

Terms and Conditions

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LEGAL DISCLOSURE:

Bell & Holmes Research Ltd.

Panagias Evangelistrias Street No. 89, 4156 Kato Polemidia – Limassol,
Cyprus.

Managing Director: Philip von Haussen

Company Secretary: Dirk Ahmels

Company Reg. No.: HE 429115

EU-VAT: CY10417342P

1. Introduction

Welcome to the Bell & Holmes Research Ltd. website (“the Website”). These Terms of Service (“Terms”) govern your access to and use of our Website, services, and content. These Terms also apply, to the extent relevant, to individuals who participate in our surveys or research activities (“Respondents”). By using our Website, and by submitting any personal data, you agree to comply with and be bound by these Terms, our policies, and you consent to the collection and processing of your personal data as described therein. If you do not agree, please do not use our Website or submit any personal information.

2. Use of the Website

2.1 Eligibility

You must be at least 18 years old or have the consent of a parent or guardian to use our Website and submit any personal data. By accessing our Website,

you confirm that you meet this requirement. Where you are a Respondent, you acknowledge that your participation is voluntary and also subject to the Survey Participation Notice.

2.2 Permitted Use

You agree to use the Website only for lawful purposes and in accordance with these Terms. You must not:

- Violate any applicable laws or regulations.
- Transmit any harmful, defamatory, obscene, or otherwise objectionable material.
- Engage in any conduct that restricts or inhibits anyone's use or enjoyment of the Website.

Attempt to gain unauthorized access to any portion of the Website, other accounts, or systems.

2.3 Incentives

From time to time, and solely at our discretion, we may provide Respondents who complete our surveys or research activities with an incentive. Incentives are administered via a secure third-party platform (currently Tremendous, <https://www.tremendous.com/>), where Respondents may choose from available gift cards, cash equivalents, or other rewards. Such incentives are provided strictly as a token of appreciation for participation and shall not be construed as consideration or inducement to provide specific content or outcomes in responses.

2.4 Accuracy of Information Provided in Surveys

Where you participate as a Respondent in surveys, interviews, or research activities conducted by us, you are solely responsible for providing information and responses that are truthful, accurate, and not misleading. We and our Clients shall be entitled to rely on such information for research and analysis. If a Respondent knowingly provides false or misleading information, we reserve the right to exclude such responses from research deliverables, and

may take appropriate steps to protect the integrity of the research and the interests of our Clients. To the extent permitted by applicable law, Respondents may be held responsible if such conduct causes demonstrable and material harm.

2.5 Confidentiality of Surveys and Related Information

When participating in any survey, interview, or research activity conducted by us, you may become aware of or be exposed to information that is confidential in nature. For the avoidance of doubt, the very existence of the survey, its questions, content, format, design, structure, any related instructions or communications, and any information disclosed in the course of the survey, shall be considered confidential information (“Confidential Information”).

You agree:

- (a) to treat all such Confidential Information as strictly confidential and not to disclose, copy, reproduce, distribute, or otherwise make available such information to any third party without our prior written consent;
- (b) to use such Confidential Information solely for the purpose of completing the applicable survey; and
- (c) that any unauthorized use or disclosure of Confidential Information may result in legal action, and you may be held liable for any losses or damages caused.

This confidentiality obligation survives the completion of the survey and your relationship with us.

3. Intellectual Property

3.1 Ownership

All content on this Website, including but not limited to text, graphics, logos, images, and software, is the property of Bell & Holmes Research Ltd. or its licensors and is protected by intellectual property laws.

3.2 Limited License

We grant you a limited, non-exclusive, non-transferable license to access and use the Website for personal, non-commercial purposes. You may not copy, modify, distribute, or create derivative works from any part of the Website without prior written consent.

4. User-Generated Content

4.1 Responsibility for Content

If you submit or post content to the Website, you are solely responsible for ensuring it complies with these Terms and applicable laws. You agree to indemnify and hold us harmless from claims arising from your use, reliance on, disclosure of, or distribution of content. You retain ownership of any intellectual property rights in the content you submit.

4.2 License to Us

By submitting content, you grant us a worldwide, royalty-free, sublicensable license to use, reproduce, modify, and distribute your content in connection with the operation of the Website and our business.

4.3 Subprocessors and Data Processing Addendum Reference

We may engage vetted subprocessors (including but not limited to Microsoft Azure, OpenAI, Tremendous) for hosting, analytics, incentive fulfillment, and research tooling. Where we act as a processor, our Data Processing Addendums form part of these Terms.

5. Privacy

Your use of the Website is also governed by our [Privacy Policy](#), which explains how we collect, use, store, and protect your personal data. For more information on how your personal data is collected, used, and your rights as a data subject, please refer to our [Privacy Policy](#) and [Cookie Policy](#). California residents may exercise their privacy rights, including the right to opt out of the sale or sharing of personal information, as described in our [Privacy Policy](#) and

[Cookie Policy.](#)

6. Disclaimers

6.1 No Warranty

The Website is provided “as is” and “as available.” We do not guarantee that the Website will be error-free, secure, or available at all times. To the fullest extent permitted by law, we disclaim all warranties, whether express or implied.

6.2 Limitation of Liability

NEITHER WE NOR ANY OF OUR AFFILIATES OR LICENSORS WILL BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR EXEMPLARY DAMAGES, INCLUDING DAMAGES FOR LOSS OF PROFITS, GOODWILL, USE, OR DATA OR OTHER LOSSES, EVEN IF WE HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. OUR AGGREGATE LIABILITY UNDER THESE TERMS WILL NOT EXCEED THE GREATER OF THE AMOUNT YOU PAID FOR THE SERVICE THAT GAVE RISE TO THE CLAIM DURING THE 12 MONTHS BEFORE THE LIABILITY AROSE OR ONE HUNDRED DOLLARS (\$100). THE LIMITATIONS IN THIS SECTION APPLY ONLY TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW. Some countries and states do not allow the disclaimer of certain warranties or the limitation of certain damages, so some or all of the terms above may not apply to you, and you may have additional rights. In that case, these Terms only limit our responsibilities to the maximum extent permissible in your country of residence. In particular, while we take appropriate steps to protect your personal data, we cannot be held liable for any unauthorized access or loss of personal data that is beyond our reasonable control.

7. Indemnification

You agree to indemnify and hold Bell & Holmes Research Ltd. harmless from

any claims, losses, liabilities, damages, costs, and expenses (including reasonable attorneys' fees) arising out of your use of the Website or your violation of these Terms.

8. Termination

We reserve the right to suspend or terminate your access to the Website at our sole discretion, without notice, for any violation of these Terms or other reasons, including technical issues or legal requirements.

9. Third-Party Links

Our Website may contain links to third-party websites or services. We are not responsible for the content or practices of these third-party sites. Accessing these links is at your own risk.

10. Changes to the Terms

We may update these Terms from time to time. Any changes will be posted on this page with the "Last Updated" date. By continuing to use the Website after changes are posted, you agree to the updated Terms. We encourage you to regularly review these Terms, our Privacy Policy, and Cookie Policy.

11. Governing Law

These Terms are governed by and construed in accordance with the laws of Cyprus, without regard to its conflict of law principles. Any disputes arising under these Terms shall be subject to the exclusive jurisdiction of the courts in Cyprus.

12. Contact Us

If you have any questions about these Terms, please contact us at:

Bell & Holmes Research Ltd.

Email: requests@bellandholmes.com

Address: Panagias Evangelistrias Street No. 89, 4156 Kato Polemidia –
Limassol, Cyprus.