

End User Licence Agreement

Please read this EULA carefully, as it sets out the basis upon which we license the Software for use.

By downloading the Software from our website, you are giving your express agreement to the provisions of this EULA.

By agreeing to be bound by this EULA, you further agree that your employees and any person you authorise to use the Software will comply with the provision of this EULA.

AGREEMENT

1. Definitions

1.1 Except to the extent expressly provided otherwise, in this EULA:

"Charges" means those amounts that the parties have agreed shall be payable by the User to the Licensor in respect of this EULA;

"Documentation" means the documentation for the Software produced by the Licensor and delivered or made available by the Licensor to the User (written User Guides and video training programmes);

"Effective Date" means the date upon which the User gives the User's express consent to this EULA, following the issue of this EULA by the Licensor;

"EULA" means this End User Licence Agreement, including any amendments to this End User Licence Agreement from time to time;

"Force Majeure Event" means an event, or a series of related events, that is outside the reasonable control of the party affected (including failures of the internet or any public telecommunications network, hacker attacks, denial of service attacks, virus or other malicious software attacks or infections, power failures, industrial disputes affecting any third party, changes to the law, disasters, explosions, fires, floods, riots, terrorist attacks and wars);

"Intellectual Property Rights" means all intellectual property rights wherever in the world, whether registrable or unregistrable, registered or unregistered, including any application or right of application for such rights (and these "intellectual property rights" include copyright and related rights, database rights, confidential information, trade secrets, know-how, business names, trade names, trademarks, service marks, passing off rights, unfair competition rights, patents, petty patents, utility models, semi-conductor topography rights and rights in designs);

"Licensor" means *Effective Pricing Limited*, a company incorporated in England and Wales (registration number 9568174) having its registered office at *71-75 Shelton Street, Covent Garden, London, WC2H 9JQ*;

"Licensor Indemnity Event" has the meaning given to it in Clause 13.1;

"Maintenance Services" means the application to the Software of Updates and Upgrades;

"Services" means any services that the Licensor provides to the User, or has an obligation to provide to the User, under this EULA;

"Software" means *Effective Pricing*;

"Software Defect" means a defect, error or bug in the Software having an adverse effect on the appearance, operation, functionality or performance of the Software, but excluding any defect, error or bug caused by or arising as a result of:

- (a) any act or omission of the User or any person authorised by the User to use the Software;
- (b) any use of the Software contrary to the Documentation by the User or any person authorised by the User to use the Software;
- (c) a failure of the User to perform or observe any of its obligations in this EULA; and/or
- (d) an incompatibility between the Software and any other system, network, application, program, hardware or software not specified as compatible in the Software Specification;

"Software Specification" means the specification for the Software set out in the Documentation;

"Source Code" means the Software code in human-readable form or any part of the Software code in human-readable form, including code compiled to create the Software or decompiled from the Software, but excluding interpreted code comprised in the Software;

"Support Services" means support in relation to the use of the Software and the identification and resolution of errors in the Software, but shall not include the provision of training services whether in relation to the Software or otherwise;

"Term" means the term of this EULA, commencing in accordance with Clause 3.1 and ending in accordance with Clause 3.2;

"Update" means a hotfix, patch or minor version update to the Software;

"Upgrade" means a major version upgrade of the Software;

"User" means the person to whom the Licensor grants a right to use the Software under this EULA; and

"User Indemnity Event" has the meaning given to it in Clause 13.3.

2. Credit

- 2.1 This document was created using a template from SEQ Legal (<https://seqlegal.com>).

3. Term

- 3.1 This EULA shall come into force upon the Effective Date.
- 3.2 This EULA shall continue in force until *cancellation of the account by the User*, upon which this EULA shall terminate automatically, subject to termination in accordance with Clause 15 or any other provision of this EULA.

4. Licence

- 4.1 The Licensor hereby grants to the User from the date of supply of the Software to the User until the user cancels their account, a worldwide, non-exclusive licence to:
- (a) install the Software; and
 - (b) use the Software in accordance with the Documentation
- subject to the limitations and prohibitions set out and referred to in this Clause 4.
- 4.2 The User may not sub-license and must not purport to sub-license any rights granted under Clause 4.1.
- 4.3 Save to the extent expressly permitted by this EULA or required by applicable law on a non-excludable basis, any licence granted under this Clause 4 shall be subject to the following prohibitions:
- (a) the User must not sell, resell, rent, lease, loan, supply, publish, distribute or redistribute the Software;
 - (b) the User must not decompile, de-obfuscate or reverse engineer, or attempt to decompile, de-obfuscate or reverse engineer, the Software.

5. Source Code

- 5.1 Nothing in this EULA shall give to the User or any other person any right to access or use the Source Code or constitute any licence of the Source Code.

