MARKET INTELLIGENCE ESSENTIALS

Subscription Terms and Conditions

Version 1.0
Effective date: 20 October 2026

These Subscription Terms and Conditions apply to business subscriptions to **Market Intelligence Essentials**. Please read them before placing an order.

1. ABOUT US

1.1 Market Intelligence Essentials is supplied by MCP Insight Ltd, a company registered in England and Wales under company number 05502020.

1.2 Our registered office is:
Sovereign House
155 High Street
Aldershot
Hampshire
GU11 1TT
United Kingdom

1.3 You can contact us about these terms or your subscription at info@mcpinsight.com.

1.4 In these terms:

- **Authorised User** means the named individual permitted to use the subscription;
- **Customer**, **you** and **your** mean the business, organisation or sole trader purchasing the subscription;
- **Essentials** means the Market Intelligence Essentials access level;
- **Market Data** means the market intelligence, search results, charts, service information, reports, images and other information made available through Essentials;
- **MCP Insight**, **we**, **us** and **our** mean MCP Insight Ltd;
- **Platform** means the MCP Insight online platform through which Essentials is provided; and
- **Subscription Month** means each monthly period beginning on the subscription start date or its monthly anniversary.

2. BUSINESS USE ONLY

2.1 Essentials is offered for business and professional use. It is not offered to individuals acting wholly or mainly outside their trade, business, craft or profession.

2.2 By placing an order, you confirm that:

- you are purchasing Essentials for business purposes;
- the information you provide is complete and accurate;
- you have authority to enter into this agreement on behalf of the named business or organisation; and
- you are at least 18 years old.

2.3 If you do not meet these requirements, you must not purchase an Essentials subscription through the online checkout.

3. YOUR ORDER AND THE CONTRACT

3.1 The information displayed during checkout, including the selected geography, price, applicable taxes, payment currency and billing frequency, forms part of your order.

3.2 By accepting these terms and continuing to payment, you:

- agree to these terms;
- authorise the first monthly payment;
- authorise recurring monthly payments until the subscription is cancelled; and
- confirm that you have reviewed the scope of Essentials before purchasing.

3.3 Your order is an offer to purchase a subscription. The contract between you and us begins when we activate your account and send you an activation confirmation.

3.4 If we cannot accept your order, we will tell you and refund any payment taken for an Essentials subscription that we cannot provide.

3.5 Your subscription is associated with the Customer, Authorised User and geography identified during registration.

4. WHAT ESSENTIALS INCLUDES

4.1 Subject to these terms and payment of the applicable fees, Essentials provides:

- access for one named Authorised User;
- access to one selected geography;
- Market Data from the latest five-day period available;
- up to ten services identified within the selected view;
- up to five in-app finds;
- up to three Insight Service Tests;
- up to five Global Brand Search results;
- market-level charts and indicators, where relevant data is available;
- available Intel reporting for the selected geography; and
- any other features expressly identified as included on the Essentials subscription page at the time of purchase.

The number of services, finds, tests and search results available may be lower than these maximums where less qualifying activity is identified within the selected geography and period.

4.2 The Platform may show additional geographies, results, detail or features available through broader Market Intelligence access. Their appearance does not mean that they form part of Essentials.

4.3 Essentials does not include:

- access to additional geographies;
- user-defined or historical date periods beyond the included period;
- complete service, in-app, Insight Service Test or Global Brand Search result sets;
- interactive access to the individual services or detailed data behind chart points;
- complete Top Banner or Top Landing Page creative;
- interactive access to deeper service-intelligence sections identified in the Platform;
- My Watchlist;
- My Services; or
- any other module, capability or service not expressly included in clause 4.1.

4.4 We may correct, refresh or update Market Data as part of operating the Platform.

4.5 Essentials does not automatically convert into or entitle you to broader Market Intelligence access or another MCP Insight service. Broader access is subject to a separate commercial agreement.

