

# Terms of Service for Business for Change LTD

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*Last Updated: November 6, 2025*

## 1. Agreement to Terms

By accessing our website ([www.businessforchange.com](http://www.businessforchange.com)) and using our services, including downloading our guides and content (the "Services"), you agree to be bound by these Terms of Service ("Terms"). If you do not agree to these Terms, you may not use our Services.

These Services are provided by **Business for Change LTD** ("we", "us", "our"), a company registered in the United Kingdom.

- **Company Name:** Business for Change LTD
- **Company Number:** 16455421
- **Registered Address:** 2, Southlands Road, York, United Kingdom

For any questions about these Terms, please contact us at [serena@businessforchange.com](mailto:serena@businessforchange.com).

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## 2. Intellectual Property Rights

Unless otherwise stated, the Services and all content therein, including the Strategic AI Guide, The Manifesto, articles, frameworks, text, graphics, logos, and models (collectively, the "Content"), are the proprietary property of Business for Change LTD. All proprietary frameworks, tools, and models (including the Strategic AI Loop and Growth Engine architecture) are under development and are shared for educational and exploratory purposes only at this stage.

**You are granted a limited license to:**

- Access and use the Content for your personal, non-commercial use only.

#### You may not:

- Republish, reproduce, or redistribute the Content in any form without our express written permission.
- Use the Content for any commercial purpose whatsoever.
- Create derivative works from our Content.

You may share short excerpts of our Content on social media or other platforms, provided that you give clear and prominent attribution to "**Business for Change, 2025**" and, where possible, link back to our website.

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### 3. User Representations

By using the Services, you represent and warrant that:

- You have the legal capacity to agree to these Terms.
  - You will not use the Services for any illegal or unauthorized purpose.
  - Your use of the Services will not violate any applicable law or regulation.
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### 4. Disclaimers and Limitation of Liability

The Content provided by Business for Change is for educational and strategic purposes only. All materials and digital content are provided on an 'as is' and 'as available' basis while Business for Change continues its pilot phase. We may adjust, refine, or update the materials as the platform develops. We are not providing financial, legal, or professional advice.

- **No Guarantees:** We make no guarantees regarding the accuracy, completeness, or reliability of the Content. Your business results may vary, and we do not guarantee any specific outcome from using our frameworks or models.
- **User Responsibility:** All business decisions you make based on our Content are your own responsibility. You should consult with qualified professionals before making any significant business, legal, or financial decisions.
- **Limitation of Liability:** To the fullest extent permitted by law, Business for Change LTD shall not be liable for any indirect, incidental, special, consequential, or punitive damages, or any loss of profits or revenues, whether incurred directly or indirectly, or

any loss of data, use, goodwill, or other intangible losses, resulting from your access to or use of or inability to access or use the Services.

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## 5. Consulting Services

Any consulting services offered by Business for Change LTD are governed by a separate, individual consulting agreement. These Terms of Service do not apply to the provision of such consulting services.

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## 6. Third-Party Websites and Content

Our Services may contain links to third-party websites or services that are not owned or controlled by us. We do not endorse or assume any responsibility for any such third-party sites, information, materials, products, or services.

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## 7. Term and Termination

These Terms of Service shall remain in full force and effect while you use the Services. We reserve the right to deny access to and use of the Services to any person for any reason, without notice or liability.

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## 8. Governing Law and Dispute Resolution

These Terms shall be governed by and construed in accordance with the laws of **England and Wales**, without regard to its conflict of law principles.

Any disputes arising out of or in connection with these Terms shall be subject to the exclusive jurisdiction of the courts of England and Wales, unless otherwise agreed in writing.

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## 9. Modifications and Interruptions

We reserve the right to change, modify, or remove the contents of the Services at any time or for any reason at our sole discretion without notice. We also reserve the right to modify or discontinue all or part of the Services without notice at any time.

We cannot guarantee the Services will be available at all times. We may experience hardware, software, or other problems or need to perform maintenance related to the Services, resulting in interruptions, delays, or errors.

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## 10. Contact Us

To resolve a complaint regarding the Services or to receive further information regarding the use of the Services, please contact us at:

**Serena @ Business for Change**

**Email:** [serena@businessforchange.com](mailto:serena@businessforchange.com)

**Website:** <https://www.businessforchange.com>