

Terms and Conditions

Last updated: 1 July 2026

These Terms and Conditions ("Terms") govern your use of the Ignite Drive website and the services we provide. Please read them carefully. By using our website, or by engaging us to provide services, you agree to these Terms.

1. About us and these Terms

Ignite Drive ("we", "us", "our") is a marketing and sales consultancy operated by Oliver Allen, based in the United Kingdom. You can contact us at info@ignitedrive.net or at ignitedrive.net.

These Terms apply to everyone who uses our website and to clients who engage our services. Where we agree a separate written proposal, statement of work, or engagement letter with a client (a "**Proposal**"), that Proposal and these Terms together form the agreement between us for that engagement. If there is any conflict, the Proposal prevails for the engagement it covers.

In these Terms, "**Services**" means the work we agree to carry out, "**Deliverables**" means the outputs we create for a client as part of the Services, and "**Client**" or "**you**" means the person or business we are dealing with.

2. Use of our website

You may use our website for lawful purposes only. You must not use it in any way that breaches applicable law, infringes anyone's rights, or is fraudulent or harmful. In particular, you must not attempt to gain unauthorised access to the site or its systems, introduce malicious code, or disrupt, overload, or scrape the site other than as permitted by us.

The website and its content are provided on an "as is" and "as available" basis for general information. We may change, suspend, or withdraw all or part of the site at any time, and we do not guarantee that it will always be available or free of errors. Website content is not professional advice, and you should confirm anything you intend to rely on with us directly.

3. Our services and engagement

Ignite Drive helps businesses grow through strategy, outreach, email marketing, automation, and AI-assisted content. The specific scope, deliverables, timelines, and fees for each engagement are set out in the applicable Proposal.

We provide the Services with reasonable care and skill, and in line with the standards set out in our Quality Policy Statement. We carry out outreach and marketing in line with relevant platform terms and applicable marketing regulations, represent clients accurately, and honour opt-outs promptly.

Any change to the agreed scope of an engagement will be discussed and agreed in writing. Changes may affect the fees or timelines, and we will confirm any such effect before proceeding.

4. Fees, invoicing, and payment

Fees are as set out in the applicable Proposal or invoice. Unless stated otherwise, our fees exclude expenses, third-party costs, and any applicable taxes, which are added where they apply.

Invoices are payable by the due date stated on the invoice, in the currency shown. Third-party costs, such as advertising spend, software subscriptions, or data, are the Client's responsibility unless we agree otherwise in writing.

If an invoice is not paid by its due date, we may charge interest and reasonable recovery costs under the Late Payment of Commercial Debts (Interest) Act 1998, and we may suspend the Services until overdue amounts are paid.

5. Client responsibilities

- Provide accurate and complete information, materials, and access in good time, and give timely feedback and approvals where we need them.
- Ensure that any content, data, or contact lists you provide are lawful, and that you have the rights and consents needed for us to use and process them on your behalf.
- Meet your own legal obligations, including as the controller of any audience or subscriber data we process for you.

Where information, approvals, or access are delayed or incomplete, agreed timelines may be affected.

6. Intellectual property

All content on our website, together with the Ignite Drive name, logo, and branding, is owned by or licensed to us. You may not copy, reproduce, or reuse it without our prior written permission.

On full payment of all fees due for the relevant engagement, we assign or licence to the Client the intellectual property rights in the final Deliverables created specifically for the Client, as set out in the Proposal. Until payment is received in full, all rights in the Deliverables remain with us.

We retain ownership of our pre-existing materials, tools, methods, templates, and know-how, including anything of general application we develop, improve, or use in providing the Services. Where these are embedded in a Deliverable, we grant the Client a licence to use them to the extent needed to use that Deliverable. The Client retains ownership of the materials it provides to us and grants us a licence to use them to deliver the Services.

7. Confidentiality and data protection

Each party will keep the other's confidential information confidential and use it only for the purposes of the engagement. This does not apply to information that is or becomes public through no fault of the receiving party, is already lawfully known, or is required to be disclosed by law.

We handle personal data in accordance with our Privacy Policy. Where we process personal data on a Client's behalf, for example a Client's contact or subscriber list, the Client is the controller and we act as processor on the Client's documented instructions under a written data-processing agreement. Both parties will comply with UK GDPR and the Data Protection Act 2018. Further detail on our safeguards is set out in our Security and Data Handling Statement, available on request.

8. Warranties and disclaimers

We warrant that the Services will be provided with reasonable care and skill. Beyond this, and to the fullest extent permitted by law, all other warranties, conditions, and terms that would otherwise be implied are excluded.

Marketing and outreach results depend on many factors outside our control, including your market, audience, offer, and the behaviour of third-party platforms. We do not guarantee any specific result, response rate, ranking, level of revenue, or other outcome. Third-party platforms and providers, such as LinkedIn, email delivery services, and AI providers, are outside our control and are subject to their own terms and availability.

9. Limitation of liability

Nothing in these Terms excludes or limits our liability where it would be unlawful to do so, including liability for death or personal injury caused by negligence, or for fraud or fraudulent misrepresentation.

Subject to that, we are not liable for any indirect or consequential loss, or for loss of profit, revenue, business, goodwill, anticipated savings, or data, or for any loss arising from third-party platforms or from information or instructions you have provided.

Subject to the paragraphs above, our total aggregate liability arising out of or in connection with an engagement, whether in contract, tort (including negligence), or otherwise, is limited to the total fees paid by the Client to us under the engagement to which the claim relates.

10. Term and termination

These website Terms apply while you use our website. An engagement runs for the term set out in the Proposal, or until the Services are completed.

Either party may end an engagement immediately on written notice if the other commits a material breach that it fails to remedy within a reasonable period after being asked to, or if the other becomes insolvent or ceases to trade. For an ongoing or retainer engagement, either party may end it on the notice period set out in the Proposal, or, if none is stated, on 30 days' written notice.

On termination, the Client will pay for all Services performed and costs reasonably committed up to the date of termination. Each party will return or destroy the other's confidential information on request, and any rights or obligations that are intended to continue, including those on intellectual property, confidentiality, and liability, will survive.

11. General

- **Governing law.** These Terms and any engagement are governed by the law of England and Wales, and the courts of England and Wales have exclusive jurisdiction.
- **Entire agreement.** These Terms and the applicable Proposal are the entire agreement between us and replace any earlier discussions on the same subject.
- **Changes.** Changes to an engagement must be agreed in writing. We may update these website Terms from time to time by posting the latest version on our website.
- **Subcontracting and assignment.** We may use trusted subcontractors or providers to help deliver the Services but remain responsible for them. You may not transfer your rights or obligations without our written consent.
- **No waiver, severability, and third parties.** A delay in enforcing these Terms is not a waiver. If any part is found to be unenforceable, the rest continues to apply. A person who is not a party to these Terms has no rights under the Contracts (Rights of Third Parties) Act 1999.
- **Events beyond our control.** Neither party is liable for delays or failures caused by events beyond its reasonable control.

12. Contact us

Ignite Drive · info@ignitedrive.net · ignitedrive.net