5. SELECTED GEOGRAPHY

5.1 You must select one available geography when registering.

5.2 Your Essentials access will be configured for that geography.

5.3 Your selected geography is fixed and cannot be exchanged for another geography while the subscription remains active.

5.4 If you require another geography, you must purchase access to that additional geography at the price and on the terms applicable at that time.

5.5 Purchasing access to an additional geography does not replace your existing selected geography.

6. AUTHORISED USER AND ACCOUNT SECURITY

6.1 Your subscription permits access by one named Authorised User.

6.2 Login details are personal to the Authorised User and must not be shared with another person.

6.3 You must:

- keep login details secure and confidential;
- take reasonable steps to prevent unauthorised access;
- notify us promptly if you know or suspect that account details have been compromised; and
- ensure that the Authorised User complies with these terms.

6.4 Simultaneous or shared use of one account is not permitted. The Platform may end an existing session if the same credentials are used elsewhere.

6.5 You are responsible for activity carried out through your account unless it results from our breach of these terms or failure to use reasonable security measures.

6.6 Where the subscription is held and paid for by a company or other organisation, the Customer may replace the named Authorised User.

6.7 Changes to the Authorised User must be requested by emailing info@mcpinsight.com. The previous Authorised User's access will end when the replacement user is activated.

6.8 User changes must not be used to provide shared, concurrent or rotating access to more than one person at a time.

6.9 We may ask the Customer to confirm that a person requesting a user change is authorised to act on its behalf.

7. PERMITTED USE

7.1 We grant you a limited, non-exclusive, non-transferable right for the Authorised User to access and use Essentials during the paid subscription period in accordance with these terms.

7.2 You may use Market Data for your business purposes, including:

- market assessment;
- campaign planning;
- benchmarking;
- competitor and service monitoring;
- commercial analysis; and
- management, marketing and partner discussions.

7.3 Unless we agree otherwise in writing or clause 7.4 permits it, you must not:

- provide another person or organisation with access to your account;
- sell, sublicense or commercially exploit Market Data as a standalone product or service;
- publish or distribute substantial parts of Market Data externally;
- systematically download, copy, scrape, harvest or extract Market Data;
- use automated tools, bots or scripts to access the Platform;
- circumvent access, geography, date, result or feature restrictions;
- reverse engineer, decompile or attempt to discover the source code or underlying operation of the Platform, except where applicable law does not permit that restriction;
- remove ownership notices or branding;
- use the Platform unlawfully, fraudulently or in a way that infringes another person's rights;
- introduce malware or other harmful material; or
- interfere with the security, integrity or availability of the Platform.

7.4 You may reproduce and share reasonable extracts of Market Data in presentations, reports, board materials and other business communications, including material shared with your clients and business partners, provided that:

- the material is clearly attributed to MCP Insight;
- Market Data is not presented in a misleading manner or materially altered without explanation;
- Market Data is not distributed as a standalone dataset;
- Market Data is not sold, sublicensed or made available as a competing market-intelligence service; and
- the sharing does not provide another person with access to the Platform.

7.5 Unless we agree otherwise in writing, the attribution must state:

Source: MCP Insight Market Intelligence

7.6 The permission in clause 7.4 does not permit bulk extraction, redistribution of substantial parts of the Platform or disclosure of MCP Insight's confidential information.

8. SUBSCRIPTION FEES, CURRENCY AND TAXES

8.1 The base subscription fee is **£100 GBP per Subscription Month, excluding applicable taxes**.

8.2 The final payment amount, applicable taxes and payment currency will be displayed before you complete checkout.

8.3 Where our payment provider offers payment in a local currency, the amount charged may be converted from the GBP base price using the exchange rate and conversion arrangements displayed at checkout.

8.4 You are responsible for providing accurate business, billing, location and tax information. VAT, GST, sales tax or another applicable tax may be added according to your location and tax status.

