

Terms of Service

Last updated 17 July 2026.

Agreement to our Legal Terms

We are The Number UK Limited, trading as "118 118 Sites" ("Company", "we", "us", or "our"), a company registered in England and Wales under company number 04352737, with its registered office at 5th Floor, 1 Capital Quarter, Tyndall Street, Cardiff, Wales CF10 4BZ.

We operate the website <https://118118sites.com> (the "Site"), as well as any other related products and services that refer or link to these legal terms (the "Legal Terms") (collectively, the "Services").

118 118 Sites is an AI-powered website builder and hosting platform. Through the Services you can create, edit and host a website, and our automated tools (including the "118" assistant) can generate website content, blog posts and landing pages and carry out search-engine optimisation activity to help your business be found online.

You can contact us by email at team@118118sites.com or by post to 5th Floor, 1 Capital Quarter, Tyndall Street, Cardiff, Wales CF10 4BZ, United Kingdom.

These Legal Terms constitute a legally binding agreement made between you (acting in the course of your trade, business, craft or profession) and The Number UK Limited, concerning your access to and use of the Services. The Services are provided to business customers only, on a business-to-business basis (see the section headed "User Representations"). You agree that by accessing the Services, you have read, understood, and agreed to be bound by all of these Legal Terms. IF YOU DO NOT AGREE WITH ALL OF THESE LEGAL TERMS, THEN YOU ARE EXPRESSLY PROHIBITED FROM USING THE SERVICES AND YOU MUST DISCONTINUE USE IMMEDIATELY.

We will provide you with prior notice of any scheduled changes to the Services you are using. Changes to these Legal Terms will become effective 30 days after the notice is posted on the 118118sites.com website. If you do not agree to a change, you may terminate the Services before the change takes effect, as set out in the section headed "Term and Termination". By continuing to use the Services after the effective date of any changes, you agree to be bound by the modified terms.

The Services are intended for, and may only be used by, persons who are at least 18 years old and who are acting for business purposes. Persons under the age of 18 are not permitted to use or register for the Services. By accepting these Legal Terms at sign-up, you confirm that you are at least 18 years old and that you are contracting for business purposes. We do not carry out active age verification; we rely on your self-certification.

We recommend that you print or save a copy of these Legal Terms for your records.

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1. Our Services

The Services are intended for use by businesses in the United Kingdom. Information provided when using the Services is not intended for distribution to or use by any person or entity in any jurisdiction or country where such distribution or use would be contrary to law or regulation, or which would subject us to any

registration requirement within such jurisdiction or country. Accordingly, those persons who choose to access the Services from other locations do so on their own initiative and are solely responsible for compliance with local laws, to the extent local laws are applicable.

2. Incorporated Documents

These Legal Terms incorporate, and you also agree to be bound by, the following documents, each as updated from time to time:

(a) our Cookie Policy (<https://118118sites.com/cookie-policy>), which explains our use of cookies and similar technologies; and

(b) our Customer Data Processing Terms, which apply where you use the Services to collect or process personal data through your own website (for example, contact-form submissions, booking requests or customer enquiries), and under which you act as controller and we act as your processor.

These documents form part of the agreement between you and us. If there is any conflict or inconsistency between these Legal Terms and an incorporated document, these Legal Terms prevail, except that the Customer Data Processing Terms prevail over these Legal Terms on any matter concerning the protection of personal data processed by us on your behalf through your website.

3. Intellectual Property Rights

Ownership of your content. As between you and us, you own, and retain all intellectual property rights in:

(a) the content, materials, branding, names, logos, images and information you provide to or upload into the Services ("Your Content"); and (b) the website pages, blog posts, landing pages, text and other materials generated for your site through the Services ("Generated Content"). We do not claim ownership of Your Content or Generated Content.

Licence to us. You grant us a non-exclusive, worldwide, royalty-free licence to host, store, copy, back up, reproduce, adapt (for formatting and technical delivery only), transmit and display Your Content and Generated Content, and to process the prompts and instructions you provide, solely to the extent necessary to provide, maintain, secure and support the Services for you. This licence is limited to operating the Services, ends when your account is closed or the relevant content is deleted (save for routine backups and any copies we must retain by law), and does not permit us to sell, sublicense for third-party purposes, publish on our own behalf, retitle, or prepare derivative works of Your Content or Generated Content except as needed to deliver the Services to you.

