

UNITED OUTCOMES MARTYN'S LAW PLATFORM

Subscription Terms (Business Customers)

Version: 1.0

Effective Date: 1 July 2026

Contracting Entity

These Subscription Terms ("Terms") govern your purchase and use of the United Outcomes Martyn's Law Platform.

The Platform is provided by **Serve First CX Ltd** ("Serve First", "we", "us" or "our"), a company registered in England and Wales.

The Platform is marketed under the **United Outcomes** brand.

By purchasing a subscription, creating an account or using the Platform, you confirm that you accept these Terms and agree to be legally bound by them.

These Terms apply only to business customers purchasing the Platform for use in connection with their business or organisation.

Key Commercial Terms

Item	Summary
Supplier	Serve First CX Ltd
Brand	United Outcomes
Customer	UK business customers only
Subscription	12 months
Licence	Organisation-wide, non-exclusive and non-transferable
Payment	Payable in full in advance
Renewal	Automatically renews for a successive 12-month period. The user may cancel their renewal at any time from within the system. Should they cancel, the subscription will cease at the end of the existing 12 month subscription period
Cancellation	No right to terminate for convenience during a subscription period
Data Export	Available on written request within 30 days after expiry or termination
Governing Law	England and Wales

If there is any inconsistency between this summary and the remainder of these Terms, these Terms shall prevail.

1. About the Platform

The United Outcomes Martyn's Law Platform is an online software platform designed to help organisations prepare for their obligations under the **Terrorism (Protection of Premises) Act 2025** ("**Martyn's Law**").

Depending on the subscription purchased, the Platform may include:

- online questionnaires and assessments;
- AI-assisted document generation;
- compliance action plans;
- policy and procedure templates;
- guidance materials;
- dashboards and reporting;
- document storage;
- other functionality made available during your Subscription.

The Platform is intended to assist organisations in organising and documenting their preparations for Martyn's Law. It is **not** a substitute for professional judgement, legal advice or specialist security advice.

2. Important Notice

Please read this section carefully before purchasing or using the Platform.

The Platform is designed to support organisations in preparing for Martyn's Law by providing structured questionnaires, guidance and AI-assisted documentation.

Every organisation, premises and event is different.

Accordingly:

- the Platform provides guidance and administrative support only;
- it does not provide legal advice or bespoke security consultancy;
- purchasing or using the Platform does not, by itself, demonstrate or establish compliance with Martyn's Law;
- the legal responsibilities imposed by Martyn's Law remain with the person or organisation responsible for the relevant premises or event;
- any documents, recommendations or action plans generated by the Platform should always be reviewed and adapted to reflect your own circumstances before implementation.

The Platform relies upon information supplied by you.

If inaccurate, incomplete or misleading information is entered into the Platform, the outputs produced may also be inaccurate or incomplete.

You remain responsible for ensuring that all information entered into the Platform is accurate and that any outputs are suitable for your organisation before they are relied upon or implemented.

3. Eligibility

The Platform is intended solely for organisations purchasing for business purposes.

By purchasing a Subscription you confirm that:

- you are acting on behalf of a business, charity, public body or other organisation;
- you have authority to bind that organisation to these Terms;
- all information provided during registration is accurate and complete.

The Platform is not intended for consumers.

4. Definitions

In these Terms:

Account means the online account created to access the Platform.

AI-assisted Services means any artificial intelligence, machine learning or automated technologies used within the Platform to generate content, recommendations, reports or documentation.

Authorised Users means employees, workers and contractors authorised by the Customer to use the Platform.

Customer, you or your means the organisation purchasing the Subscription.

Customer Data means information, documents and other content uploaded or entered into the Platform by or on behalf of the Customer.

Fees means the subscription charges payable for the Platform.

Platform means the United Outcomes Martyn's Law Platform together with its software, questionnaires, reports, AI-assisted functionality, templates, documentation and associated online services.

Responsible Person has the meaning given under the Terrorism (Protection of Premises) Act 2025.

Subscription means the licence purchased under these Terms.

Subscription Period means the initial period of twelve (12) months together with any renewal periods.

5. Interpretation

Unless the context requires otherwise:

- references to legislation include any amendment or replacement legislation;
- headings are included for convenience only and do not affect interpretation;
- words including "including", "such as" and similar expressions are illustrative and are not intended to limit the meaning of the words preceding them;
- references to writing include email.

6. Ordering and Contract Formation

6.1 Placing an Order

You may purchase a Subscription through our website by selecting the appropriate subscription options, providing the requested information and completing payment through our authorised payment provider.

