

Terms of service

The contract between Cadrify Ltd and the organisation that subscribes to Cadrify. It covers the right to use the Service, acceptable use, who owns the data, fees, termination, liability and governing law. These are business-to-business terms.

Last reviewed 06/10/2026

About these terms

These Terms of Service ("Terms") govern access to and use of the Cadrify platform and website (the "Service") provided by Cadrify Ltd. Together with any order or subscription you place (an "Order"), our Data Processing Agreement, our Privacy Policy, our Cookies Policy and our Security overview, they form the agreement between you and Cadrify (the "Agreement"). For the purposes of the Data Processing Agreement, these Terms and any Order are the "Principal Agreement".

By creating an account, placing an Order or using the Service, the organisation you represent (the "Customer", "you", "your") accepts these Terms. If you are accepting on behalf of an organisation, you confirm that you have authority to bind it.

The Service is intended for organisations and for professional, political, campaigning and advocacy use. It is not intended for consumers, and these Terms are business-to-business terms.

1. Who we are

Legal entity	Cadrify Ltd ("Cadrify", "we", "us", "our")
Registration	Registered in England and Wales, company number 17244539
Registered address	7 Malvern Road, Hornchurch, Essex, RM11 1BG
Commercial contact	sales@cadrify.org

2. Definitions

Authorised User	a member of staff, volunteer or other individual the Customer permits to access the Service under the Customer's account.
Customer Data	the data the Customer or its Authorised Users upload to or create in the Service, including electoral register data, door-knock responses, supporter records and account information.
Order	the subscription plan, quote or order form under which the Customer subscribes to the Service.
Subscription Term	the period for which the Customer has subscribed, as set out in the Order.

3. The Service and right to use

Subject to these Terms and payment of any applicable fees, Cadrify grants the Customer a non-exclusive, non-transferable right to access and use the Service during the Subscription Term, for the Customer's internal purposes of lawful campaigning, organising, advocacy and related operational activities. This right extends to the Customer's Authorised Users.

The Service is provided on a software-as-a-service basis. We host and operate it, and we may improve, modify or add features from time to time. We will not materially reduce the core functionality of the Service during a paid Subscription Term without notice.

Except as expressly permitted by these Terms or by law, the Customer must not, and must not permit any third party to:

- copy, modify or create derivative works of the Service or its underlying software,
- remove, obscure or alter any proprietary or attribution notices in the Service,
- access or use the Service to build, or assist anyone in building, a competing product or service,
- publish or disclose benchmarking or performance results relating to the Service without our prior written consent, or
- automate access to the Service, or use it, in a way that places an excessive or disproportionate load on the platform or its interfaces.

These restrictions are in addition to the acceptable-use rules in section 5.

4. Accounts and Authorised Users

The Customer is responsible for the acts and omissions of its Authorised Users as if they were its own. The Customer must:

- ensure that login credentials are kept secure and not shared,
- ensure that each Authorised User accesses the Service only through their own account,
- promptly deactivate access for any individual who no longer needs it, and
- notify us promptly at security@cadrify.org of any suspected unauthorised access.

5. Acceptable use

The Customer and its Authorised Users must not:

- use the Service in breach of the UK GDPR, the Data Protection Act 2018, electoral law or any other applicable law,
- use the Service to send unsolicited marketing, or to harass, intimidate or target any individual unlawfully,
- attempt to circumvent the Service's permissions, logging or audit features, or to gain unauthorised access to any data or system,
- copy, modify, reverse-engineer or create derivative works of the Service, except as permitted by law,
- resell, sublicense or make the Service available to any third party that is not an Authorised User, or
- introduce malicious code, or use the Service in a way that impairs its operation or security.

6. Customer Data and ownership

As between the parties, the Customer owns all Customer Data. The Customer grants Cadrify the right to host, process and transmit Customer Data to the extent necessary to provide the Service.

The Customer is responsible for the accuracy, quality and legality of Customer Data and for having the right to provide it to us. The Customer represents, and is responsible for ensuring, that it holds a valid lawful basis, and where applicable an Article 9 condition, for all Customer Data it processes through the Service.

Cadrify owns the Service, its software and all intellectual property in them. Nothing in these Terms transfers ownership of the Service to the Customer. We may use aggregated, anonymised data that does not identify the Customer or any individual to operate and improve the Service.

7. Data protection

Where Cadrify processes personal data within Customer Data on the Customer's behalf, it does so as processor under the Data Processing Agreement, which forms part of these Terms. How Cadrify handles personal data for which it is itself the controller is described in the Privacy Policy.

8. Electoral and political data

The Service is designed to handle electoral register data and door-knock data on behalf of political organisations. Access to the full electoral register is permitted only for purposes set out in law. The Customer is responsible for ensuring it is entitled to hold and process this data, and for using it only for lawful purposes under the Representation of the People Act 1983 (as amended) and associated regulations. Cadrify processes this data only on the Customer's instructions and does not independently verify the Customer's entitlement.

9. Fees and payment

The Customer pays the fees set out in its Order or selected subscription plan. Unless the Order says otherwise:

- fees are stated exclusive of VAT, which is added where applicable,
- subscription fees are billed in advance for each billing period,
- payment is taken by invoice or through our payment processor, as set out in your Order, and is due on the date of invoice or renewal, and
- fees are non-refundable except where these Terms or the law require otherwise.

We may change our fees for a renewal term by giving at least 30 days' notice before the renewal date. If a payment is overdue, we may suspend the Service after giving reasonable notice.

