



NELO ADVERTISING LTD

WEBSITE TERMS & CONDITIONS

Terms governing the use of neloadvert.com and its public website functionality.

22 AUGUST 2026
NELOADVERT.COM



WEBSITE TERMS

Website Terms & Conditions

WEBSITE neloadvert.com	LAST UPDATED 22 August 2026	COMPANY NUMBER 16675452
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1 About These Terms

These Terms govern your use of neloadvert.com and its public website functionality.

By using the website, you agree to these Terms.

Separate agreements may apply when you become a Nelo client, creator, partner or registered user of NeloPro, Retaila or NeloVacity.

2 About Nelo

Nelo Advertising Ltd is the parent company behind the Nelo technology ecosystem comprising:

NeloPro - Cultural Intelligence & Creator Commerce

Retaila - Advertising & Retail Intelligence

NeloVacity - Creator Learning & Development

Nelo Advertising Ltd may also provide advertising, UGC, influencer marketing, community activation, paid-media and related services.

3 Website Use

You may use this website for lawful purposes only.

You must not:

- interfere with website security;
- attempt unauthorised access;
- introduce malicious software;
- scrape protected information contrary to applicable law or these Terms;
- impersonate another person or organisation;
- submit knowingly false information;
- misuse application forms;
- attempt to reverse-engineer protected Nelo technology; or
- use Nelo intellectual property without permission.

4 Brand Enquiries

Submitting an enquiry, requesting a strategy call or communicating with Nelo does not automatically create a contractual relationship.

A commercial engagement begins only when the relevant parties enter into an applicable agreement or otherwise expressly agree to binding commercial terms.

5 Creator Applications

Submitting a creator application means you are expressing interest in joining Nelo.

It does **not** guarantee:

- acceptance;
- verification;
- campaign selection;



- brand matching;
- payment;
- employment; or
- any minimum level of work.

Nelo may review applications and contact suitable applicants for additional vetting and potential creator opportunities.

6 Creator Relationship

Unless a separate written agreement expressly states otherwise, joining Nelo as a creator does not create an employment, partnership, agency, joint-venture or shareholder relationship with Nelo Advertising Ltd.

Specific campaign relationships will be governed by the applicable campaign or creator agreement.

7 Nelo Products

Descriptions of NeloPro, Retaila and NeloVacity on the public website are provided to explain the Nelo ecosystem.

Product availability, functionality, pricing and eligibility may evolve as products are developed.

Features described as upcoming, beta, planned or under development are not guaranteed to launch in their current form.

8 Intellectual Property

Unless otherwise stated, intellectual property associated with the Nelo website, branding, product concepts, software, designs, text, graphics, databases and proprietary technology belongs to Nelo Advertising Ltd or its applicable licensors.

This includes Nelo branding and proprietary elements associated with NeloPro, Retaila and NeloVacity.

Nothing on the website transfers intellectual-property ownership to a visitor.

9 Nelo Technology

Nelo's proprietary systems may include cultural intelligence, creator-commerce, advertising intelligence, community intelligence and related technology.

Users must not attempt to extract, reproduce, reverse-engineer, commercially exploit or create unauthorised derivative works from protected Nelo technology except where expressly permitted by law or written agreement.

10 Website Content

We aim to keep website information accurate and current, but public website content is provided primarily for general information.

Product descriptions, illustrations, projections and demonstrations should not be interpreted as guarantees of specific commercial outcomes.

11 Results and Performance Claims

Advertising and creator-commerce performance depends on multiple factors outside Nelo's control.

Previous campaign performance does not guarantee future:

- sales;
- ROAS;
- revenue;
- engagement;
- conversions;
- creator performance; or
- business growth.



Any case study or performance figure should be understood in its stated context.

12 Third-Party Services

Nelo may link to or integrate with third-party services.

Nelo does not control independent third-party services and is not responsible for their availability, content or separate terms except to the extent required by law.

13 Availability

We do not guarantee that neloadvert.com will always be uninterrupted, error-free or continuously available.

We may modify, suspend or maintain parts of the website when reasonably necessary.

14 Liability

Nothing in these Terms excludes or limits liability where doing so would be unlawful, including liability that cannot legally be excluded under the laws of England and Wales.

Subject to applicable law, Nelo will not be responsible for indirect or consequential losses arising solely from use of the public informational website where such liability may lawfully be limited.

Any paid Nelo service should have its own commercial agreement containing appropriate service-specific liability provisions.

15 Privacy

Use of personal information associated with the website is governed by the Nelo Privacy Policy and applicable cookie information.

16 Changes to These Terms

Nelo may update these Terms to reflect changes to the website, products, business operations or law.

The current version and update date will be published on the website.

17 Governing Law

These Terms are governed by the laws of **England and Wales**.

Subject to any mandatory rights that apply, disputes relating to these Terms will be subject to the jurisdiction of the courts of England and Wales.

18 Contact

Questions concerning these Terms can be sent to:

Nelo Advertising Ltd

Email: marketing@neloadvert.com

Location: United Kingdom

Company number: 16675452