



Terms and conditions

Runo Training and Group Programme Terms and Conditions

These terms apply to every Runo training programme, course, masterclass, summit, guide, toolkit and group programme. Please read them before you buy. If anything isn't clear, ask us at hello@runofranchising.com.

Version

1.1 · 24 October 2026

Who you contract with

Runo Ltd, trading as Runo Franchising

Questions

hello@runofranchising.com

1. About these terms

1.1 These terms apply whenever you buy, register for or take part in any Runo training programme, course, masterclass, summit, guide, toolkit, group programme or cohort (each a “**programme**”), whether paid or free.

1.2 Some programmes have their own additional terms (for example, the enrolment agreement for a cohort). If they differ from these terms, the programme’s own terms apply.

1.3 Please read these terms before you buy. By completing your order or registration, you agree to them. We’ll send you a copy with your confirmation.

2. Who we are

2.1 We trade as **Runo Franchising**. The company you contract with is shown on your order form and receipt:

(a) **Runo Ltd**, a company registered in England and Wales with company number 14379622, whose registered office is at 1 Rubys Avenue, Fernwood, Newark, Nottinghamshire NG24 3RS, United Kingdom, for customers outside South Africa; or

(b) **Runo South Africa (Pty) Ltd**, a company registered in South Africa with registration number [to be issued], for customers whose business is based in South Africa, where the programme is offered through it. South African terms then also apply.

2.2 “**We**”, “**us**” and “**our**” mean the company you contract with.

2.3 **Runo International Ltd** owns the Runo and Franchise Energetics brands and all the named intellectual property in our programmes. We use them under licence.

2.4 You can contact us at hello@runofranchising.com. Our Value Added Tax number is shown on every invoice.

3. Words we use

3.1 In these terms:

- (a) “**you**” means the person or business buying or taking part in the programme;
- (b) “**business customer**” means someone buying in the course of their trade, business or profession;
- (c) “**consumer**” means an individual buying wholly or mainly for purposes outside their trade, business or profession;
- (d) “**platform**” means our online learning platform (Escaler, built on HighLevel), and any other online service we use to deliver a programme, such as Microsoft Teams;
- (e) “**materials**” means everything we provide in a programme: lessons, videos, recordings, guides, templates, tools, quizzes, slides and workbooks; and
- (f) “**working day**” means a day other than a Saturday, Sunday or public holiday in England (or South Africa, for Runo South Africa (Pty) Ltd).

● 4. Who our programmes are for

4.1 Our programmes for franchisors are designed for business owners and are sold to business customers. Our programmes for franchise buyers may be bought by individuals as consumers.

4.2 You must be 18 or over to buy or take part in a programme.

4.3 Some programmes have entry requirements, such as completing the Franchise Readiness Assessment or a Clarity Call, or having a trading business. The sales page will say so, and we may decline an order that doesn't meet them, refunding anything you've paid.

4.4 If you're a consumer, you have legal rights that these terms can't take away. Nothing in these terms affects them. Where a clause applies differently to consumers, it says so.

● 5. Ordering and when the contract is made

5.1 You order through our checkout, or, for some programmes, by signing an agreement we send you.

5.2 The contract between us is made when we send you our order confirmation, or, where the programme has its own agreement, when that agreement says your place is confirmed.

5.3 If we can't accept your order (for example, because places are full), we'll tell you and refund anything you've paid.

5.4 If we've made an obvious error in a price or a description, we may cancel the order and refund you in full, and we'll tell you as soon as we can.

● 6. Prices, currency and Value Added Tax

6.1 The price is the one shown on the sales page and checkout when you order. Prices for business programmes are shown **plus Value Added Tax**; prices shown to consumers include Value Added Tax where it applies.

6.2 Runo Ltd prices are in pounds sterling; Runo South Africa (Pty) Ltd prices are in rand. Your bank may charge you for currency conversion.

6.3 Offers and incentives. Where a programme has a founding, early or other time-limited price, it applies only to orders completed (and, where stated, signed and paid) before the stated close, which is always given in United Kingdom time. Only one discount or incentive applies to any order, and discounts can't be combined. We don't use countdown timers or invented deadlines; when an offer closes, it closes when we said it would.

6.4 Each programme's sales page says which offers, if any, apply to it.

● 7. Paying

7.1 Payment is taken at checkout through our secure payment provider: Stripe for Runo Ltd, and Payfast for Runo South Africa (Pty) Ltd. We don't see or store your full card details.

7.2 Payment plans. Where a programme offers a payment plan, the sales page and your order confirmation show the amounts and dates. By choosing a plan, you authorise us to collect each payment from the card or account you give at checkout on its due date. A payment plan spreads the cost of the whole programme: it isn't a subscription, and the full amount is due whether or not you use the programme.

7.3 If a payment fails, we'll let you know and try again. If it's still unpaid fourteen days after its due date, we may pause your access until it's paid, having told you in writing first. The programme's own terms may say more.