10. Term, renewal and termination

The Agreement starts when the Customer first accepts these Terms or places an Order, and continues for the Subscription Term. Unless the Order says otherwise, the subscription renews for successive periods of the same length unless either party gives notice of non-renewal before the end of the current term.

Either party may terminate the Agreement on written notice if the other party:

- commits a material breach that is not remedied within 30 days of written notice, or

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- becomes insolvent, enters administration or ceases to trade.

We may suspend or terminate access immediately where continued use poses a security risk, is unlawful or breaches section 5.

11. Effect of termination

On termination or expiry, the Customer's right to use the Service ends. The Customer may, during the Subscription Term and for 30 days after termination or expiry, export its Customer Data. We will return or delete Customer Data in accordance with the Data Processing Agreement. By default, Customer Data is deleted from production systems automatically 30 days after the account is closed, with encrypted backups removed on their normal retention cycle. Accrued fees remain payable.

12. Confidentiality

Each party may receive confidential information from the other. Each party will keep the other's confidential information confidential, use it only to perform the Agreement and protect it with reasonable care. This does not apply to information that is public through no fault of the receiving party, or that must be disclosed by law.

13. Availability and support

We use commercially reasonable efforts to keep the Service available and to provide support, consistent with the support arrangements in the Order, during UK business hours. We may carry out maintenance, and will give reasonable notice of planned downtime where practicable. Specific service levels, support response times and any availability commitments, if offered, are set out in the Order. Where the Order is silent, the Service is provided without a guaranteed availability level.

14. Beta and preview features

We may make beta, preview, trial or other early-access features available and identify them as such. These features are provided for evaluation, may be incomplete or change, may be withdrawn at any time and are offered without warranty or support. The Customer uses them at its own discretion and risk. Sections 16 (Disclaimers) and 17 (Limitation of liability) apply to them in full.

15. Warranties

Each party warrants that it has the authority to enter into the Agreement. Cadrify warrants that it will provide the Service with reasonable skill and care.

16. Disclaimers

Except as expressly stated in these Terms, the Service is provided "as is". To the extent permitted by law, we exclude all other warranties, whether express or implied, including any implied warranty of satisfactory quality or fitness for a particular purpose. We do not warrant that the Service will be uninterrupted or error-free, or that it will meet every requirement.

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The Service provides tooling and operational support only. It does not constitute legal, regulatory, electoral or data protection advice, and must not be relied on as such. The Customer is responsible for its own compliance and should take independent professional advice where needed.

17. Limitation of liability

Nothing in the Agreement limits any liability that cannot be limited by law, including liability for death or personal injury caused by negligence, or for fraud.

Subject to that, and to the extent permitted by law:

- neither party is liable for loss of profit, loss of business, loss of goodwill or any indirect or consequential loss, and
- each party's total liability arising out of or in connection with the Agreement in any twelve-month period is limited to the fees paid or payable by the Customer in that period.

The Customer remains responsible, as data controller, for its own decisions about how it uses the Service and the data within it.

18. Indemnity

The Customer will indemnify Cadrify against claims, losses and reasonable costs arising from the Customer's breach of section 5 (Acceptable use), section 6 (Customer Data) or section 8 (Electoral and political data), or from any Customer Data that infringes the rights of a third party or breaches Data Protection Laws.

19. Third-party services

The Service relies on third-party providers for hosting and email delivery. These are listed, with their data locations and transfer bases, in the Data Processing Agreement. We remain responsible for these providers as set out there.

The Service also offers optional integrations with external systems, for example CRM platforms. These are off by default. Where the Customer chooses to enable one, the Customer connects it using the Customer's own account with that provider, the integration is governed by that provider's own terms and the Customer is responsible for its use of that provider. The available integrations, and links to their terms, are set out in our Data Processing Agreement and Privacy Policy. We are not responsible for third-party services the Customer chooses to connect or use independently of the Service, nor for failures caused by the internet generally or by the Customer's own equipment, networks or infrastructure.

20. Changes to these Terms

We may update these Terms from time to time to reflect changes in law, regulatory guidance or the Service. The current version is always available at cadrify.org/terms, with the date of the latest revision shown at the top. Where a change materially affects the Customer's rights, we will give reasonable prior notice. Continued use of the Service after a change takes effect constitutes acceptance of the updated Terms.

21. Force majeure

Neither party is liable for failure or delay caused by events beyond its reasonable control, provided it takes reasonable steps to mitigate the effect.

22. General

The Customer may not assign the Agreement without our consent. We may assign it to a successor in connection with a merger, acquisition or sale of assets. If any provision is found unenforceable, the rest remains in force. A failure to enforce a right is not a waiver of it. Nothing in the Agreement creates a partnership, agency or employment relationship. The Agreement is the entire agreement between the parties on its subject matter and supersedes any prior understanding. Where these Terms conflict with an Order, the Order prevails on commercial terms and these Terms prevail on everything else. The Contracts (Rights of Third Parties) Act 1999 does not apply.

23. Governing law and jurisdiction

The Agreement is governed by the laws of England and Wales, and the parties submit to the exclusive jurisdiction of the courts of England and Wales.

24. Contact

For questions about these Terms or your subscription:

Commercial	sales@cadriify.org
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Data protection	privacy@cadriify.org
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Post	Cadriify Ltd, 7 Malvern Road, Hornchurch, Essex, RM11 1BG
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Cadriify Ltd, company number 17244539, registered in England and Wales. ICO registration ZC158949. Registered address 7 Malvern Road, Hornchurch, Essex, RM11 1BG.

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