



A360 DIGITAL ADVERTISING – TERMS & CONDITIONS (2025)

Version 1.0 | Medway, United Kingdom

1. OVERVIEW

A360 Digital Advertising (“A360”, “we”, “us”, “our”) provides digital billboard advertising, human walking billboard services, private hire, hyper community engagement, content creation, and digital advertising screen sales. These Terms & Conditions govern all bookings, services, and sales provided by A360.

By making a booking, purchasing a service, or submitting payment, you acknowledge that you have read, understood, and agree to be bound by these Terms & Conditions, including our No Refund and No Rescheduling policies.

Service Description

Advertising slots are date-specific services scheduled in advance for agreed campaign periods. Once confirmed, these slots are reserved exclusively for you.

2. BOOKING CONFIRMATION

A booking is considered fully confirmed only when:

- Full payment has been received, and
- All required files, assets, and information have been submitted by the client.
- Once a booking is confirmed, it cannot be changed, cancelled, or refunded.

3. NO REFUND POLICY

- All A360 services are strictly non-refundable, including:
- Advertising slot bookings
- Multi-location campaigns
- Saturday 5-location routes
- Night-time or club advertising
- Private hire (3-hour or 6-hour)
- Creative add-ons (e-flyer design, reel creation, conversions)
- Digital billboard sales
- File uploads
- Missed deadlines
- Incorrect files or formats
- Non-attendance or lateness
- Refunds will not be issued for:
- Change of mind
- Weather (unless declared unsafe by A360)
- Client travel issues
- Upload mistakes
- Incomplete or late file submission
- Technical issues caused by client files
- Poor-quality creative provided by the client

4. NO RESCHEDULING POLICY

A360 does not offer rescheduling for:

- Any advertising slot
- Multi-location route days
- Private hire
- Club/event night hire
- Festivals
- Daytime campaigns
- If the client is unable to meet the scheduled booking:
- ➤ The booking is forfeited
- ➤ A new booking and full payment will be required
- No exceptions apply.

5. WEATHER POLICY

Our digital billboards are waterproof and operational in standard rain.

A360 will only reschedule due to unsafe weather conditions, including:

- Storms
- High winds
- Severe flooding
- Conditions affecting staff safety
- Conditions risking equipment damage
- Unsafe conditions are determined solely by A360.
- If A360 declares a day unsafe:
 - ✓ Your advert automatically moves to the next suitable weather day
 - ✗ No refund
 - ✗ No client-selected new date

Cancellation & Refund Policy Summary

Advertising slots are exempt from the 14-day cooling-off period under the UK Consumer Contracts Regulations because they relate to a specific date or period.

- **No refunds** will be issued for cancellations, regardless of the reason.
- **Rescheduling**
If you wish to reschedule, this may be possible at our discretion and subject to availability. Additional charges may apply.
- **Force Majeure**
We are not liable for delays or non-performance caused by events beyond our reasonable control (e.g., natural disasters, government restrictions, technical failures). In such cases, we will make reasonable efforts to reschedule your slot.

By confirming your booking and making payment, you acknowledge and agree to these terms.

6. CONTENT & FILE REQUIREMENTS

Clients must submit:

- Correct formats
- MP4 (1080×1920 portrait) for videos
- JPEG/PNG (1080×1920 portrait) for graphics
- Content requirements
- Correct spelling and UK English grammar
- High-resolution quality
- Legal rights to use images, music, and logos
- No offensive, hateful, or illegal material
- No discriminatory or political content (unless approved)
- A360 may reject content that violates branding or legal standards.

Rejection does not qualify for a refund.

A360 is not responsible for:

- Pixelated or blurry adverts
- Incorrect ratios
- Spelling or grammar mistakes
- Outdated pricing/offers on client content
- Copyrighted or unlicensed content supplied by the client

7. PRIVATE HIRE (24/7 SERVICE)

Private hire includes:

- 3-hour sessions
- 6-hour sessions
- Late-night club hire
- Event or festival hire
- Community hire
- Travel fees apply outside Medway.
- A360 walkers are entitled to:
- UK legal rest breaks
- Safe working conditions
- The right to stop if threatened or unsafe
- If the environment is unsafe and service must pause:
- ✓ We resume when safe
- ✗ No refunds

8. TRAVEL FEES (OUTSIDE MEDWAY)

Travel outside Medway is chargeable and includes:

- Taxi travel
 - Waiting time
 - Late-night surcharges
 - Additional mileage
 - All costs will be confirmed before booking.
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9. EQUIPMENT OPERATION

A360 ensures:

- All units are fully charged
 - Backup power is supplied
 - Weather protection is provided
 - Visibility and brightness are optimal
 - If equipment fails due to A360's fault:
 - ✓ Your advert will be moved to another day
 - ✗ No refunds
 - If failure is caused by client files:
 - ✗ No reschedule
 - ✗ No refund
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10. CLIENT RESPONSIBILITY

The client is responsible for:

- Checking their files before upload
- Ensuring all spelling is correct
- Meeting required file formats
- Providing legal content
- Meeting all deadlines
- Ensuring rights to all images, music, videos, and logos
- A360 does not edit client content unless an add-on service has been purchased.

