
Consultation Terms & Conditions

Requiq — Specialist Growth Marketing for Man & Van and Waste Removal Businesses

These Terms & Conditions ('Terms') govern the provision of consultation and marketing advisory services by Requiq Ltd, a company registered in England and Wales under company number 16764362 ('Requiq', 'we', 'us', 'our'), to the client named in the accompanying onboarding form ('Client', 'you', 'your'). By confirming a consultation booking, providing full payment, or otherwise instructing Requiq to proceed, the Client agrees to be bound by these Terms.

01 DEFINITIONS

- (a) 'Consultation' means the initial commercial and digital audit described in the Requiq engagement proposal, typically lasting between 2 and 4 days depending on the size and complexity of the Client's business.
- (b) 'Growth Plan' means the bespoke written marketing plan and recommendations produced by Requiq at the conclusion of the Consultation.
- (c) 'Services' means the Consultation, any implementation work carried out during the Consultation, the Growth Plan, and (where separately agreed) any ongoing monthly retainer services.
- (d) 'Fees' means all amounts payable by the Client to Requiq in connection with the Services.
- (e) 'Requiq' means Requiq Ltd, a company registered in England and Wales under company number 16764362.

02 FEES & PAYMENT

The Consultation fee varies according to the size and complexity of the Client's business and will be confirmed in writing (by quote, proposal, or invoice) before any booking is confirmed.

The fee for the Consultation is payable in full, in advance, before the Consultation is scheduled or any work commences. Requiq will not confirm consultation dates, begin any audit work, or request platform access until payment has been received in full.

The Consultation fee is non-refundable once payment has been made, regardless of the outcome of the Consultation, the recommendations produced, or whether the Client subsequently chooses to proceed with an ongoing retainer. This applies whether the Consultation has taken place in full, in part, or not yet begun, save where Requiq is unable to deliver the Consultation at all due to its own fault, in which case clause 2.5 applies.

Where a Client wishes to reschedule an agreed Consultation date, Requiq will use reasonable efforts to accommodate a new date at no additional charge, provided at least 5 working days' notice is given. Rescheduling does not entitle the Client to a refund.

If Requiq is unable to deliver the Consultation due to its own fault (for example, failing to attend on the agreed date without reasonable cause), the Client will be offered a replacement date or, if a replacement is not practical, a full refund of the Consultation fee.

Any subsequent monthly retainer fees, if agreed, will be invoiced and payable in accordance with the separate retainer agreement or statement of work issued at that time, and are not covered by these Terms until such an agreement is in place.

Requiq is not currently registered for VAT. If Requiq becomes VAT registered in the future, VAT will be added at the prevailing rate to any Fees invoiced from the effective date of registration onward, and this will be made clear on the relevant invoice.

03 NATURE OF THE SERVICES & NO GUARANTEE OF RESULTS

The Client acknowledges and agrees that Requiq is engaged to provide expert advice, analysis, and a limited scope of hands-on implementation, and not to guarantee any particular commercial outcome, ranking, volume of leads, revenue figure, or growth result.

During the Consultation, Requiq will carry out a digital and commercial audit of the Client's business, identify quick wins and longer-term opportunities, implement reasonable and practical adjustments where possible within the time available, and produce a written Growth Plan setting out recommended next steps.

The Growth Plan represents Requiq's professional recommendations based on the information and access made available by the Client at the time of the Consultation. Requiq gives no warranty, express or implied, that implementing the Growth Plan (in whole or in part) will result in increased leads, jobs, revenue, search rankings, or any other specific business outcome.

Marketing, SEO, and advertising performance is influenced by many factors outside Requiq's control, including but not limited to search engine algorithm changes, market and seasonal conditions, competitor activity, the Client's pricing and service delivery, and the Client's own implementation of recommendations. Requiq is not responsible for the effects of any such factors.

Any timeframes, projections, or examples given by Requiq (verbally or in writing) are illustrative only and do not form a guarantee or contractual commitment.

04 CLIENT OBLIGATIONS

To enable Requiq to carry out an accurate and useful Consultation, the Client agrees to provide, in a timely manner:

- (a) accurate and complete business, financial, and commercial information, including turnover, job volumes, conversion rates, and marketing spend where requested;
- (b) timely access to relevant digital platforms and accounts (for example, website, Google Business Profile, Analytics, Search Console, and advertising accounts) via secure account invitation rather than shared passwords;
- (c) reasonable access to the business owner, operator, or other relevant decision-makers throughout the Consultation; and
- (d) timely review and approval of any changes that require the Client's sign-off before Requiq can proceed.

Requiq's ability to deliver an accurate audit and a useful Growth Plan is directly dependent on the completeness and accuracy of the information and access provided. Requiq accepts no liability for recommendations that are based on incomplete, inaccurate, or delayed information or access provided by the Client.

05 TERRITORY & EXCLUSIVITY

Following a Consultation, Requiq will not approach or engage with another business operating in the same geographic territory for a period of 21 days from the date the Growth Plan is delivered ('Exclusivity Period'), giving the Client the opportunity to decide whether to proceed with an ongoing monthly retainer for that territory.