8.5 You must provide valid payment details and authorise us and our payment provider to collect:

- the first monthly payment when you subscribe; and
- recurring monthly payments on or around the corresponding billing date in each subsequent month.

8.6 Your payment confirmation will identify:

- the amount paid;
- the payment currency;
- any applicable tax;
- the subscription purchased;
- the billing frequency; and
- the next payment date.

8.7 We will provide an invoice or payment receipt using the contact details supplied during registration.

8.8 You must keep your billing, payment and tax information current.

8.9 We will not increase the subscription fee during a paid Subscription Month.

8.10 If we propose to change the fee for a future Subscription Month, we will give you at least 30 days' notice. You may cancel before the changed fee takes effect.

9. FAILED AND DISPUTED PAYMENTS

9.1 If a recurring payment fails, we will notify you and allow two working days for the payment issue to be resolved.

9.2 We may attempt to take the payment again at the end of that period.

9.3 If the payment remains unsuccessful after the further attempt, we may suspend access to Essentials until the outstanding payment has been received. We will notify you if access is suspended.

9.4 If payment remains outstanding following suspension, we may cancel the subscription after giving you further notice.

9.5 You must contact us promptly if you believe a payment is incorrect.

9.6 A chargeback or payment dispute does not itself cancel your subscription. You must also use the cancellation process in clause 11 if you do not want future payments to be taken.

10. ACTIVATION AND ACCESS

10.1 We aim to activate your account within one UK working hour after successful payment and completion of any required account checks.

10.2 We will send activation or access instructions to the business email address supplied during registration.

10.3 You are responsible for ensuring that your systems, browser, network connection and security settings meet any reasonable technical requirements we provide.

10.4 If we cannot activate your account for a reason within our control, we will:

- seek to resolve the issue within a reasonable period;
- agree a revised start date with you; or
- cancel the subscription and refund the payment for the affected period.

11. SUBSCRIPTION PERIOD AND CANCELLATION

11.1 Essentials is provided as a rolling monthly subscription. There is no minimum subscription period beyond the Subscription Month already paid for.

11.2 The subscription renews automatically each month unless it is cancelled.

11.3 You may cancel:

- through the Stripe customer portal; or
- by emailing info@mcpinsight.com.

11.4 Cancellation through the Stripe customer portal may be completed at any time before the next scheduled payment.

11.5 To allow us to process an email cancellation before the next scheduled payment, we must receive the email at least seven days before that payment. If fewer than seven days remain, you should cancel directly through the Stripe customer portal.

11.6 Unless we tell you otherwise when you cancel:

- cancellation stops future renewals and payments;
- your access continues until the end of the paid Subscription Month; and
- fees already paid are not refunded or credited for a partially used Subscription Month.

11.7 Nothing in clause 11.6 limits any refund or remedy that must be provided by law or that arises because we have materially breached these terms.

11.8 We will send confirmation when your cancellation has been processed.

11.9 Cancelling Essentials does not automatically cancel another MCP Insight service governed by a separate agreement.

12. PLATFORM AVAILABILITY, MAINTENANCE AND SUPPORT

12.1 We will use reasonable care and skill in providing Essentials.

12.2 We aim to make the Platform available throughout the subscription, but we do not guarantee uninterrupted or error-free availability.

12.3 Access may be affected by:

- planned maintenance;
- urgent security work;
- third-party services;
- internet or telecommunications failures;
- data-processing schedules; or
- events outside our reasonable control.

12.4 Where reasonably practicable, we will provide advance notice of planned maintenance likely to have a material effect on access.

12.5 Support requests may be submitted to info@mcpinsight.com. They will be reviewed during UK working hours.

12.6 Essentials is provided without a guaranteed uptime percentage, support response time or service-credit entitlement.

12.7 We will use reasonable efforts to restore access promptly following any interruption. This does not affect any rights or remedies arising from our breach of these terms.

13. NATURE OF MARKET DATA

13.1 Market Intelligence is intended to support informed business decisions. It does not replace your own commercial, legal, regulatory, technical or financial assessment.

