

## Advertiser Terms

The terms and conditions governing your use of the Back Door Ads platform as an Advertiser. Please read carefully before placing any campaign.

**Last updated**  
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**Applies to**  
All Advertisers

**Governing law**  
England & Wales

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# Introduction and Agreement

These Terms and Conditions ('Terms') govern your use of the Back Door Ads Ltd platform ('Platform') as an Advertiser. By creating an account, submitting artwork, purchasing a Campaign, or otherwise using the Platform, you agree to be bound by these Terms in full.

Back Door Ads Ltd operates an online marketplace connecting Advertisers with Fleet Owners who display commercial advertising on their vehicles. We act as an intermediary platform provider and are not a party to the contract between you and a Fleet Owner for the display of your advertising.

If you do not agree to these Terms, you must not register as an Advertiser or use the Platform.

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# Definitions

- **"Platform"** — the Back Door Ads Ltd website, mobile applications, and related services at backdoorads.co.uk.
- **"Advertiser"** — any individual, partnership, or company that purchases advertising space through the Platform.
- **"Fleet Owner"** — any individual or company that has registered vehicles on the Platform for advertising purposes.
- **"Campaign"** — an agreed advertising placement on one or more vehicles for a specified duration and route profile.
- **"Design Brief"** — the creative brief submitted by you through the Platform following Campaign payment, containing your brand details, key message, colours, and style preferences, from which Back Door Ads Ltd will produce Artwork options for your approval.
- **"Artwork"** — the printed advertising design produced by Back Door Ads Ltd from your Design Brief and applied to a vehicle as a Wrap.
- **"Wrap" / "Vinyl Wrap"** — the printed adhesive material applied to a vehicle displaying your Artwork.
- **"Booking"** — a confirmed Campaign between you and a Fleet Owner, facilitated through the Platform.
- **"GPS Delivery Report"** — the campaign performance report produced at the end of each Campaign showing GPS-tracked kilometres driven by zone type.
- **"OBD Device"** — the GPS tracking dongle fitted to each Fleet Owner's vehicle, which records journey data and forms the basis of all Campaign delivery reporting.
- **"CAP Code"** — the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing, as issued by the ASA.
- **"Introduction"** — the first occasion on which Back Door Ads Ltd connects or facilitates contact between an Advertiser and a Fleet Owner, by any means.
- **"Restriction Period"** — the period of 36 months commencing from the date of the first Introduction between an Advertiser and a Fleet Owner.

- **"Direct Arrangement"** — any agreement between an Advertiser and a Fleet Owner to conduct vehicle advertising activities of the type facilitated by the Platform, entered into other than through the Platform.
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## Registration and Eligibility

To register as an Advertiser, you must be at least 18 years of age; have the legal capacity and authority to enter into binding contracts; own or have full authorisation to use all Artwork and intellectual property submitted; and not be prohibited from advertising in the UK under any applicable law or order.

If registering on behalf of a company, you warrant that you have authority to bind that entity to these Terms.

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# Advertising Standards Compliance

All advertising content must comply in full with the CAP Code, the ASA's rules and guidance, all applicable UK legislation governing advertising (including the Consumer Protection from Unfair Trading Regulations 2008), and the Equality Act 2010.

## 4.2 Prohibited Content

You must not submit Artwork or request Campaigns for advertising that is misleading or deceptive; offensive or likely to cause widespread offence; promotes tobacco, e-cigarettes, or nicotine products; promotes gambling without full regulatory compliance; contains adult or sexually suggestive content; promotes illegal products or activities; incites hatred or discrimination; infringes third-party intellectual property rights; or targets children irresponsibly.

## 4.3 Back Door Ads Ltd Approval Rights

Back Door Ads Ltd reserves the right to review all Artwork prior to printing and may refuse, require amendment of, or remove any content that does not comply with the CAP Code, applicable legislation, or is otherwise unsuitable for display on commercial vehicles in public spaces.