7.4 We'll send you a receipt, and a Value Added Tax invoice where Value Added Tax applies.

● 8. Access and accounts

8.1 We'll give you access to the platform for the period stated on the sales page or in the programme's terms. Where no period is stated, access to a pre-recorded course lasts for twelve months from purchase.

8.2 Your login is for you alone. Please don't share it, or let anyone else watch or use the materials through your account.

8.3 We'll do our best to keep the platform available, but we can't promise uninterrupted access. If the platform is unavailable for a significant time, we'll extend your access to make up for it.

8.4 You're responsible for having a suitable device, internet connection and software (including Microsoft Teams for live sessions).

● 9. Live sessions, recordings and changes

9.1 Live sessions are held at the times stated, in United Kingdom time. We may move a session, giving as much notice as we reasonably can.

9.2 We usually record live sessions and make the recordings available to the people taking part. When a session is recorded, we'll say so. You can keep your camera off and use the chat if you'd prefer.

9.3 We review and improve our programmes. We may update the materials, the order of lessons or the presenters, as long as the programme stays materially as described. If we need to make a significant change, we'll tell you, and if you're a consumer and the change is to your disadvantage, you may cancel and receive a refund for the part not yet delivered.

● 10. Using our materials

10.1 All the materials, and all Runo's frameworks and named intellectual property (including Franchise Energetics, the Franchise Fit Matrix™, The Five Foundations, The Five Dimensions, The Franchisee Journey, the Franchise Launch Map, Eyes Open and Create to Replicate), belong to Runo International Ltd. Nothing in these terms transfers them to you.

10.2 We give you a personal, non-exclusive, non-transferable licence to use the materials for your own learning and, where the programme provides templates or tools, to use them in your own business.

10.3 You may share documents you complete using our templates with your own professional advisers.

10.4 You mustn't copy, record, share, sell, publish, teach from or adapt the materials, or use them to train or advise anyone else, without our written permission.

● 11. Communities and conduct

11.1 Some programmes include a private Facebook group for the people taking part, or live group sessions. Please be courteous and respectful, keep what other people share confidential, don't record or screenshot the sessions or discussions, and don't sell or promote your own services to other members.

11.2 If someone's conduct is a problem, we'll usually talk to them first. If there's a serious breach (for example, harassment, discrimination, sharing other members' information or sharing our materials), we may remove the person from the community or the programme straight away, without a refund.

11.3 Private Facebook groups are optional. To join one, you need a Facebook account, and Facebook (Meta) handles your information under its own terms. Other members of the group, and the Runo team, will see your name, profile and posts. We approve each member and close or archive the group when access to the programme ends.

● 12. Confidentiality

12.1 We'll keep confidential anything you tell us about your business, and use it only to deliver the programme.

12.2 You'll keep confidential our materials and anything other participants share about their businesses, and use it only to take part in the programme.

● 13. Your information

13.1 We handle your personal information as set out in our privacy notice, which you can read on our website, runofranchising.com, in line with United Kingdom data protection law (the United Kingdom General Data Protection Regulation and the Data Protection Act 2018) and, for Runo South Africa (Pty) Ltd, South Africa's Protection of Personal Information Act 2013.

13.2 We'll only send you marketing emails if you've agreed to them, or if the law otherwise allows it, and you can unsubscribe at any time.

● 14. Cancelling and refunds

14.1 The programme's own terms come first. Where a programme has its own cancellation terms (for example, a cohort's enrolment agreement), they apply. Otherwise, these defaults apply.

14.2 Free programmes (masterclasses, free summit places, free guides and checklists): you can stop at any time, and there's nothing to refund.

14.3 Pre-recorded courses, guides and toolkits: access opens as soon as you buy. For business customers, there's no refund once access has opened. If you're a consumer, see clause 14.6.

14.4 Summit upgrades and other ticketed events: no refund once the event has started. If you can't attend, the recordings are your fallback.

14.5 Group programmes and cohorts: the enrolment agreement sets out the position. In short, there's no refund once your place is confirmed, and we'll help where we can, for example by letting a colleague take the place.

14.6 If you're a consumer buying online: you normally have fourteen days to change your mind. If you ask us to give you access to a digital course or service within those fourteen days, and acknowledge at checkout that you'll lose the right to cancel once access begins (for digital content) or that you'll pay for what's been provided (for a service), your right to cancel changes accordingly. Nothing here affects your other legal rights.

14.7 If something's wrong. If a programme isn't as described, or we haven't provided it with reasonable care and skill, please tell us. We'll put it right, and if we can't, we'll give you a fair refund.

● 15. If we cancel or change a programme

15.1 If we cancel a paid programme before it starts, we'll refund everything you've paid, or, if you prefer, move you to the next date.

15.2 If we have to stop a paid programme after it has started, we'll offer you the next available date or a refund for the part not delivered.

● 16. No promised outcomes, and independent advice

16.1 Our programmes are education and commercial guidance. We don't promise any particular result, whether that's franchising your business, buying a franchise, selling franchises, recruiting franchisees, raising funding, a return on your investment, or any financial result, or any result within any timescale. Apart from your legal rights (clause 14.7), we don't offer a guarantee of any kind, including a money-back or profit guarantee.