13.2 Market Data reflects the sources, markets, collection methods and time periods available to us. It may not identify every service, campaign, advert, customer journey or market event.

13.3 Market Data may:

- be delayed or incomplete;
- contain errors, omissions or estimates;
- include information obtained from third-party sources that we have not independently verified;
- change or be removed at source;
- be affected by technical or market conditions; or
- be subject to reasonable interpretation.

13.4 While we use reasonable care and skill in collecting, processing and presenting Market Data, we do not warrant or guarantee its accuracy, completeness, currency or suitability for a particular purpose.

13.5 We do not guarantee that:

- a particular service or activity will be identified;
- the same results will remain available;

- use of Market Data will produce a particular commercial outcome; or
- Market Data alone will be sufficient for a particular decision.

13.6 You are responsible for assessing the relevance and suitability of Market Data for your intended use and independently verifying material information before relying on it.

13.7 Any liability arising in connection with Market Data is subject to clause 19.

14. INTELLECTUAL PROPERTY

14.1 We and our licensors retain all intellectual-property rights in:

- the Platform;
- Market Data;
- databases and data structures;
- software;
- reports;
- designs;
- branding;
- documentation; and
- the methods used to collect, organise and present information.

14.2 Your subscription gives you permission to use Essentials and Market Data as described in these terms. It does not transfer ownership of any intellectual property to you.

14.3 If you provide feedback or suggestions, we may use them to improve our services without an obligation to pay you, provided that we do not disclose your confidential information.

15. CONFIDENTIALITY

15.1 Each party must keep the other party's confidential information confidential and use it only for the purposes of the subscription.

15.2 Confidential information does not include information that:

- is or becomes public other than through a breach of these terms;
- was lawfully known by the receiving party without a duty of confidence;
- is received lawfully from a third party without a duty of confidence; or
- is independently developed without using the other party's confidential information.

15.3 A party may disclose confidential information where required by law, a court or a competent regulatory authority.

15.4 Subject to the permitted sharing in clause 7, the access restrictions, non-public Platform functionality and non-public Market Data made available through Essentials are our confidential information.

16. PERSONAL DATA AND PAYMENTS

16.1 Each party will comply with applicable data-protection law when processing personal data in connection with the subscription.

16.2 We process account, business-contact, technical and billing information as described in the MCP Insight Client Data Privacy Policy.

16.3 You must ensure that information supplied about the Authorised User has been provided lawfully and that the Authorised User has received any necessary privacy information.

16.4 If use of Essentials involves MCP Insight processing personal data on your behalf beyond ordinary account administration, the parties will determine whether a separate data-processing agreement is required.

16.5 Card payments are processed by Stripe, our third-party payment provider. MCP Insight does not receive or store full card numbers or card security codes.

16.6 We may receive and retain limited payment information, such as the card type, the last four digits of the card number, transaction records and a payment token or reference, where necessary to administer the subscription and recurring payments.

16.7 Stripe processes payment information in accordance with its own terms and privacy notice.

17. SUSPENSION AND TERMINATION

17.1 We may suspend access where reasonably necessary if:

- payment is overdue;
- we reasonably suspect account sharing, misuse or a security incident;
- you materially breach these terms;
- continued access presents a material risk to the Platform or another customer;
- suspension is required by law or a competent authority; or
- you exceed the permitted scope of access.

17.2 Where reasonably practicable, we will tell you why access has been suspended and what you need to do to restore it.

17.3 Either party may terminate the agreement immediately by written notice if the other party:

- commits a material breach that cannot be remedied; or
- fails to remedy a remediable material breach within seven days after receiving written notice.

17.4 We may terminate the subscription if payment remains outstanding after the process described in clause 9.

17.5 When the subscription ends:

- your right to access Essentials ends;
- outstanding amounts remain payable; and
- provisions intended to continue after termination remain in force.

