



Terms And Conditions of Business

Welcome to Social Media Check

These terms and conditions (the **Terms**) govern your access to and use of the Social Media Check services, any Report we provide, your Account, and the additional services and functionalities provided from time to time by Social Media Check available via our website www.socialmediacheck.com (the **Site**) (together the **Services**).

1 What these Terms do

- 1.1 By clicking to confirm that you accept the Terms and/or continuing to use the Services following our notification of any changes to these Terms, you are agreeing to comply with them.
- 1.2 If you do not agree with these Terms do not click to confirm that you accept them, and/or continue to use the Services, and if you have an Account, please close or de-activate it.
- 1.3 These Terms set out:
 - 1.3.1 who we are;
 - 1.3.2 the terms on which we provide access to the Services to you;
 - 1.3.3 how to close your Account;
 - 1.3.4 how changes can be made to your Account, the Services and these Terms; and
 - 1.3.5 other important information.
- 1.4 In some areas, you will have different rights under these Terms depending on whether you are a Business Customer (as defined below) or an Individual Customer. You are an Individual Customer if:
 - 1.4.1 you are an individual acting in the capacity as a consumer; and
 - 1.4.2 you are purchasing the Services from us wholly or mainly for your personal use (not for use in connection with your trade, business, craft or profession).
- 1.5 If you are a Business Customer these Terms constitute the entire agreement between you and us in relation to your use of the Services. You acknowledge that you have not relied on any statement, promise, representation, assurance or warranty made or given by or on behalf of us which is not set out in these Terms and that you shall have no claim for innocent or negligent misrepresentation or negligent misstatement based on any statement in these Terms.

2. Information about us and how to contact us

- 2.1 **Who we are.** We are YHH Technologies Limited, a company registered in England and Wales, trading as Social Media Check. Our company registration number is 10113268 and our registered office is at Mallory House, Goostrey Way, Knutsford, England, WA16 7GY (**we, us, our**).
- 2.2 **How to contact us.** You can contact us by completing the enquiry form available on the Site.
- 2.3 **How we may contact you.** If we have to contact you we will do so by telephone or by writing to you at the email address or postal address you provided to us when requesting a Report, or creating your Account.

2.4 **"Writing" includes emails.** When we use the words "writing" or "written" in these terms, this includes emails.

2.5 The Site is solely for the promotion of the Services in the UK. Unfortunately, we do not accept orders from addresses outside the UK.

3. There are other terms that may apply to you

3.1 These Terms refer to the following additional terms, which will also apply to your use of the Services:

3.1.1 our Privacy Policy which sets out details of how we collect, use and look after your personal data when you visit and use the Site and/or use the Services; and

3.1.2 our Cookies Policy, which sets out information about the cookies used on the Site.

3.2 These additional terms can be found on the Site.

4. Definitions and Interpretation

4.1 In these Terms, the following words and expressions shall have the following meanings:

Account the account created on the Portal as part of our on-line sign-up process for Business Customers;

Business Customer the firm, company or other legal business entity the Account is created for or on behalf of;

Certificate the certificate generated by the Social Media Check Service to accompany the relevant Report;

Condition a condition of these Terms;

Individual Customer an individual that meets the criteria set out in Condition 1.4;

Data Protection Legislation means:

- a) to the extent the UK GDPR applies, the law of the United Kingdom or of a part of the United Kingdom which relates to the protection of personal data;
- b) to the extent the EU GDPR applies, the law of the European Union or any member state of the European Union to which Social Media Check is subject, which relates to the protection of personal data;

Findings a finding of the content and material identified by the Social Media Check Service and contained within a Report and a Certificate, being such material, which may constitute hate speech, swearing and profanity, violent images, negative sentiment, and/or pornographic images;

Individual Data any data in any form provided directly by an Individual Customer or a Subject, or obtained via the Social Media Check Service and produced within a Report as a Finding;

Intellectual Property Rights any and all copyrights, moral rights, related rights, patents, supplemental protection certificates, petty patents, utility models, trademarks, trade names, service marks, design rights, database rights, website rights, semi-conductor topography rights, domain

name rights, rights in undisclosed information, rights in get up, goodwill or to sue for passing off, unfair completion rights, and other similar intellectual property rights (whether registered or not) and applications for any such rights as may exist anywhere in the world;

