

ACCEPTABLE USE POLICY

1. INTRODUCTION

This Acceptable Use Policy governs the use of all services provided by AI Takes Axion Ltd. By using our services, you agree to comply with this Policy in full. This Policy forms part of the Terms & Conditions.

2. PURPOSE

This Policy ensures that all use of the Company's services — including AI automation, website hosting, SEO, and email marketing — is lawful, ethical, and does not expose the Company, its clients, or third parties to legal, reputational, or operational risk.

3. PERMITTED USE

Services may only be used for legitimate business purposes, in compliance with applicable laws and regulations, industry standards, and all Company policies.

4. PROHIBITED ACTIVITIES

Illegal Activity

- Violating any applicable law or regulation
- Engaging in fraud, deception, or misleading practices
- Promoting illegal products, services, or activities

Spam & Unlawful Marketing

- Sending unsolicited communications without proper consent
- Violating UK GDPR, PECR, or equivalent regulations
- Using purchased or scraped contact lists without valid consent

Misuse of AI Systems

- Deploying AI in a deceptive or misleading manner
- Impersonating individuals or businesses without authorisation
- Using AI to harass, manipulate, or exploit individuals

System Abuse

- Attempting to gain unauthorised access to systems or data
- Interfering with or disrupting services or networks
- Circumventing security measures

Website & Content Misuse

- Publishing false or misleading information on Company-hosted websites

- Publishing content that infringes third-party intellectual property rights

5. CONSEQUENCES OF BREACH

Breach of this Policy may result in immediate suspension or termination of services without notice or refund. The client is solely liable for any resulting damages, claims, or regulatory fines.

6. GOVERNING LAW

This Policy is governed by the laws of England and Wales.