

● LEGAL

Fleet Owner Terms

The terms and conditions governing your use of the Back Door Ads platform as a Fleet Owner. Please read carefully before listing your vehicles.

Last updated
May 2026

Applies to
All Fleet Owners

Governing law
England & Wales

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Introduction and Agreement

These Terms and Conditions ('Terms') govern your registration and use of the Back Door Ads Ltd platform ('Platform') as a Fleet Owner. By registering an account, listing any vehicle, or accepting any booking through the Platform, you agree to be bound by these Terms in full.

Back Door Ads Ltd operates as an online marketplace connecting Fleet Owners with Advertisers who wish to display advertising materials on commercial vehicles. We act solely as an intermediary and technology platform provider.

If you do not agree to these Terms, you must not register as a Fleet Owner or use the Platform.

Definitions

- **"Platform"** — the Back Door Ads Ltd website, mobile applications, and related services at backdoorads.co.uk.
 - **"Fleet Owner"** — any individual, partnership, or company that registers vehicles on the Platform for advertising purposes.
 - **"Advertiser"** — any individual or company that purchases advertising space through the Platform.
 - **"Campaign"** — an agreed advertising placement on one or more vehicles for a specified duration and route profile.
 - **"Wrap" / "Vinyl Wrap"** — any printed adhesive material applied to a vehicle as part of a Campaign.
 - **"Booking"** — a confirmed Campaign between a Fleet Owner and an Advertiser, facilitated through the Platform.
 - **"Payout"** — the payment made to a Fleet Owner following successful completion of a Booking.
 - **"Introduction"** — the first occasion on which Back Door Ads Ltd connects or facilitates contact between a Fleet Owner and an Advertiser, whether through the Platform, by email, or by any other means.
 - **"Restriction Period"** — the period of 36 months commencing from the date of the first Introduction between a Fleet Owner and an Advertiser.
 - **"Direct Arrangement"** — any agreement, contract, or arrangement between a Fleet Owner and an Advertiser to conduct vehicle advertising activities of the type facilitated by the Platform, entered into other than through the Platform.
 - **"OBD Device"** — the OBD GPS tracking dongle supplied by Back Door Ads Ltd to Fleet Owners, which remains the property of Back Door Ads Ltd at all times.
 - **"Device Fee"** — the one-off fee of £99 charged to cover the cost of the OBD Device, deducted from the Fleet Owner's first Payout.
 - **"Recycling Reward"** — the sum of £50 paid by Back Door Ads Ltd to the Fleet Owner upon return of the OBD Device in an acceptable condition at the end of their final Campaign.
 - **"Data Fee"** — the monthly fee of £8 per vehicle covering SIM data charges for OBD Device connectivity, deducted from the Fleet Owner's monthly Payout.
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Registration and Eligibility

To register as a Fleet Owner on the Platform, you must:

- Be at least 18 years of age.
- Own, lease, or have authorised control over the vehicles you intend to list.
- Hold a valid UK driving licence or have drivers employed who hold appropriate licences for the vehicles listed.
- Register only cars, vans, or HGVs. The Platform does not currently accept motorcycles, mopeds, or bicycles as these vehicle types are not compatible with OBD-II hardware tracking.
- Ensure all listed vehicles are registered with the DVLA, hold a current MOT certificate (where required), and are covered by valid motor insurance.
- Have the legal right to enter into commercial contracts and receive payments.

You are responsible for ensuring all information provided during registration and in your listings is accurate, complete, and kept up to date. Providing false or misleading information may result in immediate suspension or termination of your account.

Vehicle Listings

When listing a vehicle, you must provide accurate information including the vehicle's make, model, year and registration; accurate dimensions of all available advertising panels; current photographs taken within the last 90 days; typical routes, geographic areas covered, and estimated daily mileage; and any restrictions on advertising content you are willing to display.

All listed vehicles must be roadworthy, compliant with UK road traffic legislation, and maintained in a condition that does not damage or degrade vinyl wraps. You must disclose any significant rust, bodywork damage, or surface irregularities prior to wrap application.

Back Door Ads Ltd reserves the right to remove, suspend, or edit any listing it believes is inaccurate, misleading, or in breach of these Terms.

Bookings and Campaigns

A Campaign is confirmed once both parties have agreed to the terms through the Platform and Back Door Ads Ltd has processed the Advertiser's payment. You will receive written confirmation via the Platform and by email.

Once a Campaign is confirmed, you agree to make the vehicle available for wrap application at the agreed date, time and location; maintain the vehicle in active use on the agreed routes throughout the Campaign; not remove, damage, obscure, or modify the wrap without prior written consent; and notify Back Door Ads Ltd immediately if the vehicle is taken off the road or otherwise unable to fulfil the Campaign.

You must not accept a Booking for a vehicle you know to be unavailable during the Campaign period. If a vehicle becomes unavailable after a Booking is confirmed, you must notify Back Door Ads Ltd within 24 hours.