Portal	the portal made available to Business Customers via www.admin.socialmediacheck.com/Default.aspx in order to access and use their Account;
Report	a report generated by the Social Media Check Service on the Social Media Accounts of an Individual Customer or Subject documenting the Findings (if any);
Services	the services made available via the Site and/or the Portal from time to time, comprising of the Social Media Check Service, any Report, an Account and any additional services and functionalities provided via the Site and/or the Portal from time to time;
Site	socialmediacheck.com ;
Social Media Account	the social media accounts of an Individual Customer or a Subject which are selected by such Individual Customer or Subject to be included within the Social Media Check Service;
Social Media Account Terms	the relevant third-party provider's terms and conditions for the access to the Social Media Accounts;
Social Media Check Service	the automated scanning and checking service conducted on the digital content including the text and images/photographs contained within the relevant Social Media Accounts in order to generate the Findings;
Subject	those individuals, prospective or current employees, agents, independent contractors or other third parties on the behalf of which a Report has been purchased by a Business Customer and the term Subjects shall be construed accordingly;
Virus	anything or device (including any software, code, file or programme) which may: prevent, impair or otherwise adversely affect the operation of any computer software, hardware or network, any telecommunications service, equipment or network or any other service or device; prevent, impair or otherwise adversely affect access to or the operation of any programme or data, including the reliability of any programme or data (whether by re-arranging, altering or erasing the programme or data in whole or part or otherwise); or adversely affect the user experience, including worms, trojan horses, viruses and other similar things or devices, and Viruses shall be construed accordingly;

4.2 Condition headings shall not affect the interpretation of these Terms and references to **Conditions** are to the Conditions of these Terms.

4.3 A reference in these Terms to:

4.3.1 a person shall include an individual, company, limited liability partnership, corporate firm, partnership, joint venture, association, trusts or unincorporated bodies and associations (whether or not having separate legal personality) and that person's legal and personal representatives, successors or permitted assigns;

- 4.3.2 the singular shall include the plural and vice versa and a reference to one gender shall be a reference to the other gender and matter and vice versa;
- 4.3.3 a statute or statutory provision is a reference to it as amended, extended or re-enacted from time to time and such statute or statutory provision shall include any subordinate legislation made from time to time under that statutory provision;
- 4.3.4 writing or written excludes fax but includes email;
- 4.3.5 include, including and in particular or anything similar are illustrative only and none of them shall limit the sense of the words preceding or following them and each of them shall be deemed to incorporate the expression without limitation.

5. Ordering a Report

5.1 When the contract will be entered into between you and us will be dependent upon whether you are an Individual Customer, or a Business Customer when you place an order for a Report (your **Order**) as set out below:

- 5.1.1 if you are an Individual Customer, when you place your Order for a Report via the Site, we will email you to acknowledge your Order. Our acceptance of your Order will take place when you click to confirm your consent for the Social Media Check Service to be conducted and make payment in accordance with Condition 7; or
- 5.1.2 if you are a Business Customer, you may place an Order for a Report for and on the behalf of a Subject via your Account. Our acceptance of your Order will take place when you login to your Account and make payment in accordance with Condition 7;

at which point a contract will come into existence between you and us (the **Contract**).

- 5.2 If you wish to make a change to your order, please contact us. We will let you know if the change is possible. If it is possible, we will let you know about any changes to the price of your Order, the timing of supply or anything else which would be necessary as a result of your requested change and ask you to confirm whether you wish to go ahead with the change.
- 5.3 If you are an Individual Customer or a Subject, we will email you with a hyperlink to access your Report, which will be available for instant download by you.
- 5.4 If you are a Business Customer, a copy of the relevant Subject's Report will be made available within your Account.
- 5.5 Subject to Condition 5.6, you own a Report when we have received payment in full.
- 5.6 The Individual Customer or Subject shall own all right, title and interest in and to all of the Individual Data. If you are a Subject, you hereby grant a non-exclusive, perpetual, royalty free licence to the relevant Business Customer who has paid for your Report, to access your Individual Data contained within such Report in accordance with the conditions of these Terms.

6. When a Report and/or the Services may not be available

- 6.1 We may contact you to say that we do not accept your Order. This is typically for the following reasons:
 - 6.1.1 unexpected limits on our resources which we could not unreasonably plan for;
 - 6.1.2 we cannot authorise your payment; or
 - 6.1.3 we have identified an error in the price or description of a Report and/or the Services.

