



Lead Usage Terms and Conditions

These terms and conditions have been created to establish your rights as a 'client' and 'our' (AccuraData Ltd's) rights as a lead seller'. By purchasing leads from us, you are agreeing to be bound by these terms and conditions.

1. You will provide us, before the start of any campaign, a specific brief on your requirements for the parameters of your leads. We will confirm this back to you, pre-sale. You may be unable to change these parameters once the campaign has begun.
2. For quality and compliance purposes, you agree to provide, on request, any call recordings between yourself and a lead- if we have a reasonable requirement to do so.
3. Upon request, we will provide either call recordings or other proof to verify the legitimacy of any leads that we provide.
4. We agree to provide high-quality leads, based on your specification, however, a small number of leads may fall out of criteria due to end-customer error or internal errors.
5. In the event where a provided lead falls out of your pre-specified criteria, we will provide a free-of-charge replacement lead, so long as this is reported within 24-hours of receiving the lead.
6. In order to establish that a lead has fallen out of criteria, we will require evidence, such as calling recordings, so that we can investigate the cause of any issues.
7. In the event where a lead falls out of criteria due to error or omission by the end customer, we will provide you with a replacement lead, so long as this is reported within 24-hours of receiving the lead.
8. We may, at times, personally contact leads that we have provided to you post-sale, in order to confirm that any sales activity has been conducted in a compliant and fair

manner to the end customer.

9. AccuraData will not accept responsibility for any leads that are lost due to the client's own actions. For example, but not limited to 'failing to answer the inbound call from a hotkey lead'.
10. Leads will only be refunded in an instance whereby, through error or omission, AccuraData is unable to provide the required leads. Otherwise, you will provide us with the opportunity to rectify any issues, through the provision of correct replacement leads.
11. With regards to hotkey leads, in the event that you miss a lead's call, we will attempt to re-transfer the call to you once. If you still fail to answer the lead's call, following this we will arrange a call-back with the customer. We will provide the scheduled date and time of this callback to you.
12. Tracking of any leads provided will be conducted through a shared Google Sheet, where we will add new leads as they come through. You must provide notes on each lead as you work through it, so that we can continue to track quality and compliance.
13. Conversion rates are not fixed and guaranteed as these rates are impacted by numerous variables outside of AccuraData's control. Any provided conversion rate is based on previous customer feedback and should be treated as a guide.
14. We may contact leads again, before providing them to you, in order to confirm information that the customer may not have provided. This is to ensure the leads you receive are within your criteria.
15. In the event where you purchase leads on an exclusive basis from AccuraData, we will not provide that same customer to any business competing with you.
16. You may begin receiving leads immediately upon the beginning of your campaign, but you should allow a minimum of five business days to begin receiving leads.
17. In the event whereby you purchase Web Leads from AccuraData Ltd, these will be leads that have been generated through Online Landing Pages utilising Google PPC campaigns to attract new leads for your chosen specification.
18. These terms and conditions are intended to be enforceable in the courts of England and Wales, by purchasing leads from us, you agree to be bound by these terms and conditions.