You are the publisher. You determine, control and are responsible for all content created, generated, edited and published on your hosted site, including the decision to publish it. We provide automated generation and technical hosting facilities only; we do not exercise editorial responsibility over, pre-review, monitor, verify or endorse any content, and you are the author, editor and publisher of all such content for all purposes. This section is to be read together with the section headed "AI-Generated Content; you are the publisher".

Our intellectual property. We are the owner or the licensee of all intellectual property rights in our Services, including all source code, databases, functionality, software, website designs, audio, video, text, photographs, and graphics in the Services (collectively, our "Platform Content"), as well as the trademarks, service marks, and logos contained therein (the "Marks"). Our Platform Content and Marks are protected by

copyright and trademark laws (and various other intellectual property and unfair-competition laws) and treaties around the world. Our Platform Content and Marks do not include Your Content or Generated Content, which you own as set out above.

Your use of our Services. Subject to your compliance with these Legal Terms, including the section headed "Acceptable use and prohibited activities", we grant you a non-exclusive, non-transferable, revocable licence to access the Services and to download or print portions of our Platform Content to which you have properly gained access, solely for your internal business purposes. Except as set out in these Legal Terms, no part of the Services and no Platform Content or Marks may be copied, reproduced, aggregated, republished, uploaded, posted, publicly displayed, encoded, translated, transmitted, distributed, sold, licensed, or otherwise exploited without our express prior written permission. We reserve all rights not expressly granted to you in and to the Services, our Platform Content, and the Marks.

Feedback. If you send us any question, comment, suggestion, idea or other feedback about the Services ("Feedback"), you grant us a perpetual, irrevocable, worldwide, royalty-free, non-exclusive licence to use, copy, modify and incorporate that Feedback for the purpose of operating, maintaining and improving the Services. We claim no ownership of your Feedback, and this clause does not affect your ownership of, or our limited licence to, Your Content or Generated Content under the headings "Ownership of your content" and "Licence to us" above. You are not obliged to provide Feedback, and we are not obliged to use it or to keep it confidential.

4. AI-Generated Content; You Are the Publisher

(a) The Services include automated tools (including the "118" assistant) that generate website content, including the blog posts and landing pages that make up the Generated Content defined in the section headed "Intellectual Property Rights". We provide automated generation and technical hosting facilities only.

(b) You determine, control and are responsible for all content created, edited, generated and published on your hosted site, including all Generated Content and the decision to publish it. You are the author, editor, publisher and editorial controller of all such content for all purposes. We do not exercise editorial responsibility over, pre-review, monitor, verify or endorse any content.

(c) Generated Content is produced automatically and may be inaccurate, incomplete, outdated, biased or non-compliant with laws, regulations or advertising or sector rules, and may resemble content generated for other users. Generated Content is provided as a tool and does not constitute legal, regulatory, advertising-compliance, tax or other professional advice.

(d) You must review, fact-check, edit and approve all Generated Content for accuracy, legality, intellectual-property clearance and compliance with all laws and advertising and sector rules BEFORE it is published, and you must continue to monitor content after publication. By default, Generated Content is held for your approval and is not published to your live site until you approve it.

(e) If you choose to enable auto-publishing, you do so as your own deliberate election and entirely at your own risk. When auto-publishing is enabled, Generated Content may be published to your live hosted site without any further manual approval step by us; you remain solely responsible for reviewing it promptly and on an ongoing basis; and enabling auto-publishing transfers no responsibility or liability to us. We will ask you to acknowledge these matters separately when you enable auto-publishing (see the section headed "Your domain and going live").

(f) To the fullest extent permitted by law, and subject to the section headed "Liability that we do not exclude", we are not liable for any Generated Content or any content published on your hosted site, or for any consequence of its publication.

5. No Guarantee of Results

The Services are designed to help you market your business online, but we do not guarantee any particular outcome. We make no representation, warranty or guarantee as to search-engine rankings or positions, indexing or its continuation, impressions, traffic, clicks, leads, enquiries, conversions, sales, revenue or any other commercial result.

Search engines and third-party platforms are operated by third parties and may change their algorithms, guidelines, policies or indexing at any time, and may de-index, suspend, penalise or remove content or sites. We are not responsible or liable for any such action or its consequences.

