

Website Terms of Use

Legal operator	Pariter Limited trading/operating the F-Stop Creative brand
Company number	05308864
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Policy owner	Ian Chadwick, Director
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About these terms

These terms apply to use of the F-Stop Creative website. F-Stop Creative is operated by Pariter Limited, registered in England and Wales under company number 05308864.

By using the website, you agree to these terms. Separate terms, proposals, statements of work or client agreements apply to paid services and take priority over these website terms where there is a conflict.

Website content

The website is provided for general information about F-Stop Creative, its services, approach, portfolio and contact routes. It is not legal, intellectual property, regulatory, advertising-compliance, financial, tax, investment, medical, employment or other specialist professional advice.

We may update, remove or change website content at any time. We do not guarantee that website content will be complete, accurate, uninterrupted or error-free.

Creative, branding and strategy information

Any information about design, brand, media, marketing, creative strategy or growth strategy is general information unless set out in a signed client engagement. Outcomes depend on factors outside our control, including implementation, market conditions, budget, customer behaviour, media spend, operational capability, third-party platforms and client decisions.

No website statement should be read as a guarantee of sales, growth, enquiries, conversion, audience reach, search ranking, valuation uplift, investment, reputation improvement or commercial success.

Copyright and intellectual property

Unless stated otherwise, the website, its text, design, layout, graphics, images, video, branding and other content are owned by or licensed to Pariter Limited/F-Stop Creative.

You may view and share links to the website for normal business purposes. You must not copy, reproduce, scrape, modify, frame, republish, sell or commercially exploit website content without written permission.

Client project work displayed on the website may include materials owned by clients or third parties and is shown for portfolio/illustrative purposes only.

Client content and rights clearance

If you send materials to us, including logos, copy, images, footage, music, brand assets, product claims, testimonials or customer data, you are responsible for ensuring you have the right to provide them to us and for the intended use, unless agreed otherwise in writing.

F-Stop Creative is a design, media and strategy provider. It does not provide formal legal, trade mark, copyright clearance, advertising-regulatory or sector-specific compliance advice unless a signed agreement expressly says so.

Portfolio and marketing use

Subject to confidentiality, signed non-disclosure agreements and any written opt-out agreed before or during a project, F-Stop Creative may refer to its work, designs, concepts, outcomes, public launches, client names, logos, screenshots and case study material for its own marketing, credentials, website, social media, award entries, pitch documents and portfolio purposes.

Where material is confidential, sensitive, unpublished or subject to a third-party restriction, it should not be used for portfolio purposes without appropriate permission.

Third-party links and referrals

The website may link to third-party websites or refer to third-party advisers, suppliers or platforms. These links are provided for convenience only. We are not responsible for the content, availability, advice, services or terms of third-party providers.

Where clients need specialist compliance, legal, intellectual property, regulatory, advertising, financial or sector advice, F-Stop Creative may suggest contacts but does not accept responsibility for advice provided by those third parties.

Liability

Nothing in these terms limits or excludes liability where it would be unlawful to do so, including liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation.

To the fullest extent permitted by law, we are not liable for loss arising from use of, or reliance on, website content, third-party links, unauthorised use of the website, interruptions, viruses, technical failures or decisions made without a signed client engagement.

Acceptable use

You must not misuse the website, attempt unauthorised access, introduce malicious code, scrape the website unlawfully, overload the service, impersonate others or submit unlawful, misleading, confidential or infringing content.

Governing law

These terms are governed by the laws of England and Wales. The courts of England and Wales have jurisdiction, unless mandatory law provides otherwise.