6. Maintenance Services

- 6.1 The Licensor shall provide the Maintenance Services to the User whilst the User has an active subscription.
- 6.2 The Licensor shall provide the Maintenance Services in accordance with the standards of skill and care reasonably expected from a leading service provider in the Licensor's industry.
- 6.3 The Licensor may suspend the provision of the Maintenance Services if any amount due to be paid by the User to the Licensor under this EULA is overdue.

- 6.4 If the User's payment fails to go through on the initial date, then the User will be notified by an automated email. A second attempt to take payment will be made 3 days after the initial attempt – if this attempt fails, the User will be notified by an automated email. A third attempt to take payment will be made 5 days after the second attempt – if this attempt fails, the User will be notified by an automated email. And a final fourth attempt to take payment will be made 7 days after the third attempt – if this fourth attempt fails, the User's account will automatically be cancelled and an automated email sent.

7. Support Services

- 7.1 The Licensor shall provide the Support Services to the User whilst the User has an active subscription.
- 7.2 The Licensor shall provide the Support Services in accordance with the standards of skill and care reasonably expected from a leading service provider in the Licensor's industry.
- 7.3 The Licensor may suspend the provision of the Support Services if any amount due to be paid by the User to the Licensor under this EULA is overdue.
- 7.4 If the User's payment fails to go through on the initial date, then the User will be notified by an automated email. A second attempt to take payment will be made 3 days after the initial attempt – if this attempt fails, the User will be notified by an automated email. A third attempt to take payment will be made 5 days after the second attempt – if this attempt fails, the User will be notified by an automated email. And a final fourth attempt to take payment will be made 7 days after the third attempt – if this fourth attempt fails, the User's account will automatically be cancelled and an automated email sent.

8. No assignment of Intellectual Property Rights

- 8.1 Nothing in this EULA shall operate to assign or transfer any Intellectual Property Rights from the Licensor to the User, or from the User to the Licensor.

9. Charges

- 9.1 The User shall pay the Charges to the Licensor in accordance with this EULA.
- 9.2 All amounts stated in or in relation to this EULA are, unless the context requires otherwise, stated exclusive of any applicable value added taxes, which will be added to those amounts and payable by the User to the Licensor.

10. Payments

- 10.1 The Licensor shall issue a receipt for the Charges to the User *[receipts are sent automatically from the software on the date payment is made and in Effective Pricing copies of receipts can be located in the section entitled 'Invoices']*.
- 10.2 The User must pay the Charges to the Licensor in advance.

- 10.3 The User must pay the Charges by debit card or credit card (using such payment details as are notified by the Licensor to the User).
- 10.4 We operate a no refund policy – if you cancel your account, no refund (partial or otherwise) is payable.

11. Warranties

- 11.1 The Licensor warrants to the User that it has the legal right and authority to enter into this EULA and to perform its obligations under this EULA.
- 11.2 The Licensor warrants to the User that:
- (a) the Software as provided will conform in all respects with the Software Specification; and
 - (b) the Software shall incorporate security features reflecting the requirements of good industry practice.
- 11.3 The Licensor warrants to the User that the Software, when used by the User in accordance with this EULA, will not breach any laws, statutes or regulations applicable under English law.
- 11.4 The Licensor warrants to the User that the Software, when used by the User in accordance with this EULA, will not infringe the Intellectual Property Rights of any person in any jurisdiction and under any applicable law.
- 11.5 If the Licensor reasonably determines, or any third party alleges, that the use of the Software by the User in accordance with this EULA infringes any person's Intellectual Property Rights, the Licensor may, acting reasonably at its own cost and expense, procure for the User the right to use the Software in accordance with this EULA.
- 11.6 The User warrants to the Licensor that it has the legal right and authority to enter into this EULA and to perform its obligations under this EULA.
- 11.7 All of the parties' warranties and representations in respect of the subject matter of this EULA are expressly set out in this EULA. To the maximum extent permitted by applicable law, no other warranties or representations concerning the subject matter of this EULA will be implied into this EULA or any related contract.

12. Acknowledgements and warranty limitations

- 12.1 The User acknowledges that complex software is never wholly free from defects, errors and bugs; and subject to the other provisions of this EULA, the Licensor gives no warranty or representation that the Software will be wholly free from defects, errors and bugs.
- 12.2 The User acknowledges that complex software is never entirely free from security vulnerabilities; and subject to the other provisions of this EULA, the Licensor gives no warranty or representation that the Software will be entirely secure.
- 12.3 The User acknowledges that the Software is only designed to be compatible with that software specified as compatible in the Software Specification; and the

Licensor does not warrant or represent that the Software will be compatible with any other software.

