

ELM TERMS AND CONDITIONS

1. **Overview** By placing an advertisement on our directory website, you agree to the following terms and conditions. These terms and conditions constitute a legal agreement between you and our directory website.
2. **Payment** Payment for advertisements is due in advance of placement on the website. We accept payment through GoCardless and will set up a Direct Debt through this company. We accept other means of payment that can be discussed between both parties i.e BACS, credit card or cheque. If payment is not received within the agreed-upon time period, your advertisement may be removed from our directory website.
3. **Cancellation** You have the right to cancel at any time. If you decide to cancel and are paying monthly, the Advert will run until the end of that month and then the advert will be removed from ELM. If you are paying annually a refund will be issued less the months already passed and a 20% cancellation fee based on the money left over.
4. **Warranties and Indemnification** You warrant that the content of your advertisement is true, accurate, and not misleading. You agree to indemnify and hold us harmless from any claims, damages, or expenses arising from your advertisement or any breach of these terms and conditions.
5. **Limitation of Liability** In no event shall we be liable to you or any third party for damages, including but not limited to lost profits, lost data, or other indirect, incidental, or consequential damages arising from your advertisement or these terms and conditions.
6. **Content** We reserve the right to refuse any advertisement that we deem inappropriate, including but not limited to advertisements that promote illegal activity, discriminate against any individual or group, or contain offensive or defamatory content. All advertisements must comply with our advertising guidelines and meet our technical specifications.
7. **Ad Placement** The website will determine the placement and positioning of the advertisements, based on availability and other factors. The advertiser may request a specific placement or positioning, but the website does not guarantee that it will be able to fulfil this request.

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