## 4.4 Responsibility for Compliance

You accept full responsibility for ensuring your advertising content complies with all applicable standards, codes, and regulations. Our review and approval of Artwork does not constitute legal advice or transfer regulatory responsibility to us. If any advertising is subject to an ASA investigation, you agree to cooperate fully and to indemnify Back Door Ads Ltd for any costs or damage arising from your breach.

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# Design Brief and Artwork Production

Back Door Ads Ltd produces all Campaign Artwork on your behalf from a Design Brief that you submit through the Platform following payment. You do not need to supply print-ready artwork files. This service is included in the Campaign price.

## 5.1 Submitting your Design Brief

Following payment confirmation, you will be prompted to submit a Design Brief through your advertiser dashboard. The brief must include your brand name, key message, call to action, brand colours, and preferred style. You may also email supporting assets (logo files, brand guidelines, reference images) to [mail@backdoorads.co.uk](mailto:mail@backdoorads.co.uk), quoting your Campaign reference in the subject line.

You must submit your Design Brief within 14 days of Campaign payment. Failure to do so may delay your Campaign start date. Back Door Ads Ltd is not responsible for Campaign delays arising from late or incomplete brief submissions.

## 5.2 Design options and approval

Back Door Ads Ltd will produce 2–3 Artwork options based on your Design Brief within 5 working days of receiving a complete brief. Options will be presented for your review through the Platform. You may approve one option or submit written feedback requesting specific amendments. Artwork proceeds to print only following your explicit approval.

Up to two rounds of revisions are included in the Campaign price. Revisions beyond that scope, or requests that materially change the approved brief, may be quoted for separately.

## 5.3 Your warranties regarding content

By submitting a Design Brief, you warrant that all content you provide — including brand names, slogans, trademarks, logos, and any images or assets emailed to us — is owned by you or used under a valid licence, and that producing and displaying Artwork based on that content will not infringe any third party's intellectual property rights. You indemnify Back Door Ads Ltd fully against any third-party claims arising from content you have provided.

#### **5.4 Content compliance**

Back Door Ads Ltd reserves the right to decline to produce or display Artwork that does not comply with Clause 4 (Advertising Standards Compliance). If your brief cannot be fulfilled for compliance reasons, we will inform you and work with you to produce compliant Artwork within a reasonable timeframe. If compliant Artwork cannot be agreed, Clause 7.2 applies.

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# Bookings, Payment and Campaigns

A Campaign is confirmed upon receipt of full payment and written confirmation from Back Door Ads Ltd. Until payment is received and confirmation issued, no Booking shall be binding. Campaign details including vehicle type, zone coverage, duration, and total price will be confirmed in writing at the time of Booking — please verify all details before completing payment.

Pricing is calculated on a per-kilometre basis, varying by zone type (city, suburban, motorway) and vehicle type. Your campaign price is fixed at the time of Booking based on the estimated kilometres and zone mix quoted in the Campaign Builder. Payment is processed via Stripe and is due in full at the time of Booking unless otherwise agreed in writing.

## **6.1 Campaign delivery reporting**

At the end of each Campaign, Back Door Ads Ltd will produce a GPS Delivery Report showing the kilometres driven by each vehicle, broken down by zone type (city, suburban, and motorway). All Campaign kilometres are recorded by OBD hardware fitted to each vehicle, providing hardware-verified delivery data. The report will include a signed delivery certificate confirming total kilometres delivered and the corresponding cost by zone.

Delivery reports are for informational purposes. Impression estimates are based on industry modelling and do not constitute a guaranteed audience figure.