The Services rely in part on third-party data sources (including SEMrush and Ahrefs). We do not warrant the accuracy, completeness, currency or availability of any such data and are not liable for it.

6. No Professional Advice; Your Compliance Is Your Responsibility

The Services are an automated marketing and website tool only. We do not provide legal, regulatory, advertising-compliance, tax or other professional advice, and nothing produced by the Services (including any Generated Content or output of the "118" assistant) is such advice.

You are solely responsible for ensuring that your website and all content published on it comply with all laws and regulations applicable to your business, including e-commerce and consumer-protection law, data-protection and cookie requirements under the Privacy and Electronic Communications (EC Directive) Regulations 2003 (as amended, including by the Data (Use and Access) Act 2025), the UK Advertising Codes (including the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (the "CAP Code")) and all advertising and marketing law, and any sector-specific rules (including, where applicable, financial-promotion, lending, insurance, investment, gambling and health regulation).

You must not use the Services for any regulated product or service (including financial promotions within the meaning of section 21 of the Financial Services and Markets Act 2000, lending, insurance, investment, gambling or health) unless you are properly authorised and legally permitted to do so, or are exempt.

7. User Representations

Business use. You warrant that you are entering into these Legal Terms and using the Services wholly or mainly for purposes relating to your trade, business, craft or profession, and not as a consumer. You acknowledge that the Services are provided on a business-to-business basis and that consumer cooling-off, cancellation and subscription rights do not apply to your contract with us.

By using the Services, you further represent and warrant that: (1) all registration information you submit will be true, accurate, current, and complete; (2) you will maintain the accuracy of such information and promptly update it as necessary; (3) you have the legal capacity, and you agree to comply with these Legal Terms; (4) you are at least 18 years old; (5) you will not access the Services through automated or non-

human means except (a) as expressly permitted by the Services or the AI features, or (b) standard web-browser or search-engine use; (6) you will not use the Services for any illegal or unauthorised purpose; and (7) your use of the Services will not violate any applicable law or regulation.

If you provide any information that is untrue, inaccurate, not current, or incomplete, we may exercise the rights set out in the section headed "Suspension, removal and enforcement".

8. User Registration

You may be required to register to use the Services. You may register using Google Sign-In or by requesting a passwordless magic link sent to your email address. You agree to keep your account secure and any sign-in credentials and magic links confidential, and you will be responsible for all use of your account. We reserve the right to remove, reclaim, or change a username you select if we reasonably consider that such username is inappropriate, obscene, or otherwise objectionable. By registering, you confirm that you are at least 18 years old and are contracting for business purposes.

9. Purchases and Payment

Payments for the Services are processed by our payment provider, Stripe. We accept payment by debit and credit card. By providing your card details, you authorise us, through Stripe, to charge your card for the Fees due.

You agree to provide current, complete, and accurate purchase and account information for all purchases made via the Services. You further agree to promptly update account and payment information, including email address, payment method, and payment-card expiration date, so that we can complete your transactions and contact you as needed.

All fees payable for the Services (the "Fees") are stated exclusive of value added tax (VAT). We will add VAT to the Fees at the rate and in the manner prescribed by law, and you agree to pay it. We will issue a VAT invoice where required. All payments are in Pounds Sterling (GBP). We may change prices in accordance with the section headed "Subscriptions".

You agree to pay all Fees at the prices then in effect for your subscription, and you authorise us (through Stripe) to charge your chosen payment method for those amounts. We reserve the right to correct any errors or mistakes in pricing, even if we have already requested or received payment. We may refuse or cancel an order where we reasonably suspect fraud, error or breach of these Legal Terms.

10. Subscriptions

Paid subscription. The Services are provided on a paid subscription basis. The different Plan options and the subscription Fees associated with them will be shown on the Site for each plan currently being offered. At this time, the subscription Fee is £89.99 per month (inclusive of VAT) for the Starter Plan and £149.99 per month (inclusive of VAT) for the Pro Plan, however, this is provided just as an example. The Paid subscription pricing in effect when you pay your subscription Fee will be based on the prices shown on payment screen when you provide your payment. The Company may offer a pre-subscription journey which provides prospective customers with a personalized website audit, a site design/build as well as one-time free welcome edit Credits before any payment is required. However, to publish a site build requires a Paid subscription.

