

AI & Automation Terms

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Last updated: May 2026

These terms explain how I use AI tools and automation in my services. They form part of the overall agreement with clients and are designed to be clear, fair and practical.

1. About Wayne Scott-Fox

Wayne Scott-Fox is a UK-based sole trader offering website design, branding, local SEO, Google Business optimisation, AI-assisted workflows, automation setup, digital systems support, platform builds, content strategy and educational content on crypto, stocks and markets.

Services are provided to small local businesses, independent operators, creators, SMEs and growing brands.

2. AI-Assisted Workflows

I may use AI tools to support creative, technical and administrative tasks. This includes generating initial drafts, suggesting ideas, analysing data patterns, automating repetitive processes and enhancing efficiency.

AI is used as a supporting tool, not a replacement for professional judgement.

3. Automation Support and Configuration

I help clients set up automation systems for workflows, marketing tasks, data processing and operational efficiency. This often involves third-party platforms and custom configurations.

4. Third-Party AI Tools and Platforms

Services may rely on tools such as ChatGPT, Claude, Midjourney, Google AI services, Zapier, Make.com and other platforms. I do not own or control these services.

5. AI Output Limitations

AI systems can produce helpful results but may also generate inaccuracies, incomplete information, biased content or unexpected outputs. All AI-generated material is subject to review.

6. Human Review and Oversight

I apply professional review to all AI-assisted outputs before delivery. However, clients should also review materials carefully before use, publication or implementation.

7. Client Responsibility for Final Decisions

You remain fully responsible for any decisions made based on my work. This includes approving website content, implementing automations, publishing materials or acting on recommendations.

8. Accuracy and Reliability Limitations

No AI system or automated process is guaranteed to be 100% accurate or error-free. Results depend on the quality of input data and current capabilities of the tools used.

9. Platform Changes and Dependency Limitations

Third-party platforms frequently update their features, terms or availability. I cannot guarantee continued functionality of any automation or integration.

10. Automation Interruption or Failure

Automations may fail due to platform outages, changes in APIs, incorrect configuration or other factors. I will provide reasonable support to resolve issues, but cannot guarantee uninterrupted service.

11. Data and Input Quality Limitations

The effectiveness of AI and automation depends heavily on the quality and accuracy of data or inputs provided by the client. Poor quality inputs are likely to produce poor outputs.

12. Content Generation Limitations

AI-generated content is provided as a starting point. It requires human editing for tone, accuracy, brand alignment and legal compliance. I do not guarantee uniqueness or SEO performance of generated content.

13. SEO and Content Automation Limitations

While I can set up tools to support SEO and content workflows, search engine algorithms change regularly. No guaranteed rankings or traffic increases are provided.

14. No Guaranteed Outcomes

I do not guarantee specific business results, revenue increases, traffic growth, lead generation or any other performance metrics. All services are provided on a best-efforts basis.

15. External Integrations and APIs

Any integrations with external platforms are subject to those platforms' terms, availability and pricing. Changes by third parties may require additional work at additional cost.

16. Service Interruption Limitations

I will make reasonable efforts to maintain service continuity, but cannot be held responsible for downtime caused by third-party services or factors outside my control.

17. Crypto and Market Content Limitations

Any commentary on crypto, stocks or markets is for educational and informational purposes only. It is not financial advice. You should seek professional regulated advice before making investment decisions.

18. No Regulated Financial Advice

I am not a regulated financial adviser. Nothing in my services constitutes regulated financial advice under UK law.

19. Liability Limitations

My liability is limited to the value of the specific service provided. I am not liable for indirect losses, lost profits or outcomes resulting from use of AI or automation systems.

20. Governing Law

These terms are governed by the laws of England and Wales.

By engaging my services, you acknowledge that you have read and understood these terms.

Wayne Scott-Fox
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