- 12.4 The User acknowledges that the Licensor will not provide any legal, financial, accountancy or taxation advice under this EULA or in relation to the Software; and, except to the extent expressly provided otherwise in this EULA, the Licensor does not warrant or represent that the Software or the use of the Software by the User will not give rise to any legal liability on the part of the User or any other person.

13. Indemnities

- 13.1 The Licensor shall indemnify and shall keep indemnified the User against any and all liabilities, damages, losses, costs and expenses (including legal expenses and amounts reasonably paid in settlement of legal claims) suffered or incurred by the User and arising directly or indirectly as a result of any breach by the Licensor of this EULA (a "**Licensor Indemnity Event**").

13.2 The User must:

- (a) upon becoming aware of an actual or potential Licensor Indemnity Event, notify the Licensor;
- (b) provide to the Licensor all such assistance as may be reasonably requested by the Licensor in relation to the Licensor Indemnity Event;
- (c) allow the Licensor the exclusive conduct of all disputes, proceedings, negotiations and settlements with third parties relating to the Licensor Indemnity Event; and
- (d) not admit liability to any third party in connection with the Licensor Indemnity Event or settle any disputes or proceedings involving a third party and relating to the Licensor Indemnity Event without the prior written consent of the Licensor,

and the Licensor's obligation to indemnify the User under Clause 13.1 shall not apply unless the User complies with the requirements of this Clause 13.2.

- 13.3 The User shall indemnify and shall keep indemnified the Licensor against any and all liabilities, damages, losses, costs and expenses (including legal expenses and amounts reasonably paid in settlement of legal claims) suffered or incurred by the Licensor and arising directly or indirectly as a result of any breach by the User of this EULA (a "**User Indemnity Event**").

13.4 The Licensor must:

- (a) upon becoming aware of an actual or potential User Indemnity Event, notify the User;
- (b) provide to the User all such assistance as may be reasonably requested by the User in relation to the User Indemnity Event;
- (c) allow the User the exclusive conduct of all disputes, proceedings, negotiations and settlements with third parties relating to the User Indemnity Event; and

- (d) not admit liability to any third party in connection with the User Indemnity Event or settle any disputes or proceedings involving a third party and relating to the User Indemnity Event without the prior written consent of the User,

and the User's obligation to indemnify the Licensor under Clause 13.3 shall not apply unless the Licensor complies with the requirements of this Clause 13.4.

13.5 The indemnity protection set out in this Clause 13 shall be subject to the limitations and exclusions of liability set out in this EULA.

14. Limitations and exclusions of liability

14.1 Nothing in this EULA will:

- (a) limit or exclude any liability for death or personal injury resulting from negligence;
- (b) limit or exclude any liability for fraud or fraudulent misrepresentation;
- (c) limit any liabilities in any way that is not permitted under applicable law; or
- (d) exclude any liabilities that may not be excluded under applicable law,

and, if a party is a consumer, that party's statutory rights will not be excluded or limited by this EULA, except to the extent permitted by law.

14.2 The limitations and exclusions of liability set out in this Clause 14 and elsewhere in this EULA:

- (a) are subject to Clause 14.1; and
- (b) govern all liabilities arising under this EULA or relating to the subject matter of this EULA, including liabilities arising in contract, in tort (including negligence) and for breach of statutory duty, except to the extent expressly provided otherwise in this EULA.

14.3 The Licensor will not be liable to the User in respect of any losses arising out of a Force Majeure Event.

14.4 The Licensor will not be liable to the User in respect of any loss of profits or anticipated savings.

14.5 The Licensor will not be liable to the User in respect of any loss of revenue or income.

14.6 The Licensor will not be liable to the User in respect of any loss of business, contracts or opportunities.

14.7 The Licensor will not be liable to the User in respect of any loss or corruption of any data, database or software.

14.8 The Licensor will not be liable to the User in respect of any special, indirect or consequential loss or damage.

14.9 The liability of the Licensor to the User under this EULA in respect of any event or series of related events shall not exceed the total amount paid and payable by the User to the Licensor under this EULA in the 30-day period preceding the commencement of the event or events.

14.10 The aggregate liability of the Licensor to the User under this EULA shall not exceed the total amount paid and payable by the User to the Licensor under this EULA in the 30-day period preceding the commencement of the event or events.

15. Termination

15.1 The Licensor may terminate this EULA immediately upon giving to the User written notice of termination.

15.2 The User may terminate this EULA immediately upon giving to the Licensor written notice of termination.

15.3 Alternatively, the User can cancel their subscription from within their own account at any time without written notice. To do this, the User just needs to log into their account in the software and then click on the 'Cancel Account' button. The User must complete a feedback form after which the account is cancelled. The User's payment card is disconnected from the software so that no further money can be taken. We operate a no-refund policy – if you cancel your account, no refund (partial or otherwise) is payable.