Wrap Application and Removal

Back Door Ads Ltd will coordinate the procurement, printing, and application of advertising vinyl wraps as part of confirmed Campaigns. Prior to wrap application, you are responsible for ensuring the vehicle surface is clean, dry, and free from pre-existing damage; disclosing any known paint defects or previous repairs; and ensuring the vehicle is available at the agreed time and location.

We do not accept liability for damage to paintwork that was already in poor condition, non-original, or improperly repaired prior to wrap application. Deliberate or negligent damage to the wrap by you or your drivers is your financial responsibility.

At the end of the Campaign, Back Door Ads Ltd will arrange wrap removal. Claims for remedial work resulting directly from our wrap process must be raised within 14 days of removal.

Payments and Payouts

Fleet Owner earnings are calculated on a per-kilometre basis. Your Payout rate is determined by the zone type in which each kilometre is driven (city, suburban, or motorway) and the vehicle type and ad space coverage confirmed at Booking. Your applicable rates will be clearly stated at the time of Booking confirmation.

Payouts are calculated from GPS journey data recorded by the OBD Device during the Campaign. Kilometres are only counted while the Campaign wrap is confirmed as live on your vehicle and the OBD Device is active and reporting.

The following deductions are made from your Payout: the Device Fee of £99 is deducted from your first Payout; the Data Fee of £8 per vehicle per month is deducted from each subsequent monthly Payout. All deductions will be itemised in your monthly earnings statement. A Recycling Reward of £50 will be paid to you on return of the OBD Device in acceptable condition.

Payout will be processed within 14 business days following Campaign completion, subject to valid payment details being on file and no applicable disputes or deductions. Payments are processed via Stripe to the bank account details you provide.

Back Door Ads Ltd reserves the right to deduct from your Payout amounts relating to: damage to wraps caused by your negligence; failure to fulfil a confirmed Campaign; outstanding sums owed to Back Door Ads Ltd; or any Circumvention Fee due under Clause 10.

You are solely responsible for declaring and paying any income tax, National Insurance, or other taxes arising from Platform payments. Back Door Ads Ltd does not deduct tax at source.

OBD Hardware Tracking

8.1 Overview

All vehicles listed on the Platform are required to have an OBD Device fitted and active throughout any Campaign. GPS tracking via the OBD Device is the sole method by which journey data is recorded and Payouts calculated. There is no alternative app-based tracking option.

The OBD Device is supplied by Back Door Ads Ltd and posted to the address provided at registration. It must be self-installed by plugging it into the vehicle's OBD-II diagnostic port, located under the dashboard. No tools or professional installation are required. You must confirm installation by submitting a photograph via the Platform before any Campaign can commence on that vehicle.

8.2 Device Fee and Recycling Reward

A one-off Device Fee of £99 will be deducted from your first Payout. This covers the cost of the OBD hardware and will be clearly itemised in your earnings statement.

When you return the OBD Device to Back Door Ads Ltd at the end of your final Campaign in an acceptable condition, we will pay you a Recycling Reward of £50 within 14 days of receipt. There is no upfront deposit — the Recycling Reward is our commitment to you for returning the hardware.

Important: By registering as a Fleet Owner and accepting your first Campaign, you authorise Back Door Ads Ltd to deduct £99 from your first Payout for the OBD Device. You will be clearly reminded of this at the point of registration and again when you accept your first Campaign.

8.3 Monthly Data Fee

A Data Fee of £8 per vehicle per month is deducted from your monthly Payout to cover SIM data charges for OBD Device connectivity. This fee applies in any month in which your vehicle has an active Campaign. It will be shown as a line item on your monthly earnings statement.

Back Door Ads Ltd reserves the right to vary the Data Fee on 30 days' written notice. If you do not wish to accept a fee change, you may deregister the vehicle from the Platform without penalty, provided no Campaign is active at that time.

8.4 Ownership and Permitted Use

The OBD Device remains the property of Back Door Ads Ltd at all times. You have no right to sell, transfer, modify, tamper with, or remove the device except where temporarily necessary for legitimate vehicle servicing, in which case it must be reinstalled promptly and Back Door Ads Ltd notified within 24 hours.

Any tampering with, obstruction of, or interference with the OBD Device — including physical interference, signal blocking, or software manipulation — constitutes a material breach of these Terms and may result in immediate account termination, forfeiture of all pending Payouts, and a charge for device replacement.

8.5 Return of OBD Device

You must return the OBD Device to Back Door Ads Ltd within 14 days of whichever occurs first: the end of your final Campaign; deregistering the vehicle from the Platform; or closure of your account. Return instructions will be provided by Back Door Ads Ltd on request. We recommend using a tracked postal service; return postage is at your cost.

