

Terms of Use

Effective date: 06.11.2025

<https://mylittleprice.com/contact-form>

1. Who we are

These Terms of Use (“**Terms**”) govern your access to and use of the websites, apps, tools, and services offered by **MyLittlePrice LLP** (“**MyLittlePrice**”, “**we**”, “**us**”, or “**our**”).

- **Provider:** MyLittlePrice LLP
- **Company number:** OC458629
- **Registered office:** 128 City Road, London, United Kingdom, EC1V 2NX
- **Jurisdiction:** England and Wales

By accessing or using our Services (defined below), you agree to be bound by these Terms. If you do not agree, do not use the Services.

2. Our Services

“**Services**” means:

- **Free user services** – AI-powered product search and comparison, including product matches, price insights, seller references, and links to third-party shops.
- **MyLittlePrice PRO** (paid subscription for users) – premium features as described in Section 7.
- **Paid advertiser/seller services** – sponsored product listings, banner/video ads, and product data uploads as described in Section 8.

We may add, change, or remove features from time to time (Section 16).

3. Eligibility & Accounts

- **Minimum age.** You must be **13+** to use the Services. If you are **13–17**, you may only use the Services with parental/guardian consent. The Services are not directed to children under 13.
- **User accounts.** You may create an account to save searches and preferences. You are responsible for keeping your login secure and for all activity under your account.
- **Business (seller/advertiser) accounts.** You must supply accurate business identity details (e.g., legal name, company/registration number, VAT ID where applicable) and valid payment details. We may request verification.
- **Accuracy.** All information you provide must be truthful, current, and complete.

4. What MyLittlePrice Is (and Is Not)

- **Information service.** We provide AI-assisted search and price comparison information. We do **not** sell products, set prices for third parties, or take part in any transaction between you and a seller.
- **No fulfilment or warranty.** We are not responsible for product quality, delivery, returns, warranties, or after-sales support offered by third-party sellers. Transactions are at your own risk and governed by the seller's terms.
- **Data sources & accuracy.** We obtain data from a mixture of programmatic sources (including, without limitation, Google and other reputable providers), feeds, and public/merchant submissions. While we aim for accuracy and currency, information may be incomplete, out of date, or incorrect. Always verify price, availability, taxes, shipping, and warranty with the seller before purchasing.

5. Acceptable Use

You agree not to:

- misuse the Services or attempt to bypass security;
- access or scrape the Services by automated means (except via our expressly permitted APIs);
- copy, decompile, reverse engineer, or create derivative works of our software or models;
- upload unlawful, infringing, deceptive, or harmful content;
- infringe third-party rights (including IP and privacy rights);
- engage in fraud, misleading advertising, or price manipulation.

We may investigate suspected violations and take appropriate action, including suspension or termination (Section 12).

6. Content & Intellectual Property

- **Our IP.** The Services, including all software, models, algorithms, user interfaces, texts, graphics, logos, and brand assets, are owned by or licensed to MyLittlePrice and protected by IP laws. We grant you a limited, revocable, non-exclusive, non-transferable licence to access and use the Services for personal or internal business purposes in accordance with these Terms.
- **Your uploads.** If you upload or submit content (e.g., seller product data, images, logos, ad creatives, descriptions), you retain ownership of your content. You grant MyLittlePrice a worldwide, non-exclusive, royalty-free licence (with the right to sublicense) to host, store, reproduce, display, adapt, and distribute such content as necessary to operate, promote, improve, and provide the Services.
- **Third-party content & links.** The Services may link to or display third-party websites, products, or content. We do not endorse and are not responsible for third-party content or practices. Use third-party sites at your own risk.

7. MyLittlePrice PRO (Paid User Subscription)

- **Overview.** MyLittlePrice **PRO** is an optional paid plan for end users offering premium features. Current examples may include: advanced sorting/filters, price-drop

alerts, watchlists across multiple regions, early access to features, and an ad-light experience. Specific inclusions may vary by region and time; see our checkout page for the current description.

- **Plans & renewal.** PRO is offered on a monthly or annual subscription basis (as shown at checkout). **Subscriptions auto-renew** for successive terms unless cancelled before the end of the then-current term.
- **Trials & promotions.** If offered, trial durations and promotional terms will be disclosed at sign-up. At the end of a trial, billing will start automatically unless you cancel before the trial ends.
- **Price changes.** We may change subscription fees. We will give reasonable prior notice for renewals; new prices apply from your next renewal unless you cancel before renewal.
- **Upgrades/downgrades.** Upgrades take effect immediately (we may pro-rate). Downgrades take effect at the next renewal.
- **Cancellation.** You can cancel at any time via your account settings; your benefits continue until the end of the paid term.
- **Refunds.** Except where required by law, fees are **non-refundable**. If you are a UK/EU consumer: you may have a **14-day right to cancel** from the day after purchase; however, you acknowledge that by opting for **immediate access** to PRO you **request performance** and **waive** this right once full access is provided. If you do not wish to waive, wait to access PRO until the 14-day period ends.
- **Fair use.** We may apply fair-use limits (e.g., on alert volumes or API calls) to protect service quality. We will disclose applicable limits in product or at sign-up.