By placing an order, you confirm that:

- you are authorised to enter into this Agreement on behalf of the Customer;

- all information provided during the ordering process is complete and accurate; and
- you agree to these Terms.

6.2 Acceptance of Your Order

Your order constitutes an offer to purchase a Subscription.

A legally binding contract is formed when we:

- accept your payment; and
- provide access to the Platform or otherwise confirm acceptance of your order.

We reserve the right to refuse any order before acceptance, including where we reasonably believe that:

- the Platform is not appropriate for the intended use;
- incorrect pricing has been displayed;
- fraudulent activity is suspected; or
- we are unable to provide the requested services.

If we decline an order after payment has been received, we will refund any payment received in full.

7. Your Subscription

7.1 Subscription Period

Your Subscription begins on the date we provide access to the Platform and continues for an initial period of **twelve (12) months**.

7.2 Organisation Licence

Your Subscription permits the Customer to use the Platform across its organisation.

The number of individual users may vary depending on the subscription package selected at the time of purchase.

Unless expressly stated otherwise during the ordering process, the Subscription is intended solely for use within the Customer organisation and may not be shared with other organisations, group companies, joint ventures or third parties.

7.3 Nature of Licence

During the Subscription Period, the Subscription may be used by employees and contractors of the Customer for the Customer's internal business purposes only. For the avoidance of doubt the Subscription is not transferrable to other organisations whether they are connected to a user or not. The Subscription is non-exclusive.

The licence is granted solely for preparing and managing your organisation's compliance activities relating to the Terrorism (Protection of Premises) Act 2025.

No ownership of the Platform or any associated intellectual property passes to you.

8. Fees and Payment

8.1 Subscription Fees

Subscription fees are determined by the package and options selected during the online ordering process.

All Fees are payable in advance for the full Subscription Period.

Unless otherwise stated, all prices are exclusive of VAT, which will be added where applicable.

8.2 Payment Method

Payments are made securely by credit or debit card through Stripe or another payment provider appointed by us from time to time.

By providing payment details, you authorise us to collect the applicable Fees, including any renewal Fees due under these Terms.

8.3 Failed Payments

If any payment is declined, reversed, charged back or otherwise fails:

- we may retry the payment;
- we may suspend access to the Platform until payment has been received; and
- where payment remains outstanding, we may terminate the Subscription in accordance with these Terms.

The Customer remains responsible for all Fees due under the Agreement.

9. Renewals

9.1 Automatic Renewal

To ensure continuity of access, each Subscription automatically renews for successive periods of twelve (12) months unless either party gives the other at least **30 days' written notice** before the end of the current Subscription Period.

9.2 Renewal Fees

Renewals will be charged at our published list price applicable on the renewal date unless a different price has been expressly agreed in writing.

9.3 Renewal Payment

By purchasing a Subscription, you authorise us to collect the applicable renewal Fees using the payment method held on your account, unless you have cancelled your Subscription in accordance with clause 9.1.

If renewal payment cannot be collected, we will notify you and provide a reasonable opportunity to update your payment details.

If payment is not successfully received, we may suspend or terminate access to the Platform.

10. No Early Termination

The Subscription is purchased for a fixed twelve-month period.

Except where these Terms expressly provide otherwise, neither party may terminate the Subscription for convenience before the end of the current Subscription Period.

This does not affect either party's right to terminate this Agreement where the other party commits a material breach of these Terms or where termination is otherwise permitted by law.

11. Changes to Your Subscription

You may upgrade your Subscription during the Subscription Period by purchasing additional functionality or services through the Platform.

Unless otherwise stated at the time of purchase:

- upgrades take effect immediately upon payment;
- additional Fees will be charged on a pro-rata basis for the remainder of the current Subscription Period; and
- all upgrades become part of the existing Subscription and renew together.

Downgrades will normally take effect from the next renewal date.

12. Changes to the Platform

We continually improve and develop the Platform.

Accordingly, we may from time to time:

- introduce new features;
- improve or update existing functionality;
- update questionnaires, templates or guidance to reflect changes in legislation, official guidance or recognised good practice;
- improve the performance or usability of the Platform; or
- replace or update underlying technology used to deliver the Platform.

Where reasonably practicable, these changes will not materially reduce the core functionality of the Subscription purchased.

13. Accessing and Using the Platform

13.1 Access

During the Subscription Period, we will use reasonable endeavours to make the Platform available for your use.

From time to time, access may be unavailable due to:

- planned maintenance;
- emergency maintenance;
- upgrades or improvements;
- failures of third-party infrastructure or internet services; or
- events beyond our reasonable control.