- 6.2 **We are not responsible for delays outside our control.** If the supply of the Services and/or a Report is delayed by an event outside our control then we will contact you as soon as possible to let you know and we will take steps to minimise the effect of the delay. Provided we do this we will not be liable for delays caused by the event, but if there is a risk of substantial delay you may contact us to end the Contract and receive a refund for any Report you have paid for but not received.
- 6.3 **What will happen if you do not give required information to us.** We may need certain information from you so that we can supply the Services and/or a Report to you. We will contact you to ask for this information. If you do not give us this information within a reasonable time of us asking for it, or if you give us incomplete or incorrect information, we may either end the Contract (and Condition 11.4 will apply) or make an additional charge of a reasonable sum to compensate us for any extra work that is required as a result. We will not be responsible for supplying the Services and/or a Report late or not supplying any part of them if this is caused by you not giving us the information we need within a reasonable time of us asking for it.
- 6.4 **Reasons we may suspend the supply of a Report and/or the Services to you.** We may have to suspend the supply of a Report and/or the Services:
- 6.4.1 if you are a Business Customer and the Subject does not select any Social Media Accounts for us to provide the Services in respect of when prompted or required to do so;
 - 6.4.2 if you are the Individual Customer and you do not select any Social Media Accounts for us to provide the Services in respect of when prompted or required to do so;
 - 6.4.3 should access to the relevant Social Media Accounts required in order to provide the Services no longer be available;
 - 6.4.4 to deal with technical problems or make minor technical changes;
 - 6.4.5 to update the Services to reflect changes in relevant laws and regulatory requirements;
 - 6.4.6 to make changes to a Report and/or the Services as requested by you or notified by us to you; or
 - 6.4.7 if you do not pay us for a Report when you are supposed to (see Condition 7.4) and you still do not make payment within 7 days of us reminding you that payment is due. We may suspend supply of a Report and/or the Services until you have paid us the outstanding amounts. We will contact you to tell you we are suspending supply of a Report and/or the Services. We will not suspend the supply of a Report and/or the Services where you dispute the unpaid invoice (see Condition 7.7). We will not charge you for a Report and/or the Services during the period for which they are suspended. As well as suspending a Report and/or the Services we can also charge you interest on your overdue payments (see Condition 7.6).
- 6.5 **Your rights if we suspend the supply of a Report and/or the Services.** We will contact you in advance to tell you we will be suspending supply of a Report and/or the Services, unless the problem is urgent or an emergency. If we have to suspend the supply of a Report and/or the Services we will adjust the price so that you do not pay for any Report and/or the Services while they are suspended. You may contact us to end the Contract for a Report and/or the Services if we suspend it, or tell you we are going to suspend it, in each case for a period of more than 1 month and we will refund any sums you have paid in advance for any Report in respect of the period after you end the Contract.
- 7. Price and payment**
- 7.1 **Where to find the price for a Report.** The price of a Report (which includes VAT) will be the price indicated when you place your Order. We take all reasonable care to ensure that the price of a Report advised to you is correct. However, please see Condition 7.3 for what happens if we discover an error in the price of a Report.

- 7.2 **We will pass on changes in the rate of VAT.** If the rate of VAT changes between the date you request a Report and the date we supply the Report, we will adjust the rate of VAT that you pay, unless you have already paid for the Report in full before the change in the rate of VAT takes effect.
- 7.3 **What happens if we got the price wrong.** It is always possible that, despite our best efforts, we may sell a Report which is incorrectly priced. We will normally check prices before accepting your Order so that, where a Report's correct price on the date of your Order is less than our stated price at such date, we will charge the lower amount. If a Report's correct price on the date you place your Order is higher than the price stated to you, we will contact you for your instructions before we accept your Order.
- 7.4 **When you must pay and how you must pay.** You must pay for a Report at the time of placing your Order. We accept payment with Visa and Mastercard.
- 7.5 **Our right of set-off if you are a Business Customer.** If you are a Business Customer you must pay all amounts due to us under these Terms in full without any set-off, counterclaim, deduction or withholding (other than any deduction or withholding of tax as required by law).
- 7.6 **We can charge interest if you pay late.** If you do not make any payment to us by the due date we may charge interest to you on the overdue amount at the rate of 8% a year above the base lending rate of the Bank of England from time to time. This interest shall accrue on a daily basis from the due date until the date of actual payment of the overdue amount, whether before or after judgment. You must pay us interest together with any overdue amount.
- 7.7 **What to do if you think an invoice is wrong.** If you think an invoice is wrong please contact us promptly to let us know. You will not have to pay any interest until the dispute is resolved. Once the dispute is resolved we will charge you interest on correctly invoiced sums from the original due date.