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# Cancellation and Refund Policy

## 7.1 Minimum commitment periods

Once a Campaign is paid and Artwork has been approved and sent to print, the Campaign is committed and cannot be cancelled for a refund. The following minimum commitment periods apply based on Campaign duration:

- **Campaigns under 4 weeks:** no cancellation right once payment is made. The full Campaign fee is non-refundable.
- **Campaigns of 4-12 weeks:** cancellation is permitted up to 7 days before the confirmed Campaign start date only. Production costs already incurred (wrap printing and application) will be deducted from any refund.
- **Campaigns of 12 weeks or more:** cancellation is permitted up to 14 days before the confirmed Campaign start date only. Production costs already incurred will be deducted. For cancellations after the Campaign has started, a pro-rata credit for undelivered weeks (less production costs) may be applied to a future Campaign at Back Door Ads Ltd's discretion — no cash refund is issued for mid-campaign cancellation.

Once a Wrap has been applied to a vehicle, production costs are fully committed regardless of Campaign length and will be deducted from any applicable refund.

## 7.2 Cancellation by Back Door Ads Ltd

Back Door Ads Ltd may cancel a Booking if: the Fleet Owner cancels and no suitable replacement can be arranged; your Design Brief cannot be fulfilled for compliance reasons and no compliant alternative is agreed; or a force majeure event prevents the Campaign from proceeding. In such circumstances, you will receive a full refund of sums paid, including any production costs already committed.

## 7.3 Campaign disruption after start

If a Campaign is disrupted after the Wrap has been applied due to circumstances not attributable to you (for example, a Fleet Owner's vehicle being taken off the road), Back Door Ads Ltd will use reasonable endeavours to arrange a replacement vehicle. Where no replacement is available, a pro-rated credit for the undelivered portion will be applied to a future Campaign or, at Back Door Ads Ltd's discretion, refunded.

## **7.4 Non-delivery**

If Back Door Ads Ltd fails to deliver a Campaign for reasons within our control, and we are unable to offer a suitable alternative, we will issue a full refund of all sums paid for that Campaign.

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## **Changes to Confirmed Campaigns**

Requests to change Campaign details after Booking confirmation are subject to availability and may incur additional charges. Change requests must be made in writing through the Platform. We cannot guarantee that change requests will be accommodated.

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# Non-Circumvention and Platform Exclusivity

**This clause is commercially critical.** It protects Back Door Ads Ltd's position as the marketplace through which introductions are made. Please read it carefully.

## 9.1 Prohibition on Direct Arrangements

In consideration of the Introduction provided by Back Door Ads Ltd, you agree that during the Restriction Period (36 months from the date of first Introduction) you will not, directly or indirectly:

- Enter into any Direct Arrangement with a Fleet Owner who was Introduced to you through the Platform.
- Solicit, approach, or invite any such Fleet Owner to enter into a Direct Arrangement for vehicle advertising services.
- Assist, encourage, or procure any third party to enter into a Direct Arrangement with such a Fleet Owner on your behalf or for your benefit.
- Conduct any vehicle advertising activity using a Fleet Owner Introduced through the Platform other than through the Platform.

## 9.2 Circumvention Fee

Where, notwithstanding Clause 9.1, you enter into or benefit from a Direct Arrangement with a Fleet Owner during the Restriction Period, you agree to pay Back Door Ads Ltd a Circumvention Fee equivalent to the standard platform service fee that would have been payable had the advertising been booked through the Platform. The Circumvention Fee is calculated by reference to the total value of all advertising conducted under or in connection with the Direct Arrangement during the Restriction Period.

You acknowledge that the Circumvention Fee represents a genuine pre-estimate of the loss suffered by Back Door Ads Ltd and is reasonable in all circumstances.

### **9.3 Notification Obligation**

If a Fleet Owner Introduced to you through the Platform approaches you or solicits a Direct Arrangement outside the Platform, you must notify Back Door Ads Ltd in writing within 5 business days of that approach. Failure to notify does not relieve you of your obligations under this Clause.

### **9.4 Record-Keeping**

You agree to maintain accurate records of all advertising arrangements with Fleet Owners Introduced through the Platform for a minimum of 36 months from the date of Introduction, and to provide such records to Back Door Ads Ltd upon reasonable written request.