If the OBD Device is not returned within 14 days of the relevant event, the Recycling Reward of £50 will not be paid. If Back Door Ads Ltd is unable to recover the device and cannot establish that it has been lost or destroyed through no fault of the Fleet Owner, Back Door Ads Ltd reserves the right to charge a replacement fee of £75 to the payment method held on your account.

Devices returned in a condition beyond fair wear and tear — including physical damage, water damage, or evidence of tampering — may attract an additional repair or replacement charge at Back Door Ads Ltd's discretion.

8.6 Device Reporting and Suspension

Back Door Ads Ltd monitors OBD Device connectivity continuously. If your OBD Device stops reporting for more than 72 hours without prior explanation, Back Door Ads Ltd may suspend your active Campaign(s) and pause Payout accrual until reporting resumes. You will be notified by email and given 24 hours to respond before any Campaign is suspended.

Back Door Ads Ltd may terminate your account without notice if you are found to have tampered with or obstructed the OBD Device; if the device is unreturned following the end of your Campaign and no contact is made within 14 days; or if your payment method fails for two or more consecutive monthly Data Fee deductions.

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Cancellations and Non-Performance

9.1 Cancellation by Fleet Owner

- **More than 14 days before Campaign start:** no financial penalty, though repeat cancellations may lead to suspension.
- **7-14 days before Campaign start:** you forfeit 25% of your agreed Payout.
- **Within 7 days of Campaign start:** you forfeit 50% of your agreed Payout.
- **After wrap application:** you forfeit your full Payout and may be liable for the cost of early wrap removal.

9.2 Non-Performance

If you fail to make the vehicle available or otherwise fail to fulfil a confirmed Campaign without proper notice, Back Door Ads Ltd may withhold your Payout in full, seek recovery of any refund issued to the Advertiser, and suspend or terminate your account.

9.3 Cancellation by Back Door Ads Ltd or Advertiser

If cancellation occurs before wrap application, no Payout is due and no penalty applies to you. If cancellation occurs after wrap application, you will receive a pro-rated Payout for the portion of the Campaign already delivered.

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 an Advertiser who was Introduced to you through the Platform.
- Solicit, approach, or invite any such Advertiser 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 an Advertiser on your behalf or for your benefit.
- Conduct any vehicle advertising activity for an Advertiser Introduced through the Platform other than through the Platform and in accordance with these Terms.

9.2 Circumvention Fee

Where, notwithstanding Clause 10.1, you enter into or benefit from a Direct Arrangement with an Advertiser 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 an Advertiser 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 Advertisers 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 10 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 10 survive the termination or expiry of these Terms for the duration of the Restriction Period applicable to each relevant Introduction.

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Insurance Obligations

You are responsible for ensuring your vehicles carry at minimum third-party motor insurance throughout any Campaign; that your insurance policy does not contain exclusions triggered by the display of commercial advertising wraps; and that you notify your insurer of advertising wraps if required under your policy terms.

Back Door Ads Ltd accepts no liability for any insurance claim, loss, or dispute arising from your failure to maintain adequate insurance.

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Intellectual Property

All advertising artwork displayed on your vehicle remains the intellectual property of the Advertiser or Back Door Ads Ltd as applicable. You have no right to reproduce, use, or distribute any such materials.

You grant Back Door Ads Ltd a non-exclusive licence to use photographs and images of your vehicles (including with wraps applied) for the purposes of marketing, promoting, and operating the Platform.

Data Protection

Back Door Ads Ltd collects and processes personal data relating to Fleet Owners in accordance with its [Privacy Policy](#) and in compliance with UK GDPR and the Data Protection Act 2018. You agree to handle any personal data of Advertisers or third parties you encounter through the Platform in accordance with applicable data protection legislation.

Platform Use and Conduct

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

Suspension and Termination

You may close your account at any time by contacting Back Door Ads Ltd in writing, provided there are no active Campaigns on your vehicles. Closure does not affect your obligations under Clause 10 in respect of Introductions made prior to closure. Account closure triggers your obligation to return all OBD Devices under Clause 8.5 within 14 days.

Back Door Ads Ltd may suspend or terminate your account with immediate effect if you breach any of these Terms; provide false information; behave in an abusive or threatening manner; any of your vehicles are unroadworthy or uninsured during a Campaign; or you are found to be in breach of Clause 10.

Limitation of Liability

Back Door Ads Ltd acts as an intermediary platform only and is not a party to the underlying agreement between you and an Advertiser. We are not liable for any indirect, consequential, or economic losses arising from your use of the Platform. Our total liability to you in connection with any single incident shall not exceed the Payout value of the relevant Campaign.

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

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Dispute Resolution

In the event of a dispute between you and an Advertiser, Back Door Ads Ltd will use reasonable efforts to mediate and facilitate a 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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Contact Information

For any queries relating to these Terms, please contact:

Back Door Ads Ltd

Website: www.backdoorads.co.uk

Email: mail@backdoorads.co.uk