11. REQUIRED INFORMATION DEADLINES

If A360 emails to request missing or additional information:

- The client must supply it within the stated timeframe.
 - Failure to do so will be treated as a client cancellation.
 - The booking becomes non-refundable and no-reschedules.
 - A new booking and payment will be required.
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12. CANCELLATION POLICY

Because all advertising and private hire bookings reserve a time slot with staffing, equipment, and route planning:

- ✓ All cancellations are non-refundable
 - ✓ Cancellations cannot be rescheduled
 - If a client chooses not to proceed:
 - ✗ Payment is forfeited
 - ✗ No transfer to another date
 - ✗ No credit offered
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13. PRIVACY POLICY (UK GDPR COMPLIANT)

A360 collects only the data required to deliver your service, including:

- Name
- Email
- Contact number
- Uploaded advertising files
- Booking information
- Payment confirmation
- We do not share data with third parties except:
- Payment processors
- Legal requirements
- Safety obligations
- Clients may request data deletion at any time.
- Data is stored securely and not used for marketing unless consent is provided.

14. LIABILITY & DISCLAIMER

A360 is not liable for:

- Loss of business resulting from ad performance
- Client mistakes in design or grammar
- Copyright disputes caused by client files
- External factors such as crowd size, footfall, or weather
- A360 does not guarantee:
- Engagement
- Sales
- Conversions
- Specific footfall numbers
- We guarantee delivery of the advertising service, not results.

15. PRIVATE HIRE SERVICES (24/7 AVAILABLE)

Minimum booking: 3 hours

Maximum booking: 12 hours

Includes:

- Digital human billboard walker
- Waterproof & visibility-protected screen
- Route planning
- Break entitlement (UK law)
- Photos/video of advert in action (subject to location rules)

Additional Charges:

- Travel outside Medway
- Extended hours
- High-footfall zone fees (if applicable)
- Special events or club-night peak fees

A360 staff safety:

If the environment becomes unsafe or abusive:

- The service will stop immediately
- No refund or reschedule is provided

16. LEGAL WORKING & BREAKS POLICY (UK)

Our walkers are entitled by law to:

- A 20-minute break for every continuous 6-hour shift
- Additional rest at the discretion of A360 for safety
- Safe placement at, all times
- Not to enter hostile, illegal, or unsafe environments

Breaks do not reduce the client's scheduled time — ad rotation continues.

17. CREATIVE ADD-ON SERVICES

These include:

- Flyer → E-flyer conversion
- 15-second Reel creation
- Advert formatting
- Logo placement
- Minor text adjustments
- Grammar fixing
- Colour/size optimisation

Once work begins:

 No refund

 Revisions are available depending on the package.

18. EQUIPMENT & SAFETY

A360 digital billboards are:

- Waterproof
- High-brightness
- Visibility-optimised
- Professionally maintained

If equipment issues arise:

✓ Booking moves to the next available date

✗ No refunds

19. CLIENT DECLARATION (AGREEMENT)

By completing a booking, you declare that:

- ✓ You agree to A360's No Refund Policy
- ✓ You agree to all Terms & Conditions
- ✓ You understand that bookings are non-refundable
- ✓ You understand that weather rollovers do not qualify for refunds
- ✓ You are responsible for all file accuracy and legality
- ✓ You have copyright permission for all content provided
- ✓ You accept that UK break laws apply to all staff
- ✓ You agree not to submit offensive or illegal content

This declaration is legally binding.

20. CONTACT DETAILS

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16. BEFORE-YOU-BOOK CHECKLIST

Clients, please confirm the following before booking:

- ☐ I understand all bookings are non-refundable
- ☐ I understand bookings cannot be rescheduled
- ☐ I will supply files on time
- ☐ I understand A360 decides weather safety
- ☐ I have checked my spelling and grammar
- ☐ My files meet the size and format requirements
- ☐ I have the legal right to use all content provided
- ☐ I understand unsafe behaviour can pause advertising
- ☐ I understand travel fees apply outside Medway
- ☐ I have read and accepted all Terms & Conditions