8. Your obligations

- 8.1 When accessing and using a Report and/or the Services:
- 8.1.1 you must access and use the Services and any Report in accordance with these Terms and the Social Media Account Terms;
- 8.1.2 you acknowledge and agree that:
- (a) the Social Media Check Service is software designed to identify digital content which may constitute as hate speech, swearing and profanity, violent images, negative sentiment, and/or pornographic images, however YHH Technologies Ltd does not warrant or guarantee that any and/or all digital content which may constitute as such material shall be identified by the Social Media Check Service and/or included within a Report as a Finding;
 - (b) Findings may contain anomalies and identify material that does not constitute as hate speech, swearing and profanity, violent images, negative sentiment, and/or pornographic images;
 - (c) the Social Media Check Service generates Findings in accordance with the digital content in existence on the Social Media Accounts at the time such services are provided and any digital content in existence after such time shall not be included as part of the Social Media Check Service and/or any Report;
- 8.1.3 if you are a Business Customer:
- (a) you must ensure that you have all necessary consents from the relevant Subjects before providing their personal information and contact details to us;
 - (b) you must access and use your Account in accordance with these Terms, and:

- (i) keep your password and login credentials for your Account secure and confidential;
 - (ii) use all reasonable endeavours to prevent any unauthorised access to, or use of, your Account, in the event of any such unauthorised access or use, promptly notify us;
 - (iii) not attempt to copy, modify, duplicate, create derivative works from, frame, mirror, republish, download, display, transmit, or distribute all or any portion of your Account in any form or media or by any means;
 - (iv) not attempt to reverse compile, disassemble, reverse engineer or otherwise reduce to human-perceivable form all or any part of your Account (this means that you cannot attempt to take-apart or deconstruct any part of your Account and/or the software it comprises of);
 - (v) not access all or any part of your Account in order to build a product or service which competes with the Services;
 - (vi) not license, sell, rent, lease, transfer, assign, distribute, display, disclose, or otherwise commercially exploit, or otherwise make your Account available to any third party; or
 - (vii) not access, store, distribute or transmit, upload or allow to be uploaded to your Account, any Viruses, or any material that:
 - (A) is unlawful, harmful, threatening, defamatory, obscene, infringing, harassing or racially or ethnically offensive;
 - (B) facilitates illegal activity, depicts sexually explicit images, promotes unlawful violence or is discriminatory;
 - (C) is discriminatory based on race, gender, colour, religious belief, sexual orientation or disability; and
 - (D) is otherwise illegal or causes damage or injury to any person or property;
- (c) you must access and use any Report and/or Certificate we supply to you in accordance with these Terms and the Social Media Account Terms, and;
- (i) not use any Report and/or Certificate to discriminate against a Subject based on their ethnicity, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, or medical or genetic condition;
 - (ii) not to use any Report and/or Certificate to conduct surveillance on a Subject, including for any security or law enforcement purposes;
- (d) you acknowledge and agree that:
- (i) any Certificate we may provide in addition to a Subject's Report, is confirmation of whether any Findings have been identified within such Subject's Report and (as the Certificate does not provide a description of the Findings identified within the relevant Report) the Certificate simply highlights the possibility of potential risks with material posted. You must, and are responsible for, reviewing any Findings set out in the Report and making your own assessment of the same; and
 - (ii) some Findings are made viewable within a Report via a hyperlink to the relevant Subject's Social Media Account, however due to the privacy settings that may be in operation on such Social Media Accounts, part and/or all of such Findings may be inaccessible or unviewable.

8.2 If you are a Business Customer:

8.2.1 you shall indemnify and keep fully indemnified and hold YHH Technologies Ltd harmless against any claims, damages, losses, liabilities, costs, and expenses (including reasonable legal fees) arising out of or relating to any breach by you and/or any Subject of these Terms and/or the Social Media Account Terms; and

8.2.2 you represent and warrant to YHH Technologies Ltd that you have and shall at all times ensure that you have all necessary rights, licences, consents, authorisations and permissions necessary in order for YHH Technologies Ltd to perform its obligations under these Terms, including the consent of any Subject to the sharing of their name and email address to us in order to provide them with a Report you have purchased on their behalf.

9. Updates

9.1 We may amend or update these Terms from time to time to reflect changes in relevant laws, regulatory requirements, best practice or to deal with additional features which we may introduce to the Services. We will notify you by email that our Terms have been updated and will aim to give you reasonable notice of any changes. You are responsible for reviewing these Terms and ensuring that you understand the basis upon which we provide the Services, therefore please check them regularly.

9.2 By continuing to access your Account and/or the Services following our notice of any update to these Terms, you agree to such update and to comply with these Terms as updated or amended. If you do not agree to such update then please do not continue to access your Account, and/or use the Services.

9.3 We may at our sole discretion update (either automatically or otherwise), modify, suspend or discontinue the Services and/or your Account at any time. We may automatically update your Account and/or the Services to improve or enhance functionality or address security issues.

10. Your rights to end the Contract

10.1 Your rights when you end the Contract will depend on whether there is anything wrong with your Report, how we are performing the Services, when you decide to end the Contract and whether you are an Individual Customer or a Business Customer:

10.1.1 **If what you have bought is faulty or misdescribed you may have a legal right to end the Contract** (or a service re-performed or to get some or all of your money back); or

10.1.2 **If you want to end the Contract because of something we have done or have told you we are going to do**, see Condition 10.2.