Monthly Allowance. Your subscription Fee comes with a monthly Credit Allowance based on your chosen Plan. The monthly Credit Allowance covers both Customer's monthly interactions with the 118 Bot as well as Growth Engine usage. This monthly Credit Allowance expires at the end of each monthly billing period (which begins on your subscription date and renews on the same day each month) and does not roll over beyond the end of each subscription month. As you use up Credits on this Monthly Allowance, you will be shown how much of your allowance remains before you exhaust it which provides you the opportunity to purchase a Credit Top-Up if you choose. If you choose not to purchase a Credit Top-Up, then your Monthly Allowance will automatically reset at the beginning of your next subscription month.

Credit Top-Ups. A Customer may at any time purchase one or more Credit Top-up(s). These Credit Top-ups enable a Customer to purchase additional Credits which are used by the "118 bot" and the Growth Engine. These Credit Top-Ups offerings will consist of different Credit Top-Up amounts offered for different prices. The different combinations being offered may change at any time and will be explained to you prior to you completing your purchase of them. While these prices and associated credits may change at any time; any Top-Ups purchased prior to any price change will be honored until they are exhausted. These Credit Top-ups purchased by the Customer will rollover from month to month until they have been exhausted.

Growth Engine. During each subscription month of a Customer's subscription, the Company shall provide a Growth Engine service for that Customer's site. This Growth Engine service will develop an SEO strategy for the site and execute that strategy, including producing: "Traffic Generating Elements" - Our 118 Bot targets awareness and research-driven keywords with useful articles (i.e. blog posts) that are designed to grow organic reach, build topical authority, and feed internal links into conversion pages as well as targeting commercial and transactional keywords with focused landing pages (i.e. "landing pages") built to capture demand and convert search visitors into leads or customers, "SEO Repair" – our 118 Bot regularly checks Google Search Console you're your site and fixes technical issues that hurt your search rankings and improve one underperforming page when the data points to a clear opportunity, "Statistics work" – our 118 Bot builds and maintains a useful, well-sourced industry statistics page that other sites cite and link to, then refreshes it regularly to earn backlinks over time. Customers of the Starter Plan shall be entitled to Growth Engine delivery of up to two (2) Traffic Generating Elements and up to two (2) SEO Repair actions weekly, and up to one (1) Statistics work monthly. Customers of the Pro Plan shall be entitled Growth Engine delivery of up to four (4) Traffic Generating Elements, and up to three (3) SEO Repair actions weekly and up to one (1) Statistics work monthly.

Third Party Services. The Company may also offer additional services (e.g. Backlinks, Domains, E-Commerce plug-ins) from Third-Parties through the Company's offering. These offerings may be billed directly by the third-party or by the Company. These Third-Party Services will be considered part of the Company service offering as each will be designed to improve the ability for the Customer's web site to be found by its customers. The Company may receive a commission or payment from these Third-Party providers to offer these services to its Customers. Customers will have the option not to purchase these services. The Company will price these services individually to the Customer and these prices may change at any time.

Billing and renewal. Your subscription will continue and automatically renew each month unless cancelled. You consent to our charging your payment method on a recurring monthly basis, through Stripe, without requiring your prior approval for each recurring charge, until such time as you cancel the subscription.

Cancellation. You can cancel your subscription at any time by logging into your account at <https://app.118118sites.com/account>. Your cancellation will take effect at the end of the current paid month. Except where you have a statutory right to cancel or to a refund, Fees already paid are non-refundable. If

you have any questions, please email us at team@118118sites.com.

Fee changes. We may, from time to time, make changes to the subscription Fees, Monthly Allowances, Credit Top-Ups, Growth Engine, and Third-Party Services and will communicate any price or other changes to you in accordance with applicable law and on reasonable notice.

11. Acceptable Use and Prohibited Activities

You are responsible for your use of 118 118 Sites and for any website, content, forms, pages, prompts, images, links or materials that you create, upload, publish or manage using the Services.

You must not use 118 118 Sites to create, publish, host, link to, promote or support anything that is unlawful, misleading, harmful, abusive, fraudulent, infringing or in breach of third-party rights.