17.6 Following cancellation or expiry, you may retain Market Data that you lawfully downloaded, copied or incorporated into your own materials while the subscription was active.

17.7 Retention does not:

- transfer ownership of Market Data or MCP Insight intellectual property;
- permit access to the Platform after the subscription ends;
- permit bulk extraction or copying in anticipation of cancellation;
- permit resale, sublicensing or distribution as a standalone dataset; or
- remove the attribution and use requirements in clause 7.

17.8 Clauses 7, 14 and 15 continue to apply to retained Market Data after the subscription ends.

18. CHANGES TO ESSENTIALS OR THESE TERMS

18.1 We may make reasonable changes to Essentials to:

- improve functionality or security;
- respond to legal, regulatory or technical requirements;
- update data sources or presentation;
- prevent misuse; or
- reflect changes to the MCP Insight platform.

18.2 We will not materially reduce the Essentials access already paid for during a Subscription Month except where necessary for security, legal compliance or circumstances outside our reasonable control.

18.3 If we propose a material adverse change to Essentials or these terms, we will provide at least 30 days' notice where reasonably practicable.

18.4 If you do not accept a material adverse change, you may cancel before it takes effect.

19. LIABILITY

19.1 Nothing in these terms excludes or limits liability where it would be unlawful to do so, including liability for:

- death or personal injury caused by negligence;
- fraud or fraudulent misrepresentation; or
- any other liability that cannot lawfully be excluded or limited.

19.2 Subject to clause 19.1, MCP Insight will not be liable for:

- indirect or consequential loss;
- loss of anticipated profit;
- loss of anticipated revenue;
- loss of business opportunity;
- loss of goodwill; or
- loss arising from a decision made without appropriate independent verification.

19.3 The exclusions in this clause apply only to the extent permitted by law.

19.4 Nothing in these terms limits:

- your obligation to pay subscription fees properly due;
- your liability for infringement of MCP Insight's intellectual-property rights;
- your liability for breach of confidentiality; or
- your liability for deliberate misuse of the Platform or Market Data.

20. EVENTS OUTSIDE REASONABLE CONTROL

20.1 Neither party is liable for delay or failure to perform an obligation caused by an event outside its reasonable control.

20.2 This clause does not excuse your obligation to pay fees that became due before the event.

20.3 If such an event materially prevents us from providing Essentials for more than 30 consecutive days, either party may terminate the subscription by written notice.

21. NOTICES

21.1 Notices relating to cancellation may be sent using the methods stated in clause 11.

21.2 Formal legal notices under these terms must be sent:

- to us at info@mcpinsight.com or our registered office; and
- to you at the business email address or postal address supplied during registration.

21.3 A notice sent by email is treated as received on the next working day, provided that the sender does not receive a delivery-failure notification.

22. GENERAL TERMS

22.1 These terms, together with the checkout information, activation confirmation and any document expressly incorporated into them, form the entire agreement for Essentials.

22.2 If there is an inconsistency, the following order of priority applies:

- any written special terms agreed by both parties;
- these Subscription Terms and Conditions;
- the checkout information and activation confirmation; and
- the Essentials subscription-page description.

22.3 You may not transfer your subscription or rights under these terms without our written consent.

22.4 We may transfer our rights and obligations as part of a corporate reorganisation or transfer of the relevant business, provided that this does not materially reduce your rights.

22.5 If a provision is found to be invalid or unenforceable, the remaining provisions will continue in force.

22.6 A delay in exercising a right does not waive that right.

22.7 No person other than you and us has a right to enforce these terms under the Contracts (Rights of Third Parties) Act 1999.

22.8 Nothing in these terms creates a partnership, joint venture, employment relationship or agency between the parties.

23. GOVERNING LAW AND COURTS

23.1 These terms and any non-contractual dispute or claim connected with them are governed by the law of England and Wales.

23.2 The courts of England and Wales have exclusive jurisdiction to settle any dispute or claim connected with these terms.