10.2 **Ending the contract because of something we have done or are going to do.** If you are ending the Contract for a reason set out below, the Contract will end immediately and we will refund you in full for any Report which has not been provided and you may also be entitled to compensation. The reasons are:

10.2.1 we have told you about an upcoming change to a Report, the Services or these Terms which you do not agree to (see Condition 7);

10.2.2 we have told you about an error in the price or description of a Report you have requested and you do not wish to proceed;

10.2.3 there is a risk that supply of a Report may be significantly delayed because of events outside our control;

10.2.4 we have suspended supply of the Reports for technical reasons, or notify you we are going to suspend them for technical reasons, in each case for a period of more than 1 month; or

10.2.5 you have a legal right to end the Contract because of something we have done wrong.

10.3 **Exercising your right to change your mind if you are an Individual Customer (Consumer Contracts Regulations 2013).** If you are an Individual Customer, for some products you have a legal right as a consumer to change your mind within 14 days and receive a refund. Your right as a consumer to change your mind during this period does not apply in respect of:

10.3.1 digital products after you have started to download or stream these; or

10.3.2 services, once these have been completed;

even if the 14-day cancellation period is still running.

10.4 Upon our acceptance of your Order in accordance with Condition 5.1.1, the Social Media Check Service shall automatically be conducted and your Report shall be generated and delivered immediately to you via email. By clicking accept to these Terms and placing your Order, you acknowledge and agree that a Report, as immediately available digital content, shall be made automatically available to you and you will not have a right to change your mind.

11. **How to end the Contract with us.** To end the Contract with us, please provide us with details of your Order by doing one of the following:

11.1.1 **Phone or email.** Call customer services on 01565 874 241 or email us at hello@socialmediacheck.com.

11.1.2 **Online.** Contact us via the Site.

11.1.3 **By post.** Write to us at YHH Technologies Limited, Mallory House, Goostrey Way, Knutsford, Cheshire, WA16 7GY.

11.2 **How we will refund you.** If you are entitled to a refund under these Terms, we will refund you the price you paid for the relevant Report by the method you used for payment as soon as possible. However, we may make deductions from the price, as described below.

11.3 **We may end the Contract if you break it.** We may end the Contract for a Report at any time by writing to you if:

11.3.1 you do not make any payment to us when it is due and you still do not make payment within 7 days of us reminding you that payment is due; or

11.3.2 you do not, within a reasonable time of us asking for it, provide us with information that is necessary for us to provide the Services and/or a Report including access to any Social Media Accounts.

11.4 **You must compensate us if you break the Contract.** If we end the Contract in the situations set out in Condition 11.3 we will refund any money you have paid in advance for a Report we have not provided but we may deduct or charge you reasonable compensation for the net costs we will incur as a result of your breaking the Contract.

12. **If there is a problem with the Services and/or a Report.** If you have any questions or complaints about the Services and/or a Report, please contact us as follows:

12.1.1 **Phone or email.** Call us on 01565 874 241 or email us at hello@socialmediacheck.com.

12.1.2 **Online.** Contact us via the Site.

12.1.3 **By post.** Write to us at Mallory House, Goostrey Way, Knutsford, Cheshire, WA16 7GY.

13. **Your rights in respect of a defective Report and/or Services if you are an Individual Customer**

13.1 If you are an Individual Customer, we are under a legal duty to supply the Services and any Report in conformity with these Terms. See the box below for a summary of your key legal rights in relation to the Services and a Report. Nothing in these Terms will affect your legal rights.

Summary of your key legal rights

This is a summary of your key legal rights. These are subject to certain exceptions. For detailed information please visit the Citizens Advice website www.adviceguide.org.uk or call 03454 04 05 06.

A Report is digital content, and the Consumer Rights Act 2015 says digital content must be as described, fit for purpose and of satisfactory quality:

- a) If your digital content is faulty, you're entitled to a repair or a replacement;
- b) If the fault can't be fixed, or if it hasn't been fixed within a reasonable time and without significant inconvenience, you can get some or all of your money back; and
- c) If you can show the fault has damaged your device and we haven't used reasonable care and skill, you may be entitled to a repair or compensation.

See also Condition 10.3.

14. **Our responsibility for loss or damage suffered by you if you are an Individual Customer**

14.1 **We are responsible to you for foreseeable loss and damage caused by us.** If we fail to comply with these Terms, we are responsible for loss or damage you suffer that is a foreseeable result of our breaking the Contract or our failing to use reasonable care and skill, but we are not responsible for any loss or damage that is not foreseeable. Loss or damage is foreseeable if either it is obvious that it will happen or if, at the time the Contract was made, both we and you knew it might happen, for example, if you discussed it with us before placing your Order.