You must not use the Services for:

- phishing, scams, fraud, impersonation or fake business activity;
- malware, viruses, credential harvesting, malicious redirects or attempts to compromise systems or accounts;
- spam, unsolicited marketing or unlawful direct marketing;
- scraping, harvesting or collecting personal data unlawfully;
- harassment, threats, or hateful, abusive or discriminatory content;
- content that exploits, harms or targets children or vulnerable people;
- sexually explicit, pornographic or adult content;
- content that infringes copyright, trade marks, image rights, privacy rights or other third-party rights;
- false, misleading or unsubstantiated claims about products, services, pricing, qualifications, endorsements or results;
- content that breaches any applicable advertising or marketing code, including the CAP Code;
- financial promotions within the meaning of section 21 of the Financial Services and Markets Act 2000, unless you are an authorised person or are exempt;
- the sale or promotion of illegal goods, controlled substances, weapons, counterfeit goods or other prohibited products or services;
- attempts to bypass security controls, access restrictions, usage limits or technical protections, or any other unauthorised access to or abuse of our systems or networks.

You must not use the Services for regulated products or services, including financial promotions, lending, insurance, investment schemes, gambling or health-related activities, unless you are properly authorised and legally permitted to do so, or are exempt.

If you add user-to-user, forum, community, chat or messaging functionality to your hosted site, you do so on the basis that you, and not us, are the provider of that functionality and you accept sole responsibility for any resulting obligations, including any obligations under the Online Safety Act 2023.

Nothing in this section restricts your legitimate, intended use of the Services to market your commercial business, including your permitted use of the AI features.

12. Your Responsibilities for Content

This section applies to all Your Content and Generated Content and to any website, page, blog post, landing page, prompt, instruction, form, image, link or other material you create, upload, generate, publish, host or manage using the Services.

You represent and warrant that, for all such material: (a) you own it or have all rights, licences, consents and permissions needed to use it and to authorise us to host, generate, store and display it; (b) it does not and will not infringe any third party's intellectual property, privacy, publicity or other rights; (c) you have the consent of every identifiable individual depicted; (d) it is not unlawful, defamatory, misleading, obscene, harassing or otherwise in breach of the section headed "Acceptable use and prohibited activities"; and (e) it complies with all laws and regulatory and advertising-code requirements applicable to your business.

You are solely responsible for this material and for reviewing it for accuracy and legality before, and on an ongoing basis after, publication.

13. Your Domain and Going Live

(a) You are solely responsible for your own domain name and for your relationship with your domain registrar and DNS provider, including all fees, renewals and configuration.

(b) Your site becomes live only when you repoint your domain to our hosting. You acknowledge that changing DNS records can cause temporary website downtime, email (including MX) disruption, and delays while changes propagate, and that these effects depend on your domain registrar, DNS provider and third-party systems outside our control. To the fullest extent permitted by law, and subject to the section headed "Liability that we do not exclude", we are not liable for any loss, downtime, email disruption or other damage arising out of or in connection with the repointing of your domain or any DNS change.

(c) Before your site goes live, and before you enable auto-publishing, we will ask you to confirm separately (through a distinct, prominent acknowledgment) that you have reviewed your site, that you are responsible for its content and for its compliance with all applicable laws and regulations, and that no particular search-engine or commercial result is guaranteed. These just-in-time acknowledgments are in addition to, and do not replace, these Legal Terms.

(d) By completing the transaction to begin your subscription, and whenever your intended use of the Services or processing of personal data materially changes, you acknowledge and shall ensure:

(i) that you are using 118118sites wholly or mainly for purposes relating to your trade, business, craft or profession, and not as a consumer;

(ii) that if you collect or process special category data or criminal offence data through your website, you, as the controller of that special category data, are responsible for compliance with applicable Data Protection Legislation with respect to that processing, including ensuring that you have an appropriate lawful basis;

(iii) that your website is not directed at, nor is it likely to collect personal data relating to, children or young people under the age of 18;

(iv) that if your business operates in a regulated sector, including financial services, financial promotions, consumer credit, lending, insurance, gambling, health or legal services that your website complies with all laws that apply to you and your business and that you have the required permissions; and

(v) that if you have enabled, or intend to enable, advertising, analytics or other tracking technologies on your website that you have complied with applicable Data Protection and other laws.

Your acknowledgement at the time of subscription forms part of your documented instructions where we process personal data on your behalf under the Customer Data Processing Terms.

14. "Powered by Theo" Attribution

By default, websites created and hosted using the Services display a discreet "Powered by Theo" attribution in the footer of the site, together with a backlink to a website designated by us. This attribution and backlink are enabled by default.