16.1A Other costs. Our prices don't include third-party costs. Depending on your business and the programme, these can include a franchise solicitor, trade mark protection, your accountant, graphic design, other professional advisers (for example, human resources or health and safety consultants), systems and software subscriptions, marketing agency and advertising fees, and the cost of recruiting franchisees.

16.2 They aren't legal, financial or tax advice. Please take independent advice from a qualified solicitor and accountant before you make decisions about franchising or buying a franchise.

16.3 Our standard statement applies to every programme:

Everything we share — in our calls, programmes, masterclasses, content and community — is education and commercial guidance drawn from decades inside franchising. It isn't legal or financial advice, and nothing here replaces independent advice from a qualified solicitor and your accountant before you sign a franchise agreement or commit to franchising your business. Artificial intelligence tools can gather facts faster than any of us; deciding what those facts mean is a judgement — and legal and financial sign-off always belongs with your professional advisers.

16.4 Guests, expert speakers and other participants give their own views, not our advice.

● 17. Certificates and accreditation

17.1 Where a programme offers a Certificate of Completion, the sales page or the platform says what you need to complete to receive it.

17.2 A Certificate of Completion confirms that you completed the programme. It isn't a professional qualification.

17.3 Where we say a programme is **working toward accreditation**, it is not yet accredited. We never describe a programme as accredited unless the accrediting body has confirmed it, and we can't promise that accreditation will be granted, or that it will apply to certificates issued before it was granted.

● 18. Accessibility

18.1 If you have access needs, please tell us at checkout, on the programme's welcome form, or by email at any time. We'll talk with you about what would help, make reasonable adjustments, and keep what you tell us confidential.

● 19. Testimonials, reviews and case studies

19.1 We'll only use your name, words, image or story in our marketing with your separate written permission, which you can withdraw for future use at any time.

19.2 We only publish genuine reviews and testimonials from real customers. We don't offer anything in return for a review unless we say so clearly next to it, and we never ask for a review to be positive.

● 20. Our liability

20.1 For business customers: our total liability to you in connection with a programme, whether in contract, negligence or otherwise, is limited to the price you've paid for that programme at the time the claim arises. We're not liable for any indirect or consequential loss, any loss of profit, revenue, business, opportunity or goodwill, or any speculative loss.

20.2 For consumers: we're responsible for loss you suffer that's a foreseeable result of our breaking these terms or failing to use reasonable care and skill. We're not responsible for loss that wasn't foreseeable, or for business losses.

20.3 For everyone: nothing in these terms limits or excludes our liability for death or personal injury caused by our negligence, for fraud or fraudulent misrepresentation, or for anything else the law doesn't allow us to limit or exclude.

● 21. Events outside our control

21.1 We're not responsible for delays or failures caused by events outside our reasonable control, such as illness, a failure of the platform, Microsoft Teams, the internet or power supplies, extreme weather, or government restrictions. We'll tell you, keep the disruption to a minimum, and use recordings or rescheduled sessions where we can.

● 22. Complaints

22.1 If you're unhappy with anything, please tell us at hello@runofranchising.com. We'll acknowledge your complaint within two working days and aim to give you a full answer within fourteen days.

22.2 If we can't resolve it together, we'll suggest mediation before either of us goes to court.

● 23. Changes to these terms

23.1 We may update these terms from time to time. The version that applies to you is the one in force when you placed your order. If we change the terms in a way that affects a programme you're already taking, we'll tell you first, and if you're a consumer and the change is to your disadvantage, you may cancel and receive a refund for the part not yet delivered.

● 24. General

24.1 No partnership. These terms don't create a partnership, joint venture, agency or employment relationship between us.

24.2 Transfer. You may not transfer your purchase to anyone else without our agreement. We may transfer our rights and obligations to another company in the Runo group, and we'll tell you if we do.

24.3 Other people's rights. Only you and we have rights under these terms.

24.4 If a clause doesn't work. If any part of these terms is found to be unenforceable, the rest still applies.

24.5 Not enforcing straight away. If we don't enforce a right straight away, we can still enforce it later.

24.6 Entire agreement. These terms, with any programme's own terms and your order confirmation, are the whole agreement between us about the programme. Nothing in this clause limits liability for fraud, or affects a consumer's legal rights.

24.7 Electronic communications and signatures. We may give notices by email, and you can sign agreements with us electronically.

● 25. Governing law and disputes

25.1 For contracts with Runo Ltd, these terms are governed by the law of England and Wales, and the courts of England and Wales have jurisdiction. If you're a consumer living in Scotland or Northern Ireland, you may also bring proceedings in your local courts.

25.2 For contracts with Runo South Africa (Pty) Ltd, South African law and the South African terms apply.

© Runo International Ltd. Runo and Franchise Energetics are trademarks of Runo International Ltd, used under licence by Runo Ltd (UK) and Runo South Africa (Pty) Ltd.

Runo Ltd, trading as Runo Franchising · company number 14379622 · registered office 1 Rubys Avenue, Fernwood, Newark, Nottinghamshire NG24 3RS · hello@runofranchising.com