VISIBLEEDGE

Terms of business

These terms apply to every order you place with VisibleEdge. Your quote or order email sets out what you're buying; these terms cover everything else.

1. Who we are. VisibleEdge is a trading name of JPK Consulting Ltd, a company registered in England and Wales (company number 08574482), registered office c/o Caroola Group, Apollo House, Hallam Way, Blackpool FY4 5FS. VAT number 166 3935 80. Contact: jp@visibleedge.net.

2. What these terms cover. Rival reports, deep dives, free mini-reports and Monday Notes, and the online room they're delivered in, including Ask a question. They're for businesses buying for business use, not for consumers.

3. Your order. An order is made when you accept a quote in writing (an email saying yes is enough) or pay our invoice, whichever comes first. The quote or order email confirms the sites, the rivals (if any), the period of reviews read and the delivery date. Anything not listed there isn't included.

4. Prices and payment. All prices are plus VAT at the current rate.

- **Orders up to £2,500:** paid in full when you order. Work starts when payment arrives.
- **Orders over £2,500:** half when you order, and the rest when the report is ready, paid before we release it.
- **Monday Notes:** the first two months are paid up front, then monthly in advance by Direct Debit or standing order. You can cancel any time after the first two months, and it stops at the end of the month you've paid for. There are no refunds for part months.
- We invoice through Stripe. You can pay by card or bank transfer, and invoices are due on receipt.

5. Delivery. Your quote or order email gives two dates: the date we aim for, and the latest date we'll deliver by, which is the one we commit to. As a guide: rival reports in 3 to 5 working days for one site and 5 for two or three, a little longer for more; deep dives in 5 to 10 working days for up to 10 sites and 10 to 20 for up to 25. Monday Notes start on the second Monday after a deep dive, or when you ask after a rival report. Larger orders are dated in the quote. Working days are Monday to Friday, excluding bank holidays, counted from when payment and anything we need from you (a site list, a choice of rivals) have arrived. If we need something more from you later, the dates move by however long that takes. We'll tell you straight away if a date is at risk.

6. What we use and what we can promise. Our reports read publicly available Google reviews and listing details for your sites and the rivals named in your order, collected through third-party tools on the dates stated in the report. Google can change or remove reviews at any time, so figures are correct at the date of collection. We use AI tools to help sort reviews, and every finding in a report is checked by hand against the reviews before it reaches you. Our findings are analysis and opinion based on that evidence. We'll always show you the evidence behind them, but we can't promise any particular result from acting on them.

7. The guarantee (rival reports and deep dives). If the report doesn't give you at least one finding you didn't already know and can act on, tell us within 14 days of delivery and we'll refund you in full.

8. Monday Notes included with a deep dive. A deep dive includes four weeks of Monday Notes for each site, free, with no cash value. Networks on monthly notes get one note at the end of the month instead. If you claim a refund under clause 7, they stop. Nothing more is charged unless you tell us in writing that you'd like to continue.

9. Corrections. If anything in a report is factually wrong, we'll correct it free of charge. Questions about a report are welcome at any time, and a walkthrough is included where your order says so. A rewrite of findings you'd simply prefer were different isn't included.

10. Your room. Rival reports, deep dives and Monday Notes are delivered in a private online room, opened with a link and an access code. Anyone with both can see the room, so please share them only within your business and with your advisers, and tell us if you'd like the code changed. We keep your room open for at least 12 months after delivery, and for as long as Monday Notes runs. Any page can be printed or saved as a PDF to keep.

11. Ask a question. Your room includes 100 questions about your reviews and your rivals' reviews, to use whenever you like while the room is open, with a daily limit to keep things fair. Questions and answers are saved in the room. Answers are written by AI that works only from the reviews in your room and quotes the ones it uses. They aren't checked by hand and can be wrong, so check anything important against the quotes, or ask us and we'll check it. Questions about anything other than your reviews aren't answered and don't count. Clauses 7 and 9 apply to the report itself, not to these answers.

12. Using your report. The report is yours to use inside your business, including sharing it with your managers, franchisees and advisers. Please don't resell it or publish it as your own work. We keep the right to our methods, templates and tools. We may use findings in our own articles and examples only once they're anonymised so that nobody could identify you, your sites or your staff. We'll never name you, or say you're a client, without your written permission.

13. Confidentiality. We'll keep anything you tell us that isn't public confidential, and we'll only use it to do the work. We ask the same of you for our pricing and anything we tell you about our methods.

14. Personal data. Reviews can contain names, including staff names. We handle any personal data under UK data protection law, use it only to produce your report, and don't sell or share it. JPK Consulting Ltd is registered with the ICO (ZC279882).

15. Cancelling. You can cancel before we start and we'll refund you in full. Once work has started, we'll refund whatever you've paid, less the value of the work done to that point, which we'll explain. If anything outside our control stops us completing an order, we'll tell you straight away, deliver what's finished and refund the rest.

16. How we deliver. We use established third-party services to collect reviews, host your room and run Ask a question, and we may change provider without affecting your report. Your report is always available to you as a PDF.

17. Liability. Our total liability for any order is limited to the amount you paid for it. We aren't liable for indirect losses, such as lost profit, revenue or goodwill. Nothing in these terms limits liability for death or personal injury caused by negligence, for fraud, or for anything else the law doesn't allow us to limit.

18. Changes and law. The terms in force on the date of your order apply to it. These terms are governed by the law of England and Wales, and the courts of England and Wales deal with any dispute.

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