We will use reasonable endeavours to minimise any disruption.

13.2 User Accounts

Access to the Platform is provided through individual user accounts.

Each user must:

- keep their login credentials secure and confidential;
- not knowingly allow another person to use their account;
- notify us promptly if they believe their account has been compromised.

You are responsible for all activity carried out using your organisation's user accounts.

13.3 Security

You must take reasonable steps to protect your own systems, devices and credentials.

You are responsible for ensuring that anyone accessing the Platform on your behalf complies with these Terms.

14. Acceptable Use

We want the Platform to be used responsibly and lawfully.

You must not:

- use the Platform for any unlawful purpose;
- knowingly upload malicious software, viruses or harmful code;
- interfere with the operation or security of the Platform;
- attempt to gain unauthorised access to any part of the Platform;
- reverse engineer, decompile or attempt to discover the source code of the Platform except where permitted by law;
- copy, reproduce or commercially exploit any part of the Platform except as expressly permitted by these Terms;
- use the Platform to provide competing services to third parties;
- remove or obscure any copyright, trademark or proprietary notices.

You must not knowingly upload material that:

- infringes another person's intellectual property rights;
- is defamatory, offensive or unlawful;
- contains confidential information belonging to another party without appropriate authority.

15. Your Responsibilities

The effectiveness of the Platform depends upon the quality and accuracy of the information provided by you.

Accordingly, you agree that you will:

- provide accurate, complete and up-to-date information;

- ensure that information entered into the Platform is reviewed where appropriate before submission;
- keep information updated where material changes occur;
- ensure that users are appropriately authorised and trained to use the Platform;
- review all documents, recommendations and action plans generated by the Platform before implementation.

You acknowledge that the Platform cannot independently verify the accuracy of information submitted by you.

16. The United Outcomes Martyn's Law Platform

The Platform has been developed to assist organisations in preparing for the requirements of the Terrorism (Protection of Premises) Act 2025 ("Martyn's Law").

Depending upon the subscription purchased, the Platform may assist organisations by:

- gathering relevant operational information;
- assessing responses against recognised guidance;
- generating draft documentation;
- producing suggested action plans;
- identifying areas for further consideration;
- maintaining records and evidence of planning activities.

The Platform is intended to support your compliance journey by making the preparation process more structured, efficient and consistent.

17. Martyn's Law Responsibilities

You acknowledge and agree that:

- a. the Platform is an administrative and decision-support tool;
- b. the Platform does not provide legal advice or bespoke security consultancy;
- c. the statutory duties imposed under the Terrorism (Protection of Premises) Act 2025 remain entirely with the Responsible Person;
- d. purchasing or using the Platform does not, by itself, demonstrate, establish or guarantee compliance with Martyn's Law;
- e. you remain responsible for determining whether your premises or events fall within the scope of Martyn's Law;
- f. recommendations generated by the Platform are advisory in nature, reflecting current industry best practice, and their implementation is not a strict legal requirement.
- g. you remain responsible for ensuring that any policies, procedures or measures implemented are appropriate for your organisation;
- h. you remain responsible for obtaining independent professional advice where appropriate.

Nothing within the Platform transfers or reduces your legal responsibilities under applicable legislation.

18. Artificial Intelligence

18.1 AI-Assisted Functionality

Some features of the Platform use artificial intelligence ("AI") to assist with generating documentation, recommendations, summaries and other outputs.

AI is intended to support your work—not replace human judgement.

18.2 Nature of AI-generated Outputs

You acknowledge that AI-generated outputs:

- are generated automatically from information supplied by you;
- may occasionally contain inaccuracies, omissions or statements requiring further review;
- may not fully reflect the specific characteristics of your organisation or premises;
- should always be reviewed by an appropriately authorised person before implementation or reliance.

18.3 No Guarantee

Whilst we continually improve the Platform, we do not warrant that AI-generated outputs will:

- be complete;
- be accurate in every respect;
- remain current following changes in legislation or official guidance; or
- be suitable for every organisation or circumstance.

18.4 Human Review

Before relying upon any AI-generated output, you should satisfy yourself that it is appropriate for your organisation and, where necessary, seek independent legal or professional advice.

19. Legislative and Regulatory Changes

Legislation, statutory guidance and regulatory expectations may change during your Subscription.

We may update questionnaires, templates, guidance, AI prompts and other Platform content to reflect such changes.

However, you remain responsible for ensuring that your organisation's policies, procedures and operational measures remain current and appropriate.

