for any failure or delay in performing our obligations caused by events outside our reasonable control, including failures of third party platforms, hosting or internet providers, power or network failures, cyber attacks, strikes, acts of government, fire, flood or other natural events. We will take reasonable steps to limit the effect of any such event.

22. Changes to these Terms

We may update these Terms from time to time. If we make a significant change we will tell you by email or a notice in the Service before it takes effect. Continuing to use the Service after a change takes effect means you accept the updated Terms. If you do not accept a change, your remedy is to stop using

the Service and cancel.

23. Notices

We may give you notices by email to the address linked to your Account, or by a notice posted in the Service, and these are treated as received when sent or posted. You may give us notices by email to support@tradebooster.co.uk.

24. General

Entire agreement. These Terms, together with our Privacy Policy, Cookie Policy, Acceptable Use Policy and Refund and Cancellation Policy, are the whole agreement between us about the Service and replace any earlier agreement or understanding.

Assignment. You may not transfer your rights or obligations under these Terms without our written consent. We may transfer ours, for example if we sell or reorganise the business, provided your rights are not materially affected.

Severance. If any part of these Terms is found to be unenforceable, the rest will continue to apply.

Waiver. If we do not enforce a right straight away, we have not given it up.

No partnership. Nothing in these Terms creates a partnership, agency or employment relationship between us.

Third party rights. A person who is not a party to these Terms has no rights under the Contracts (Rights of Third Parties) Act 1999 to enforce any of them.

25. Governing law and jurisdiction

These Terms and any dispute or claim arising out of or in connection with them (including non-contractual disputes) are governed by the laws of England and Wales, and the courts of England and Wales have exclusive jurisdiction.

26. Complaints and contact

If you have a complaint or any question about these Terms, please contact us first at support@tradebooster.co.uk so we can try to put things right.

- Imperial Connect Limited
- 11 St. Marys Drive, Benfleet, England, SS7 1LB
- Company number 12204420