14.2 **We do not exclude or limit in any way our liability to you where it would be unlawful to do so.** This includes liability for death or personal injury caused by our negligence or the negligence of our employees, agents or subcontractors; for fraud or fraudulent misrepresentation; for breach of your legal rights in relation to the Services and/or a Report as summarised at Condition 13.1 and for defective products under the Consumer Protection Act 1987.

14.3 **When we are liable for damage caused by defective digital content.** If defective digital content which we have supplied damages a device or digital content belonging to you and this is caused by our failure to use reasonable care and skill we will either repair the damage or pay you compensation. However, we will not be liable for damage which you could have avoided by following our advice to apply an update offered to you free of charge.

14.4 **We are not liable for business losses.** If you are an Individual Customer, we only supply the Services and/or a Report to you for domestic and private use. If you use a Report and/or the Services for any commercial, business or re-sale purpose our liability to you will be limited as set out in Condition 15.

15. **Our responsibility for loss or damage suffered by you if you are a Business Customer**

15.1 Nothing in these Terms shall limit or exclude our liability for:

15.1.1 death or personal injury caused by our negligence, or the negligence of our employees, agents or subcontractors (as applicable);

15.1.2 fraud or fraudulent misrepresentation;

- 15.1.3 breach of the Terms implied by section 12 of the Sale of Goods Act 1979 or section 2 of the Supply of Goods and Services Act 1982; or
- 15.1.4 any matter in respect of which it would be unlawful for us to exclude or restrict liability.
- 15.2 Except to the extent expressly stated in Condition 15.1 all terms implied by sections 13 to 15 of the Sale of Goods Act 1979 and sections 3 to 5 of the Supply of Goods and Services Act 1982 are excluded.
- 15.3 Subject to Condition 15.1:
 - 15.3.1 we shall not be liable to you, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, for any loss of profit, or any indirect or consequential loss arising under or in connection with any contract between us; and
 - 15.3.2 our total liability to you for all other losses arising under or in connection with the Contract between us, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, shall be limited to 100% of the total sums paid by you for a Report under such Contract.
- 15.4 For the avoidance of doubt, where the Customer is a Business Customer, our total liability under the Contract is to such Business Customer, and we shall not be liable to any Subject whether in contract, tort (including negligence), breach of statutory duty, or otherwise, for any loss of profit, or any indirect or consequential loss arising under or in connection with any contract between us and the Business Customer. The Business Customer shall remain liable for the relevant Subject and indemnify YHH Technologies Ltd in accordance with Condition 8.2.

16. Limitations to a Report and/or the Services

- 16.1 You acknowledge and accept that:
 - 16.1.1 the Services are provided on an “AS IS” and “AS AVAILABLE” basis only and therefore we do not warrant that your use of the Services will be uninterrupted or error-free;
 - 16.1.2 the Social Media Check Service generates Findings within Reports by analysing digital content including written text and images / photographs. However, due to the nature of the Social Media Accounts, the type of digital content which is analysed as part of the Social Media Check Service may vary depending upon the platform. Further information regarding the type and form of digital content included within the Social Media Check Service for each Social Media Account can be found here <https://socialmediacheck.com/platform-contents>. The Social Media Check Service does not include an analysis of any audio or video content, and therefore any content contained within audio or video content which may be deemed inappropriate, offensive, harmful, inaccurate, violent, illegal or defamatory will not generate as Findings within any Report;
 - 16.1.3 any Findings generated within a Report may contain information and content which is deemed offensive, harmful, inaccurate or otherwise violent. Whilst a Report will contain headings to notify the reader as to the type content contained within a Report, we cannot guarantee that the reader shall be warned or notified of such content before reviewing any Report or that the reader will not suffer harm or distress when reading such material;
 - 16.1.4 we are not responsible for any delays, delivery failures, or any other loss or damage resulting from the transfer of data over communications networks and facilities, including the internet, and therefore the Services may be subject to limitations, delays and other problems inherent in the use of such communications facilities;
 - 16.1.5 the content provided via the Services is provided for general information only. It is not intended to amount to advice on which you should rely. You must obtain professional or specialist advice before taking, or refraining from, any action on the basis of the content provided via the Services;

