

Liability Disclaimer

Wayne Scott-Fox Digital Services

Effective Date: May 2026

This Liability Disclaimer outlines the terms under which Wayne Scott-Fox provides digital services. By engaging the services of the business, the client agrees to the limitations set out below.

1. General Liability Limitation

Wayne Scott-Fox provides website design, branding, SEO, automation and related digital services to the best of the business's professional ability. However, the business cannot guarantee specific business outcomes or results. Liability is limited to the value of the services provided under the specific agreement with the client.

2. No Guaranteed Outcomes

The business does not guarantee any specific rankings, website traffic, leads, revenue, or business growth. Digital marketing and online visibility are influenced by many external factors beyond the business's control.

3. Third-Party Platforms and Services

Work often involves third-party platforms such as Google, WordPress, social media networks, and other tools. The business is not responsible for changes, outages, policy updates, or disruptions by these providers.

4. AI-Assisted Workflow Limitations

Where AI tools are used to support workflows, content creation or automation, these systems may produce inaccuracies or unexpected results. The client acknowledges that AI technology has limitations and the business is not liable for any issues arising from its use.

5. Website and Platform Limitations

Websites and digital platforms built or optimised may be affected by updates to hosting providers, browsers, or external technologies. The business is not responsible for issues arising after handover due to such changes.

6. SEO and Visibility Limitations

Search engine optimisation involves ongoing effort and is subject to algorithm changes by search engines. The business provides no guarantees regarding search rankings or organic visibility.

7. Client Responsibility for Decisions

All final decisions regarding the client's business, website content, branding, and strategy remain the client's responsibility. The business provides recommendations based on experience, but the client retains full control.

8. Post-Handover Responsibility

Once a website, platform or project is handed over, the client is responsible for its ongoing maintenance, security, updates and content management unless a separate support agreement is in place.

9. Content and Information Accuracy

Any educational content, commentary or advice provided is for informational purposes only. The business makes reasonable efforts to ensure accuracy but cannot guarantee it at all times.

10. Crypto, Stock and Market Commentary

Commentary on crypto, stocks or financial markets is for educational and informational purposes only. It does not constitute regulated financial advice or investment recommendations.

11. No Regulated Financial Advice

Wayne Scott-Fox is not a regulated financial adviser. Any market-related content is general in nature and the client should seek independent professional advice before making financial decisions.

12. External Integrations and Dependencies

The business is not liable for issues arising from third-party integrations, APIs, plugins or services connected to the client's projects.

13. Service Interruption Limitations

The business is not responsible for temporary service interruptions, hosting issues, or external factors affecting the client's digital presence.

14. Limitation of Damages

The total liability under any agreement shall not exceed the total fees paid by the client for the services in the preceding 12 months. The business is not liable for indirect, consequential or punitive losses.

15. Governing Law

This disclaimer is governed by the laws of England and Wales. Any disputes will be subject to the exclusive jurisdiction of the courts of England and Wales.

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