

# TERMS OF SERVICE

## Mad Media Productions Ltd

*Applies to services offered via [getbusinessplan.co.uk](http://getbusinessplan.co.uk), [imprumut.uk](http://imprumut.uk) and all associated communication channels*

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**Last updated:** 5 July 2026

### 1. Who We Are

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These Terms of Service (“Terms”) are issued by **Mad Media Productions Ltd** (“the Company”, “we”, “us”, “our”), a company registered in England and Wales (company number: 15349657; registered office: 128 City Road, London, EC1V 2NX). We operate the websites [getbusinessplan.co.uk](http://getbusinessplan.co.uk) and [imprumut.uk](http://imprumut.uk), together with associated social media channels and messaging services.

These Terms apply to every customer (“you”, “the Customer”) who requests, purchases or receives any of our services, whether through our websites, by email, by WhatsApp or other messaging platforms, by telephone, or through any other channel.

### 2. The Services We Offer

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We are a business support and professional writing company. Our services include, but are not limited to:

- Business support and consultancy services for employed persons, self-employed persons, small and medium-sized companies, and people wishing to start a business in the UK;
- Copywriting, marketing content and website content services;
- Writing and preparation of business plans;
- Preparation of cash flow forecasts and related financial projections based on information you provide;
- Preparation of CVs, supporting statements and other professional documents;
- Any other written materials or documentation prepared as instructed by the Customer.

All services are provided for a fee. The fee for each service or package will be communicated to you in writing (including by email, WhatsApp or other written message) before work begins. No work is undertaken free of charge unless we expressly state so in writing.

### 3. How a Legally Binding Contract Is Formed

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**Our written communications with you — including conversations by email, WhatsApp, SMS, social media messaging or website chat — form part of our contractual dealings.** A legally binding contract is formed between you and the Company when all of the following have occurred:

- We have described the service to be provided and stated the fee in writing;
- You have been given access to these Terms (published on our website and/or sent to you); and
- You confirm in writing (including by message or email) that you agree to proceed, or you make payment of the fee or any part of it, whichever occurs first.

By confirming your agreement in conversation or by making payment, you accept both the terms explained to you in writing and these Terms of Service, and you agree to abide by them. Your confirmation in a written conversation has the same binding effect as a signature on a paper contract.

If there is any conflict between what is discussed informally and these Terms, these Terms and the written fee quotation will take priority, unless we have expressly agreed a variation in writing.

## 4. No Financial or Legal Advice

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**We do not provide financial advice, legal advice, tax advice, accounting advice or investment advice of any kind.** We are not a bank, lender, credit broker, comparison website or law firm. We are not authorised or regulated by the Financial Conduct Authority (FCA), because we do not provide financial services or regulated financial advice.

Our role is limited to business support, consultancy, copywriting and the preparation of documents on your instructions. Where you require financial, legal, tax or accounting advice, you should consult an appropriately qualified and, where relevant, regulated professional. We may work alongside law firms and authorised accountants, but any advice given by such professionals is their responsibility, not ours.

## 5. No Loans, No Guarantees of Outcome

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We do not offer, arrange, broker or guarantee loans, credit, grants or any other form of finance. Any decision to lend is made solely by the relevant bank, lender or funding institution according to its own criteria.

**We prepare documents for a fee; we do not guarantee results.** If you use a business plan, cash flow forecast or any other document we have prepared to apply for a loan, credit, grant or other funding, we are not responsible for the outcome of that application. We accept no liability for any refusal, decline, delay, or conditions imposed by any banking institution, lender or other third party, nor for any loss arising from such a decision.

You remain solely responsible for any application you make, for the accuracy of the information you submit, and for repaying any loan or credit you obtain to the relevant lender.

## 6. Marketing Content and Impartiality

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The information published on our websites, social media channels and marketing materials is provided for information and marketing purposes only. It is drawn from publicly available sources and does not constitute a guarantee, an offer, or personalised advice.