You may switch the attribution off at any time using the opt-out control in your account settings. This default and the opt-out control are also explained to you during onboarding.

15. Suspension, Removal and Enforcement

We may remove content, disable links, suspend websites, restrict access or terminate accounts where we reasonably believe there has been a breach of these Legal Terms, applicable law, security requirements, or service-provider requirements, or where continued use may create legal, regulatory, security or reputational risk.

We may also take action where required to do so by law, by a regulator, by court order, by a rights-holder complaint, or by a security concern or service-provider requirement.

We reserve the right, but assume no obligation, to monitor the Services for breaches of these Legal Terms and to take appropriate legal action against anyone who, in our reasonable opinion, breaches the law or these Legal Terms. Where we suspend or terminate your account, you are prohibited from registering and creating a new account under your name, a fake or borrowed name, or the name of any third party. The rights in this section are in addition to any other rights and remedies available to us. References elsewhere in these Legal Terms to suspension, removal, restriction or termination are to be read as exercises of the rights set out in this section.

16. Reporting Unlawful or Infringing Content (Notice and Takedown)

We respect the intellectual property and other rights of others. If you believe that content hosted through the Services infringes your rights or is otherwise unlawful, please notify us at legal@118118sites.com with: (a) your name and contact details; (b) a description and the location (URL) of the content; (c) an explanation of why you believe it is infringing or unlawful; and (d) a statement that the information in your notice is accurate.

On receiving a valid notice, we will assess it and, where we consider it appropriate, act expeditiously to remove or disable access to the content. We may request further information where a notice is incomplete. We act as a host of customer content and are not the author, editor or publisher of content on customer sites; nothing in this section makes us responsible for monitoring content.

17. Third-Party Websites and Content

The Services may contain (or you may be sent via the Site) links to other websites ("Third-Party Websites") as well as articles, photographs, text, graphics, pictures, designs, music, sound, video, information, applications, software, and other content or items belonging to or originating from third parties ("Third-Party Content"). Such Third-Party Websites and Third-Party Content are not investigated, monitored, or checked for accuracy, appropriateness, or completeness by us, and we are not responsible for any Third-Party Websites accessed through the Services or any Third-Party Content, including the content, accuracy, opinions, reliability, privacy practices, or other policies of, or contained in, the Third-Party Websites or the Third-Party Content. Inclusion of, linking to, or permitting the use or installation of any Third-Party Websites or Third-Party Content does not imply our approval or endorsement.

If you decide to leave the Services and access Third-Party Websites or use or install any Third-Party Content, you do so at your own risk, and you should be aware that these Legal Terms no longer govern. You should review the applicable terms and policies, including privacy and data-gathering practices, of any website to which you navigate from the Services. Any purchases you make through Third-Party Websites are between you and the applicable third party, and we take no responsibility in relation to such purchases. Subject to the section headed "Liability that we do not exclude", we are not responsible for any loss or harm relating to or resulting from any Third-Party Content or any contact with Third-Party Websites.

18. Privacy and International Transfers

We care about data privacy and security. We process personal data in accordance with our Privacy Policy (<https://118118sites.com/privacy-policy>). By using the Services, you acknowledge that you have read and understood the Privacy Policy.

Some of our service providers are located outside the United Kingdom. Our service providers currently host or process data in the United States, Germany and Ireland. Where personal data is transferred to Germany or Ireland (within the European Economic Area), no additional safeguard is required because the EEA is covered by UK adequacy regulations. Where personal data is transferred to the United States, we use an appropriate transfer mechanism recognised under UK data protection law, namely the EU Standard Contractual Clauses with the UK International Data Transfer Addendum (or the UK International Data Transfer Agreement). Our Privacy Policy and our Privacy & Security page contain further detail and are the single source of truth on our transfer arrangements.

Where you use the Services to collect or process personal data through your own website, our Customer Data Processing Terms apply and prevail on data-protection matters as set out in the section headed "Incorporated documents".

19. Term and Termination

These Legal Terms remain in full force and effect while you use the Services. We may suspend, restrict or terminate your access to the Services, or delete your account and any content you have posted, by exercising the rights set out in the section headed "Suspension, removal and enforcement". You may terminate the Services by cancelling your subscription as set out in the section headed "Subscriptions", including where you do not agree to a change to these Legal Terms.