### **9.5 Injunctive Relief**

You acknowledge that any breach of this Clause 9 would cause Back Door Ads Ltd irreparable harm for which monetary damages alone would be an insufficient remedy. Back Door Ads Ltd is therefore entitled to seek injunctive relief or other equitable remedy without the need to demonstrate actual financial loss.

### **9.6 Survival**

The obligations in this Clause 9 survive the termination or expiry of these Terms for the duration of the Restriction Period applicable to each relevant Introduction.

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## Intellectual Property

You retain all intellectual property rights in your Artwork. By submitting Artwork, you grant Back Door Ads Ltd a non-exclusive, royalty-free licence to use, reproduce, and display the Artwork solely for the purposes of fulfilling the Campaign and reporting Campaign performance to you.

All other content on the Platform, including the Back Door Ads Ltd brand and proprietary software, is owned by or licensed to Back Door Ads Ltd. You have no right to use such materials except as expressly permitted.

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## Data Protection

Back Door Ads Ltd processes personal data in accordance with its [Privacy Policy](#) and in compliance with UK GDPR and the Data Protection Act 2018. Where you provide personal data of third parties, you warrant that you have the right to provide that data and that those individuals have been informed of how their data will be used.

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## Liability and Indemnity

You are liable for and agree to indemnify Back Door Ads Ltd against all claims, losses, costs, and expenses arising from: your breach of these Terms; your Artwork infringing the rights of any third party; your Artwork failing to comply with advertising standards; any misrepresentation made by you; or any breach of your obligations under Clause 9.

To the extent permitted by applicable law: Back Door Ads Ltd acts as an intermediary marketplace and is not responsible for the acts or omissions of Fleet Owners; we do not guarantee specific audience numbers, geographic reach, or advertising effectiveness; our liability to you shall not exceed the total fees paid by you for the relevant Campaign; and we are not liable for any indirect, consequential, or economic loss.

Nothing in these Terms limits our liability for death or personal injury caused by our negligence, fraudulent misrepresentation, or any other liability that cannot be excluded by law.

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## Platform Use and Conduct

You agree not to use the Platform for any unlawful purpose; attempt to contact Fleet Owners outside the Platform to circumvent Back Door Ads Ltd's fee structure; submit false, misleading, or fraudulent information; or use automated systems to interact with the Platform without prior written consent.

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## Suspension and Termination

Back Door Ads Ltd may suspend or terminate your account with immediate effect if you breach any of these Terms including by submitting non-compliant Artwork; a confirmed Campaign is subject to an ASA ruling arising from your content; you have provided false information; you behave in an abusive or threatening manner; or you are in breach of Clause 9.

Where your account is terminated for breach, any sums paid for confirmed Campaigns not yet commenced may be refunded at our discretion, taking into account costs already incurred.

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## Dispute Resolution

In the event of a dispute between you and a Fleet Owner, Back Door Ads Ltd will use reasonable efforts to mediate and facilitate a fair resolution. Both parties agree to act in good faith.

These Terms are governed by the laws of England and Wales. Any disputes that cannot be resolved informally shall be subject to the exclusive jurisdiction of the courts of England and Wales.

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## Changes to These Terms

Back Door Ads Ltd reserves the right to update these Terms at any time. We will provide at least 14 days' notice of material changes via email or Platform notification. Your continued use of the Platform after that notice period constitutes acceptance of the updated Terms.

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## Entire Agreement

These Terms, together with our Privacy Policy and any Campaign confirmation documents, constitute the entire agreement between you and Back Door Ads Ltd with respect to your use of the Platform as an Advertiser, and supersede all prior discussions and representations.

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## Contact Information

For any queries relating to these Terms, please contact:

Back Door Ads Ltd

Website: [www.backdoorads.co.uk](http://www.backdoorads.co.uk)

Email: [mail@backdoorads.co.uk](mailto:mail@backdoorads.co.uk)