If the Client confirms an ongoing retainer within the Exclusivity Period, that territory becomes reserved to the Client for so long as the retainer continues. If the Client does not confirm a retainer within the Exclusivity Period, Requiq is free to approach or engage with other businesses in the same territory or service category without further notice to the Client.

This is a limited-time commercial courtesy offered at Requiq's discretion, and does not constitute a guarantee of market exclusivity, a non-compete, or any restriction on other businesses operating or marketing themselves in that area.

06 INTELLECTUAL PROPERTY

Requiq retains ownership of all methodologies, frameworks, templates, know-how, and pre-existing materials used in delivering the Services.

Subject to full payment of the Consultation fee, the Client may use the Growth Plan and any documents specifically prepared for the Client for their own internal business purposes. The Growth Plan may not be resold, republished, or provided to a third-party competing consultancy without Requiq's prior written consent.

Any website, technical, or design changes implemented directly on the Client's own platforms during the Consultation become part of the Client's property on completion, save for any third-party or Requiq proprietary tools used to deliver them.

07 CONFIDENTIALITY

Each party agrees to keep confidential any non-public business, financial, or technical information disclosed by the other party in connection with the Services, and to use such information only for the purposes of the engagement.

This obligation does not apply to information that is already public, independently developed, or required to be disclosed by law.

08 DATA PROTECTION

Both parties agree to comply with their respective obligations under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 in connection with the Services.

In order to carry out the Consultation, Requiq may request limited access to systems that contain personal data (for example, Google Analytics, CRM, or booking systems). Requiq will only access such data as reasonably necessary to deliver the Services, will not use it for any other purpose, and will not retain personal data for longer than is necessary to complete the engagement.

The Client remains the data controller for any personal data held within their own business systems. Where Requiq processes personal data on the Client's behalf as a data processor, the parties will, on request, enter into a separate data processing agreement setting out the terms of that processing in line with UK GDPR requirements.

Access credentials should be provided via secure account invitations or role-based permissions wherever the platform allows this, rather than by sharing passwords directly. Requiq will remove its own access to Client systems at the end of the engagement unless a further agreement is in place.

Requiq's own privacy notice, available on request, explains how Requiq handles personal data collected directly from the Client (such as contact details) for its own business administration purposes.

09 LIMITATION OF LIABILITY

Nothing in these Terms limits or excludes Requiq's liability for death or personal injury caused by negligence, for fraud or fraudulent misrepresentation, or for any other liability that cannot be limited or excluded by law.

Subject to clause 9.1, Requiq's total liability to the Client arising out of or in connection with the Services, whether in contract, tort (including negligence), or otherwise, shall not exceed the total Fees paid by the Client to Requiq for the Consultation giving rise to the claim.

Requiq shall not be liable for any indirect or consequential loss, or for loss of profits, revenue, business opportunity, or goodwill, arising from the Client's implementation (or non-implementation) of the Growth Plan or any recommendations provided.

10 TERMINATION

Either party may terminate an agreed ongoing retainer arrangement in accordance with the notice period set out in the relevant retainer agreement. These Terms, insofar as they relate to the one-off Consultation, are fulfilled on delivery of the Growth Plan and are not subject to ongoing termination rights.

Requiq reserves the right to decline or discontinue an engagement, prior to the Consultation taking place, where the Client provides materially false information, engages in abusive conduct towards Requiq staff, or requests services that would require Requiq to act unlawfully. Where a Consultation has not yet taken place, any Fees paid will be refunded in full in such circumstances at Requiq's discretion.

11 COMPLAINTS

If the Client has any concerns about the Services, they should raise them directly with Requiq in the first instance, in writing, as soon as reasonably possible. Requiq will acknowledge the concern and work with the Client in good faith to resolve it.

12 GENERAL

- (a) Entire agreement: These Terms, together with any signed onboarding form, engagement proposal, or retainer agreement, constitute the entire agreement between the parties and supersede any prior discussions or proposals.
- (b) Amendments: Requiq may update these Terms from time to time for new engagements; the version in force at the time of booking will apply to that engagement.
- (c) Severability: If any provision of these Terms is found to be unenforceable, the remaining provisions will continue in full force and effect.
- (d) Assignment: The Client may not assign or transfer the benefit of the Services to a third party without Requiq's prior written consent.
- (e) Governing law: These Terms are governed by the laws of England and Wales, and the parties submit to the exclusive jurisdiction of the courts of England and Wales.

13 CONTACT & ACKNOWLEDGEMENT

Any questions about these Terms should be directed to Requiq prior to booking a Consultation.

By signing below, or by making payment for the Consultation, the Client confirms that they have read, understood, and agree to be bound by these Terms & Conditions.

Client signature

Print name

Company name

Date

Requiq Ltd · Registered in England & Wales · Company No. 16764362

This document is a general template based on standard consultancy practice and is provided for convenience. It does not constitute legal advice. Requiq is recommended to have these Terms reviewed by a qualified solicitor before use, particularly the limitation of liability and data protection provisions, to ensure they are appropriate and enforceable for its specific circumstances.