If we terminate or suspend your account, the provisions of these Legal Terms which by their nature should survive termination (including those concerning intellectual property, your responsibilities for content, the indemnity, the disclaimers and limitations of liability, and governing law and disputes) will survive. In addition to suspension or termination, we may take appropriate legal action, including pursuing civil and injunctive remedies, where we reasonably consider it necessary.

20. Modifications and Interruptions

We may modify, suspend or discontinue the Services or any part of them, and we will give you reasonable notice of any material change that adversely affects you. We have no obligation to update any information on the Services.

We do not warrant that the Services will be available uninterrupted or error-free. We may experience hardware, software, or other problems, or need to perform maintenance, resulting in interruptions, delays, or errors. Subject to the section headed "Liability that we do not exclude", and to the section headed "Your domain and going live" (under which we are not liable for downtime arising from your domain or DNS changes), our liability for any interruption to the Services is subject to the section headed "Limitation of liability". Nothing in these Legal Terms obliges us to maintain and support the Services or to supply any corrections, updates, or releases.

21. Corrections

There may be information on the Services that contains typographical errors, inaccuracies, or omissions, including descriptions, pricing, availability, and other information. We reserve the right to correct any errors, inaccuracies, or omissions and to change or update the information on the Services at any time, without prior notice.

22. Liability

Liability that we do not exclude. Nothing in these Legal Terms limits or excludes either party's liability for: (a) death or personal injury caused by negligence; (b) fraud or fraudulent misrepresentation; or (c) any other liability that cannot lawfully be limited or excluded. The remaining provisions of this section apply subject to this paragraph.

Disclaimer. Subject to the paragraph headed "Liability that we do not exclude", and to the fullest extent permitted by law, the Services are provided on an "as is" and "as available" basis, and we disclaim all warranties, conditions and representations not expressly set out in these Legal Terms, including any implied warranties or conditions of satisfactory quality, fitness for a particular purpose and non-infringement. We do not warrant that the Services will be uninterrupted, error-free or secure, or that any content, including Generated Content, is accurate, complete or compliant. Nothing in this paragraph affects our duty to perform the Services with reasonable care and skill, which is limited as set out under "Limitation of liability" below.

Limitation of liability. Subject always to the paragraph headed "Liability that we do not exclude", and to the fullest extent permitted by law: (a) we shall not be liable, whether in contract, tort (including negligence), breach of statutory duty or otherwise, for any loss of profits, revenue, business, goodwill, anticipated savings or data, or for any indirect, consequential, special, exemplary or punitive loss, in each case

however arising; and (b) our total aggregate liability arising out of or in connection with the Services and these Legal Terms shall not exceed the total Fees paid by you to us in the twelve (12) months immediately preceding the event giving rise to the claim.

23. Indemnity

You agree to indemnify and hold harmless The Number UK Limited, its affiliates, and their respective officers, employees and agents from and against all losses, damages, liabilities, claims, demands, fines, penalties and reasonable legal costs and expenses arising out of or in connection with:

- (a) any content created, generated, edited, published or hosted on your site, including any Generated Content you approved or allowed to be auto-published;
- (b) any claim that such content is defamatory, infringes any intellectual-property, privacy, image or other third-party right, constitutes misleading, comparative or unsubstantiated advertising, or breaches the CAP Code or any advertising, marketing or sector-specific law or regulation (including financial-promotion, lending, insurance, investment, gambling, health or similar rules);
- (c) your publication or use of any Generated Content;
- (d) your use of the Services;
- (e) your breach of these Legal Terms or of any of your representations, warranties or the business-use warranty;
- (f) any inaccurate, incomplete or misleading declaration at the time of your subscription signup, or your failure to complete, update or comply with this declaration, including where this relates to Special Category Data, criminal offence data, children's data, regulated-sector activity, advertising, analytics or other tracking technologies; or
- (g) your violation of any applicable law or regulation or the rights of any third party.

We will use reasonable efforts to notify you of any such claim; you will cooperate, at your expense, in its defence; and we may, at your expense, assume the exclusive defence and control of any matter subject to this indemnity.

24. Your Data

You are responsible for maintaining your own copies and back-ups of all data and content you provide to, or generate through, the Services. Our hosting provider runs routine backups every 12 hours and retains them for 2 days, with point-in-time recovery available within that window. These backups are an operational measure and we do not guarantee against loss or corruption of data. Subject to the paragraph headed "Liability that we do not exclude", any liability we have for loss or corruption of your data is subject to the section headed "Limitation of liability" and excludes indirect and consequential loss.