- 16.1.6 although we make reasonable efforts to update the information provided via the Services, we make no representations, warranties or guarantees, whether express or implied, that the content provided via the Services is accurate, complete or up to date; and
- 16.1.7 the information and Findings (if any) provided within a Report is designed to summarise to an Individual Customer or a Subject any content or material which may constitute hate speech, swearing and profanity, violent images, negative sentiment, and/or pornographic images. Social Media Check does not guarantee that any information and/or Findings (if any) contained within a Report is exhaustive, complete or accurate, and/or relates to the Individual or Subject in question;
- 16.1.8 the information and Findings (if any) provided within a Report are generated using software and algorithms which are designed to detect content which may constitute hate speech, swearing and profanity, violent images, negative sentiment, and/or pornographic images. Such software and algorithms are sensitive in order to detect such content, and may inadvertently generate Findings within a Report which (in a person's reasonable opinion) would not constitute as such material, and therefore such Findings are an anomaly. Social Media Check does not guarantee that any and/or all information or Findings (if any) contained within a Report shall constitute as bona-fide, genuine instances of hate speech, swearing and profanity, violent images, negative sentiment, and/or pornographic images;
- 16.1.9 the Services and/or any Report are provided as an aid to enable an Individual Customer and/or Subject to quickly identify digital content which may constitute hate speech, swearing and profanity, violent images, negative sentiment, and/or pornographic images. The Findings (if any) generated within a Report are an aid for the relevant Individual Customer or Subject to monitor their own digital content and direct the Individual Customer, Subject and/or Business Customer to the original source of the digital content on the relevant Social Media Accounts for their consideration. The Individual Customer and/or Business Customer acknowledge and agree that any Findings identified within a Report are not to be relied upon and the Individual Customer and/or Business Customer (as applicable) remain solely responsible for assessing the original source of the relevant digital content on the relevant Social Media Accounts.
- 16.1.10 the information and Findings (if any) provided within a Report and/or the Services should not be used to make any decision about a Subject, such as eligibility for employment, housing, or benefits, membership of an organisation, insurance risk or whether the Subject constitutes as a security, immigration and/or national security threat.

17. Fair Usage Policy

17.1 You acknowledge and accept that:

17.1.1 the Services are provided in accordance to the terms of our fair usage policies and that these policies vary from each of the Social Media Platforms with whom we work.

17.1.2 **X (previously known as Twitter)** has by far the most stringent fair usage policy of all of the Social Media platforms.

We analyse a maximum of 3200 posts from the X platform for each report. Analysis will start from the most recent post and work towards the oldest post made by the account owner.

If the report uses the maximum post allowance (3200) and this results in less than 3 years historical post insight, the report will flag a warning message highlighting the limited insight provided by the report.

17.1.3 **All of the remaining platforms analysed***, allow us to access a more extensive history of the posts made by the account owner.

We analyse a **maximum of 15000 posts** on a cumulative basis for **ALL REMAINING PLATFORMS** disclosed for each report. Analysis will start from the most recent post and work towards the oldest post made by the account owner for each of the platforms.

Example Scenario 1:

A report request is received for an account which has 2000 posts on X, 12000 posts on Facebook and 2400 posts on Instagram. All posts would be analysed and the resulting report would provide full historical analysis of all content.

Example Scenario 2:

A report request is received for an account which has 4500 posts on X, 22000 posts on Facebook and 8100 posts on Instagram. Limited posts would be analysed and the resulting report would provide partial historical analysis of 3200 X posts, 7500 posts on Facebook and 7500 posts on Instagram.

* Platforms in-scope for the report (in addition to X) include:

- Facebook
- Instagram
- Flickr
- Medium
- Tumblr

Please refer to "**Appendix A – SMC Service Offer & Fair Usage Definition**" for a full breakdown of the features and fair usage policies of the Social Media Check report.

18. Closing your Account

18.1 You can close your Account by contacting us in writing at hello@socialmediacheck.com.

18.2 On the deactivation of your Account, all licences and rights granted to you under these Terms shall immediately cease and automatically terminate and you will no longer be able to login to your Account.

18.3 On the deactivation or closure of your Account, none of the rights, remedies, obligations or liabilities of you or Social Media Check that have accrued up to the date your Account was closed (including the right to claim damages in respect of any breach of these Terms existing at or before the date your Account was deactivated or closed) shall be affected by such closure of your Account. Any provision of these Terms that expressly or by implication is intended to come into or continue in force on or after closure of your Account shall remain in full force and effect.

19. Intellectual Property Rights

19.1 You acknowledge and agree that YHH Technologies Limited and/or its licensors own all Intellectual Property Rights in the Services. Except as expressly stated in these Terms, these Terms do not grant the to you any rights to, or in, any Intellectual Property Rights in respect of the Services.