8. Advertisers & Sellers (Paid Services)

- **Prepaid services.** Sponsored listings (priority placement), banner/video ads, and product-data ingestion services are **prepaid**. Service activation occurs after payment confirmation.
- **Ad policies & compliance.** All creatives and listings must comply with applicable laws and our policies (including restrictions on prohibited products, claims, targeting, and disclosure). We may reject, pause, or remove any campaign or listing at our discretion.
- **Data quality.** You must provide accurate, lawful, and up-to-date product data (including prices, availability, and images). You are solely responsible for your products, after-sales obligations, and compliance with consumer, advertising, and e-commerce laws.
- **Marking & disclosure.** Sponsored results and ads will be labelled (e.g., “Sponsored”).
- **No exclusivity or ranking guarantees.** We do not guarantee impressions, clicks, conversions, or position beyond labelling and priority placement within applicable formats.

9. Prices, Invoicing & Taxes

- **Prepaid only (advertisers/sellers).** All advertiser/seller services are prepaid. Automated invoices and payment confirmations are issued upon successful payment.
- **Subscription billing (PRO).** Subscription fees are billed at sign-up and on renewal dates.

- **VAT.** Prices may be shown exclusive of VAT. Where applicable, VAT will be applied per the customer's location and tax status. If reverse-charge VAT applies, invoices will include appropriate wording.
- **No activation before payment.** Paid services (including PRO and advertising) activate only after we receive payment.

10. Privacy & Cookies

Your use of the Services is subject to our **Privacy Policy** and **Cookies Policy**, which explain how we collect and process personal data and use cookies/trackers. By using the Services, you acknowledge those policies.

11. Disclaimers

To the fullest extent permitted by law:

- the Services are provided on an "**as is**" and "**as available**" basis;
- we disclaim all warranties (express or implied) including accuracy, non-infringement, merchantability, and fitness for a particular purpose;
- price and availability information may change without notice;
- AI outputs may be probabilistic and are provided for information only—you must verify critical details before relying on them.

12. Suspension & Termination

We may suspend or terminate access (including ads or listings) immediately if we reasonably believe there is:

- fraud, abuse, unlawful conduct, or suspected security risk;
- policy breach (including Acceptable Use);
- non-payment (where applicable to subscriptions or where prepayment fails);
- operational necessity (e.g., preventing network abuse).

You may stop using the Services at any time and may cancel PRO per Section 7.

13. Indemnity (Advertisers/Sellers)

Advertisers/sellers shall indemnify, defend, and hold harmless MyLittlePrice and its members, officers, and staff from and against claims, damages, losses, liabilities, costs, and expenses (including reasonable legal fees) arising out of or relating to (i) your content, products, or creatives; (ii) alleged or actual infringement, misrepresentation, or breach of law; or (iii) your use of the Services contrary to these Terms.

14. Limitation of Liability

To the maximum extent permitted by law:

- we are **not** liable for indirect, incidental, special, exemplary, or consequential damages, including loss of profits, revenue, data, goodwill, or business interruption;
- **users** acknowledge purchases are made **directly with third-party sellers** at their own risk;
- **our total aggregate liability** to any **seller/advertiser** for all claims in the **12 months** preceding the event giving rise to liability is **limited to the total fees paid** by that seller/advertiser to us during that period;
- for **free users** (non-PRO), our liability is limited to **£0**; for **PRO users**, our liability is limited to the **fees paid for PRO** in the 12 months preceding the claim.
Nothing in these Terms limits liability for fraud, fraudulent misrepresentation, death or personal injury caused by negligence, or any liability that cannot be excluded under applicable law.

15. Service Changes & Availability

We may modify, discontinue, or replace any part of the Services (including features of PRO or advertising formats) upon reasonable notice where practicable. We do not guarantee continuous availability. Planned maintenance and emergency downtime may occur.

16. Changes to These Terms

We may update these Terms from time to time. The updated Terms will be effective when posted on our website (or on the stated effective date). If changes are material and you have a paid subscription, we will provide reasonable prior notice by email or in-product notice. Your continued use after the effective date constitutes acceptance.

17. Governing Law & Jurisdiction

These Terms and any non-contractual obligations arising out of or in connection with them are governed by the laws of **England and Wales**. The courts of **England and Wales** shall have exclusive jurisdiction.

18. Communications & Notices

We may contact you via the email address or in-product notifications associated with your account. You may contact us at: <https://mylittleprice.com/contact-form>. Legal notices should be sent to our registered office.

19. Assignment

You may not assign, transfer, or sublicense your rights or obligations under these Terms without our prior written consent. We may assign or transfer our rights and obligations in connection with a merger, acquisition, corporate reorganisation, or asset sale.

20. Severability & Waiver

If any provision of these Terms is found unenforceable, the remaining provisions remain in full force. Our failure to enforce a right is not a waiver of that right.

21. Force Majeure

We are not liable for delays or failures caused by events beyond our reasonable control, including acts of God, internet outages, cyberattacks, labour disputes, war, or governmental actions.

22. Entire Agreement

These Terms (together with any referenced policies and specific order forms or insertion orders for advertisers/sellers) constitute the entire agreement between you and MyLittlePrice regarding the Services and supersede prior agreements on the same subject.