25. Electronic Communications, Transactions, and Signatures

Visiting the Services, sending us emails, and completing online forms constitute electronic communications. You consent to receive electronic communications, and you agree that all agreements, notices, disclosures, and other communications we provide to you electronically, by email and on the Services, satisfy any legal

requirement that such communication be in writing. You agree to the use of electronic signatures, contracts, orders, and other records, and to electronic delivery of notices, policies, and records of transactions initiated or completed by us or via the Services, to the extent permitted by law.

Marketing communications. We may send you electronic marketing communications about our own similar products and services only where permitted by applicable law, including where you have consented or where we are able to rely on the soft opt-in under Regulation 22(3) of the Privacy and Electronic Communications (EC Directive) Regulations 2003.

Where we rely on the soft opt-in, we will only do so where we obtained your contact details during a sale or negotiation for a sale of our products or services, the marketing relates to our own similar products or services, and you were given a simple opportunity to opt out when your details were first collected. Every marketing communication will include a simple way to opt out, and we will honour opt-out requests promptly. Where you do not already have, or have not provided us with, a domain name, domain-connection arrangements, e-commerce integration details, backlink arrangements or other third-party functionality reasonably required for the setup, operation, optimisation or support of your website, we may contact you about those items as part of providing the Services.

Some of these items may be necessary for your website to go live, operate correctly, connect to your chosen systems, or perform as intended. Additional third-party charges may apply. Where additional charges apply, we will tell you before they are incurred or before your site is made live, and you may choose not to proceed with the relevant additional service.

Communications under this clause relate to the setup, operation, optimisation or support of the Services you have requested and are not treated as optional marketing communications. Where we send direct marketing about separate or additional products or services, we will only do so where permitted by applicable law and will give you a simple way to opt out.

You may also opt out of marketing at any time by contacting us at team@118118sites.com.

This does not affect our ability to send non-marketing service communications that are necessary for the administration of your account, the provision of the Services, security, billing, legal notices, service changes or other transactional purposes.

26. Governing Law and Disputes

These Legal Terms, and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with them, their subject matter or formation, are governed by and construed in accordance with the law of England and Wales.

The parties will first attempt in good faith to resolve any dispute through discussions between individuals with authority to settle it. If the dispute is not resolved within 30 days of one party notifying the other in writing, either party may pursue the matter before the courts. You and we irrevocably agree that the courts of England and Wales have exclusive jurisdiction to settle any such dispute or claim. Nothing in this section prevents either party from seeking urgent injunctive or interim relief.

27. Miscellaneous

These Legal Terms, together with the documents incorporated under the section headed "Incorporated documents" (the Cookie Policy and the Customer Data Processing Terms), and any policies or operating rules posted by us on or in respect of the Services, constitute the entire agreement and understanding between you and us in relation to the Services.

Our failure to exercise or enforce any right or provision of these Legal Terms does not operate as a waiver of that right or provision. We may assign or transfer any or all of our rights and obligations under these Legal Terms at any time; you may not assign or transfer yours without our prior written consent. Neither party is liable for any delay or failure to perform caused by an event beyond its reasonable control. If any provision or part of a provision of these Legal Terms is determined to be unlawful, void, or unenforceable, that provision or part is severable and does not affect the validity and enforceability of the remaining provisions. Nothing in these Legal Terms creates any joint venture, partnership, employment or agency relationship between you and us. There are no third-party beneficiaries to these Legal Terms except as expressly stated.

28. Contact Us

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

The Number UK Limited

5th Floor, 1 Capital Quarter

Tyndall Street

Cardiff, Wales CF10 4BZ

United Kingdom

team@118118sites.com

For content complaints or notice-and-takedown requests, please use legal@118118sites.com (see the section headed "Reporting unlawful or infringing content").

For privacy, data-protection or data-subject-rights requests, or to make a complaint about how we handle your personal data, please contact our data protection team at dpo@118118sites.com. In accordance with the Data (Use and Access) Act 2025, we maintain an internal complaints procedure and will endeavour to resolve any complaint promptly. If you are not satisfied with the outcome of our internal process, you have the right to complain to the Information Commissioner's Office (ICO) at <https://ico.org.uk>.