20. Data and Privacy

20.1 The Individual Customer or Subject shall own all right, title and interest in and to all of the Individual Data and shall have sole responsibility for the legality, reliability, integrity, accuracy and quality of the Individual Data (as appropriate).

20.2 Under Data Protection Legislation, we are required to provide certain information about who we are, how we process personal data and for what purposes and individual's rights in relation to their personal data and how to exercise them. This information is provided in our Privacy Policy <https://socialmediacheck.com/privacy-policy/>.

21. Termination

21.1 We may terminate these Terms and your right to access and use your Account and/or the Services:

21.1.1 immediately if you commit a material or persistent breach of these Terms; or

21.1.2 if the Account in respect of which your login credentials are associated, is terminated; or

21.1.3 if we, or any administrator of the Account in respect of which your login credentials are associated, de-activates your login credentials.

21.2 Upon expiry or termination for any reason:

21.2.1 all rights granted to you under these Terms shall cease;

21.2.2 you must cease all activities authorised by these Terms;

21.2.3 Conditions 14, 15, 16, 22.6, and 22.7 shall continue in full force and effect.

22. Other important terms

22.1 **We may transfer this agreement to someone else.** We may transfer our rights and obligations under these Terms to another organisation. We will contact you to let you know if we plan to do this. If you are unhappy with the transfer, you may contact us to end the Contract within 1 month of us telling you about it and we will refund you any payments you have made in advance for any Reports not provided.

22.2 **You need our consent to transfer your rights to someone else.** You may only transfer your rights or your obligations under these Terms to another person if we agree to this in writing. We may not agree if you are seeking to transfer your rights to a person or entity who is deemed, in our reasonable opinion, a competitor of Social Media Check.

- 22.3 **Nobody else has any rights under the Contract.** The Contract is between you and us. No other person shall have any rights to enforce any of its Terms. Neither of us will need to get the agreement of any other person in order to end the Contract or make any changes to these Terms.
- 22.4 **If a court finds part of the Contract illegal, the rest will continue in force.** Each of the Conditions of these Terms operates separately. If any court or relevant authority decides that any of them are unlawful, the remaining Conditions will remain in full force and effect.
- 22.5 **Even if we delay in enforcing the Contract, we can still enforce it later.** If we do not insist immediately that you do anything you are required to do under these Terms, or if we delay in taking steps against you in respect of your breaking the Contract, that will not mean that you do not have to do those things and it will not prevent us taking steps against you at a later date. For example, if you miss a payment and we do not chase you but we continue to provide the Services, we can still require you to make the payment at a later date.
- 22.6 **Which laws apply to the Contract and where you may bring legal proceedings if you are an Individual Customer.** These terms are governed by English law and you can bring legal proceedings in respect of the Services in the English courts. If you live in Scotland you can bring legal proceedings in respect of the Services in either the Scottish or the English courts. If you live in Northern Ireland you can bring legal proceedings in respect of the Service in either the Northern Irish or the English courts.
- 22.7 **Which laws apply to the Contract and where you may bring legal proceedings if you are a Business Customer.** If you are a Business Customer, any dispute or claim arising out of or in connection with the Contract between us or its subject matter or formation (including non-contractual disputes or claims) shall be governed by and construed in accordance with the law of England and Wales and the courts of England and Wales shall have exclusive jurisdiction to settle any such dispute or claim.

Appendix A – SMC Service Offer & Fair Usage Definition

The grid below provides a breakdown of the features and fair usage policies of the Social Media Check report. This includes a summary of the supported Social Media applications, the scope of what is checked, and the fair usage policy relating to each of these platforms.

	facebook	Instagram	X	flickr	Medium	tumblr
Timeline posts Statistically most flags will be in authored posts on a timeline.	✓	✓	✓	✓	✓	✓
Images on timeline posts	✓	✓	✓	✓	✓	✓
Text on timeline posts	✓	✓	✓	✓	✓	✓
Multiple accounts can be added	✓	✓	✓	✓	✓	✓
Comments on other posts These are considered tweets / replies by Twitter and are part of a users timeline.	✗	✗	✓	✗	✗	✗
Passwords remain secure We do not see, store or have access to anyone's log-in details or passwords.	✓	✓	✓	✓	✓	✓

Fair usage limits

Twitter / X - Analysis is limited to **3200** posts in total.

Other platforms - Analysis is limited to **15000** posts in total.

Example, Twitter / x at 3000 posts, Instagram at 7500 posts and Facebook at 7500 posts would all be processed in full. In the majority of cases, all activity can be checked within the scope of a standard report.

Information we DO NOT check

- Business Pages
- Direct Messages
- Video Content
- Content Searched within the App
- Following / Followed Accounts
- Deleted / Archived Posts
- "Liked" posts / tweets