20. Third-Party Services

The Platform may incorporate services provided by carefully selected third parties, including cloud hosting, payment providers and artificial intelligence technologies.

From time to time we may replace or change these providers where appropriate to improve security, performance or functionality.

Such changes will not affect your ownership of Customer Data or your rights under these Terms.

21. Feedback

We welcome feedback on the Platform.

If you provide suggestions, comments or ideas relating to improvements, you agree that we may use them without restriction or obligation to you, provided that doing so does not disclose your confidential information or personal data.

22. Intellectual Property

22.1 Our Intellectual Property

The Platform, together with all software, questionnaires, assessments, templates, reports, AI prompts, documentation, graphics, branding, content and other materials made available through it, are owned by or licensed to Serve First CX Ltd, unless clearly marked otherwise.

All intellectual property rights in the Platform remain the property of Serve First CX Ltd or its licensors.

Nothing in these Terms transfers ownership of those rights to you.

22.2 Your Use

During your Subscription you may use the Platform and any documents generated through it solely for your own internal business purposes in connection with your organisation's preparations for Martyn's Law.

You must not:

- sell or licence the Platform or its content;
- publish or commercially exploit Platform content except for your own internal compliance purposes;
- remove copyright or proprietary notices;
- reproduce substantial parts of the Platform outside your organisation.

22.3 Customer Materials

You retain ownership of:

- information you upload;
- documents you create;
- evidence you provide;
- policies you upload;
- photographs;
- Customer Data generally.

You grant us a non-exclusive licence to use that information only to the extent necessary to provide the Platform and perform our obligations under these Terms.

23. Customer Data

23.1 Ownership

Your Customer Data remains your property.

We do not acquire ownership of Customer Data by hosting or processing it.

23.2 Security

We will use reasonable technical and organisational measures designed to protect Customer Data against unauthorised access, accidental loss, destruction or damage.

23.3 Privacy

Each party shall comply with applicable UK data protection legislation in relation to personal data processed under these Terms.

Our use of personal data is governed by our Privacy Notice, available on our website.

23.4 Data Export

Following expiry or termination of your Subscription, you may request one export of your current Customer Data.

Provided your request is received within **30 days** after expiry or termination, we will provide your Customer Data in a commonly used tabular format (such as CSV) without additional charge.

After that 30-day period, we may permanently delete Customer Data unless we are required by law to retain it.

24. Confidentiality

Each party agrees to keep confidential any information obtained from the other party which is identified as confidential or which would reasonably be regarded as confidential.

Neither party shall disclose such information except:

- to employees, contractors or professional advisers who need to know it;
- where required by law;
- with the other party's written consent.

This obligation continues for three years after termination of the Agreement, except in relation to trade secrets, which shall remain confidential for so long as they retain their confidential nature.

25. Our Commitments

We are committed to providing a reliable and continually improving Platform.

We will use reasonable skill and care in providing the Platform.

We will use reasonable endeavours to:

- maintain the availability of the Platform;

- address technical issues within a reasonable time;
- improve the Platform over time;

We may update content where appropriate to reflect significant legislative or regulatory developments.

26. What We Do Not Promise

While we make every effort to provide a high-quality service, you acknowledge that:

- the Platform cannot guarantee legal compliance;
- the Platform cannot guarantee the prevention of security incidents or acts of terrorism;
- AI-generated outputs may require review and amendment;
- the Platform depends upon the accuracy of information supplied by you;
- no software service can be entirely uninterrupted, secure or error-free.

Nothing in these Terms limits any rights that cannot legally be excluded under English law.

27. Limitation of Liability

27.1 Nothing Excluded

Nothing in these Terms limits or excludes liability for:

- death or personal injury caused by negligence;
- fraud or fraudulent misrepresentation;
- any other liability which cannot lawfully be excluded.

27.2 Liability Cap

Subject to clause 27.1, our total aggregate liability arising out of or in connection with these Terms shall not exceed the total Fees paid by the Customer during the twelve months immediately preceding the event giving rise to the claim.

27.3 Excluded Losses

To the fullest extent permitted by law, neither party shall be liable for:

- loss of profit;
- loss of revenue;
- loss of anticipated savings;
- loss of business opportunity;
- loss of goodwill;
- indirect or consequential loss;
- loss or corruption of data.

27.4 Platform-Specific Risks

Without limiting the generality of clause 27.3, Serve First CX shall not be liable for losses arising from:

- inaccurate or incomplete information supplied by the Customer;
- the Customer's failure to review or implement Platform outputs appropriately;

- changes in legislation or official guidance after an output was generated;
- decisions made by regulators or enforcement authorities;
- reliance upon AI-generated outputs without appropriate human review.