**Our content is not impartial.** We are a commercial business and we promote and market our own services. Our materials are written with the aim of selling our services, and you should treat them accordingly. We may also work with partners and may receive a commission when we refer you to a third party. References to state-backed or government-guaranteed loan schemes are descriptive only and do not mean that you are guaranteed to be accepted.

## 7. Your Responsibilities

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Our documents are prepared using the information, figures and instructions you supply. You are responsible for ensuring that everything you provide to us is true, accurate, complete and up to date. We do not audit, verify or certify the information you give us, and we accept no liability for errors in our deliverables that result from inaccurate or incomplete information supplied by you.

You must review every document we deliver before using or submitting it, and you are solely responsible for its final content once you approve, use or submit it. You must not use our documents for any unlawful purpose, including providing false or misleading information to any lender or institution.

## 8. Fees, Payment and Revisions

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Fees are quoted in writing before work begins and are payable as stated in the quotation. Unless otherwise agreed in writing, payment (or the agreed deposit) is required before work starts, and full payment is required before final documents are released.

Unless otherwise stated in your written quotation, the fee includes two (2) rounds of reasonable revisions to correct errors or reflect your original instructions. New instructions, changes of scope or additional documents may be charged separately, and we will tell you the additional fee in writing before proceeding.

Because our services are bespoke and personalised to you, fees for work already performed are non-refundable except as required by law or as set out in Section 9.

## **9. Cancellation and Your Statutory Rights**

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If you are a consumer, you may have a statutory right under the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013 to cancel a distance contract within 14 days of the contract being formed. If you ask us to begin work within that 14-day period, you expressly consent to us starting immediately and you acknowledge that: (a) if the service is fully performed within the cancellation period, you lose the right to cancel; and (b) if you cancel after work has begun but before completion, you must pay for the work performed up to the point of cancellation.

Nothing in these Terms excludes or limits any rights you have under the Consumer Rights Act 2015 or any other statutory rights that cannot lawfully be excluded.

## **10. Intellectual Property**

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On receipt of full payment, ownership of the final delivered documents passes to you for your own business use. We retain the right to use general know-how, templates, structures and methods developed in the course of our work. Content on our websites and marketing channels remains our property and may not be copied or reused without our written permission.

## **11. Confidentiality and Data Protection**

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We treat the information you provide as confidential and use it only to deliver the services you have purchased, to communicate with you, and as otherwise described in our Privacy Policy. We process personal data in accordance with UK data protection law, including the UK GDPR and the Data Protection Act 2018. Our Privacy Policy, available on our website, forms part of these Terms.

## **12. Limitation of Liability**

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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 any other liability that cannot lawfully be limited or excluded.

Subject to the above, we are not liable for: any decision made by a bank, lender or other third party; loss of profit, revenue, business, opportunity or anticipated savings; or any indirect or consequential loss. Subject to the above, our total liability to you in connection with any service is limited to the total fees you paid to us for that service.

## **13. Third-Party Websites, Partners and Advertising**

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Our websites may contain advertisements (including those placed by Google Ads) and links to third-party websites and services that we do not control. We are not responsible for the content, applications, products

or services of any website or business that is not administered by us. Any dealings you have with third parties, including partners to whom we may refer you, are between you and them.

## 14. General

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We may update these Terms from time to time by publishing a revised version on our website; the version in force when your contract is formed applies to that contract. If any provision of these Terms is found to be invalid or unenforceable, the remaining provisions continue in full force. A failure by us to enforce any provision is not a waiver of it.

These Terms and any contract formed under them are governed by the laws of England and Wales, and the courts of England and Wales have exclusive jurisdiction, except that consumers resident elsewhere in the UK may also rely on the mandatory consumer protections and courts of their home nation.

## 15. Contact

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**Mad Media Productions Ltd** — Email: [info@madproductions.uk](mailto:info@madproductions.uk) — Websites: [getbusinessplan.co.uk](http://getbusinessplan.co.uk) | [imprumut.uk](http://imprumut.uk). Complaints should be sent by email in the first instance; we aim to respond within a reasonable time.