15.4 Either party may terminate this EULA immediately by giving written notice of termination to the other party if:

- (a) the other party commits any breach of this EULA, and the breach is not remediable;
- (b) the other party commits a breach of this EULA, and the breach is remediable but the other party fails to remedy the breach within a period of 30 days following the giving of a written notice to the other party requiring the breach to be remedied; or
- (c) the other party persistently breaches this EULA (irrespective of whether such breaches collectively constitute a material breach).

15.5 Either party may terminate this EULA immediately by giving written notice of termination to the other party if:

- (a) the other party:
 - (i) is dissolved;
 - (ii) ceases to conduct all (or substantially all) of its business;
 - (iii) is or becomes unable to pay its debts as they fall due;
 - (iv) is or becomes insolvent or is declared insolvent; or
 - (v) convenes a meeting or makes or proposes to make any arrangement or composition with its creditors;

- (b) an administrator, administrative receiver, liquidator, receiver, trustee, manager or similar is appointed over any of the assets of the other party;
- (c) an order is made for the winding up of the other party, or the other party passes a resolution for its winding up (other than for the purpose of a solvent company reorganisation where the resulting entity will assume all the obligations of the other party under this EULA); or
- (d) if that other party is an individual:
 - (i) that other party dies;
 - (ii) as a result of illness or incapacity, that other party becomes incapable of managing his or her own affairs; or
 - (iii) that other party is the subject of a bankruptcy petition or order.

15.6 The Licensor may terminate this EULA immediately by giving written notice to the User if:

- (a) any amount due to be paid by the User to the Licensor under this EULA is unpaid by the due date and remains unpaid upon the date that that written notice of termination is given; and
- (b) the Licensor has given to the User at least [30 days'] written notice, following the failure to pay, of its intention to terminate this EULA in accordance with this Clause 15.5.

16. Effects of termination

16.1 Upon the termination of this EULA, all of the provisions of this EULA shall cease to have effect, save that the following provisions of this EULA shall survive and continue to have effect (in accordance with their express terms or otherwise indefinitely): [Clauses 1, 4.1, 10.2, 10.4, 13, 14, 16, 17 and 18].

16.2 Except to the extent that this EULA expressly provides otherwise, the termination of this EULA shall not affect the accrued rights of either party.

16.3 For the avoidance of doubt, the licences of the Software in this EULA shall terminate upon the termination of this EULA; and, accordingly, the User must immediately cease to use the Software upon the termination of this EULA.

16.4 Immediately following the termination of this EULA, the User must:

- (a) return to the Licensor or dispose of as the Licensor may instruct all media in its possession or control containing the Software; and
- (b) irrevocably delete from all computer systems in its possession or control all copies of the Software.

17. General

17.1 No breach of any provision of this EULA shall be waived except with the express written consent of the party not in breach.

- 17.2 If any provision of this EULA is determined by any court or other competent authority to be unlawful and/or unenforceable, the other provisions of this EULA will continue in effect. If any unlawful and/or unenforceable provision would be lawful or enforceable if part of it were deleted, that part will be deemed to be deleted, and the rest of the provision will continue in effect (unless that would contradict the clear intention of the parties, in which case the entirety of the relevant provision will be deemed to be deleted).
- 17.3 This EULA may not be varied except by a written document signed by or on behalf of each of the parties.
- 17.4 The User hereby agrees that the Licensor may assign the Licensor's contractual rights and obligations under this EULA to [any successor to all or a substantial part of the business of the Licensor from time to time. The User must not without the prior written consent of the Licensor assign, transfer or otherwise deal with any of the User's contractual rights or obligations under this EULA.
- 17.5 This EULA is made for the benefit of the parties and is not intended to benefit any third party or be enforceable by any third party. The rights of the parties to terminate, rescind, or agree any amendment, waiver, variation or settlement under or relating to this EULA are not subject to the consent of any third party.
- 17.6 Subject to Clause 14.1, this EULA shall constitute the entire agreement between the parties in relation to the subject matter of this EULA, and shall supersede all previous agreements, arrangements and understandings between the parties in respect of that subject matter.
- 17.7 This EULA shall be governed by and construed in accordance with English law.
- 17.8 The courts of England shall have exclusive jurisdiction to adjudicate any dispute arising under or in connection with this EULA.

18. Interpretation

- 18.1 In this EULA, a reference to a statute or statutory provision includes a reference to:
- (a) that statute or statutory provision as modified, consolidated and/or re-enacted from time to time; and
 - (b) any subordinate legislation made under that statute or statutory provision.
- 18.2 The Clause headings do not affect the interpretation of this EULA.
- 18.3 References in this EULA to "calendar months" are to the 12 named periods (January, February and so on) into which a year is divided.
- 18.4 In this EULA, general words shall not be given a restrictive interpretation by reason of being preceded or followed by words indicating a particular class of acts, matters or things.