28. Suspension

We may suspend access to all or part of the Platform where reasonably necessary:

- to protect the security of the Platform;
- where we reasonably suspect unauthorised use;
- where Fees remain unpaid;
- where continued access may breach applicable law;
- to carry out emergency maintenance;
- to investigate a suspected security incident or to protect third parties.

Where reasonably practicable, we will give advance notice of any suspension.

29. Termination

Either party may terminate these Terms immediately by written notice if the other party:

- commits a material breach which is not remedied within 30 days after receiving written notice;
- becomes insolvent or ceases trading;
- is subject to an insolvency procedure.

We may also terminate or suspend access where continued use of the Platform would expose us to legal or regulatory risk.

30. Effect of Expiry or Termination

On expiry or termination:

- your licence to use the Platform ends immediately;
- access to the Platform will cease;
- clauses intended to survive termination shall continue in force, including those relating to intellectual property, confidentiality, liability and governing law;
- you may request a copy of your Customer Data in accordance with clause 23.4.

Termination does not affect any rights or obligations accrued before termination.

31. Changes to these Terms

We may update these Terms from time to time to:

- reflect changes in applicable laws or regulations;
- reflect improvements to the Platform;
- introduce new functionality;
- address security or operational requirements; or
- clarify these Terms.

Any updated Terms will be published on our website.

Changes will apply to new Subscriptions immediately and to renewed Subscriptions from the start of the next Subscription Period.

If we make a material change during your current Subscription Period which significantly reduces your rights under these Terms, we will notify you in advance.

32. Force Majeure

Neither party shall be liable for any delay or failure to perform its obligations where such delay or failure results from events beyond its reasonable control, including:

- acts of God;
- flood;
- fire;
- war;
- terrorism;
- civil unrest;
- epidemic or pandemic;
- industrial disputes;
- failure of utilities;
- internet or telecommunications failures;
- governmental action.

The affected party shall use reasonable endeavours to minimise the effect of the event and resume performance as soon as reasonably practicable.

33. Assignment

You may not assign, transfer or otherwise dispose of this Agreement without our prior written consent.

We may assign or transfer this Agreement to:

- another company within our corporate group; or
- a purchaser of all or substantially all of our business or assets relating to the Platform,

provided that this does not materially reduce your rights under these Terms.

34. Notices

Any notice given under these Terms shall be in writing and may be delivered:

- by email;
- through your account within the Platform where appropriate; or
- by post.

Notices sent by email shall be deemed received on the next Business Day following transmission, unless the sender receives an error notification.

35. Relationship of the Parties

Nothing in these Terms creates:

- a partnership;
- a joint venture;
- an agency relationship; or
- an employment relationship

between the parties.

Neither party has authority to bind the other.

36. Third Party Rights

A person who is not a party to these Terms shall have no right under the Contracts (Rights of Third Parties) Act 1999 to enforce any provision of these Terms.

37. Entire Agreement

These Terms, together with:

- your online order;
- our Privacy Notice; and
- any documents expressly incorporated by reference,

constitute the entire agreement between the parties relating to the Platform.

Each party acknowledges that it has not relied upon any statement, representation or warranty which is not expressly set out in these Terms.

Nothing in this clause excludes liability for fraudulent misrepresentation.

38. Severability

If any provision of these Terms is found by a court or other competent authority to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.

39. Waiver

A failure or delay by either party to exercise any right under these Terms shall not constitute a waiver of that right.

40. Governing Law and Jurisdiction

These Terms and any dispute or claim arising out of or in connection with them shall be governed by the laws of England and Wales.

The courts of England and Wales shall have exclusive jurisdiction to settle any dispute arising out of or in connection with these Terms.

Schedule 1 – Commercial Terms

Item	Details
Supplier	Serve First CX Ltd
Trading Brand	United Outcomes
Product	United Outcomes Martyn's Law Platform
Customer	UK business customers only
Subscription	12 months
Licence	Organisation-wide, non-exclusive, non-transferable
Payment	In advance by payment card
Renewal	Automatically renews for a successive 12-month period. The user may cancel their renewal at any time from within the system. Should they cancel, the subscription will cease at the end of the existing 12 month subscription period
Renewal Price	Serve First CX Ltd's published list price at the renewal date unless otherwise agreed in writing
Early Termination	No termination for convenience during the Subscription Period
Data Export	One export available free of charge if requested within 30 days following expiry or termination
Governing Law	England and Wales

Contact Details

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