**RoadReach Terms & Conditions for Brands** (updated: 02/2025)

**1. Introduction**

Welcome to RoadReach. These Terms & Conditions outline the agreement between RoadReach ("we," "us," "our") and participating brands ("you," "your," "brand") regarding our vehicle advertisement service.

By signing up for a campaign with RoadReach, you acknowledge and agree to the following terms.

**2. Service Overview**

RoadReach connects brands with independent drivers who voluntarily display branded vinyl advertisements on their vehicles. RoadReach serves solely as a facilitator and does not control or employ participating drivers.

**3. Campaign Setup & Execution**

**3.1 Brand Application**

* Upon application approval, your branding requirement will be matched with the ideal driver.
* RoadReach will assign vetted drivers to such campaign
* A Campaign becomes active once RoadReach informs You the Brand of the selected driver. No Personal data will be shared, just campaign related information and driver card.

**3.2 Advertisement Display**

* Vinyl advertisements vary in size and are placed on either the rear body or side panel of the registered driver’s vehicle (size variations can be agreed upon discussion).
* Sizes are 148x210mm minimum up to 297x420mm.
* Brands must provide high-resolution logos and campaign details upon signing up.
* RoadReach will distribute vinyl decals directly to selected drivers only.
* Dynamic QR codes are at an extra cost unless agreed otherwise through RoadReach UK.

**3.3 Reporting & Tracking**

* **Initial Driver Confirmation Report/ Driver ID** Includes basic driver details, vehicle information, campaign region and habits but no specific details on the driver. That privacy remains between RoadReach and the driver.
* GPS tracking is **not** included in RoadReach UK service however vehicle/mileage check submissions, on-going campaign surveys and random checks will be requested from active drivers during the campaign.
* If purchased or agreed to, Dynamic Codes can be used to track immediate impression and whereabouts, but not physical/constant location of driver involved.
* **Bi-Monthly Reports:** Combined report covering all active drivers, mileage tracking, estimated ad impressions, and driver compliance.
* **Final Report:** A summary of an individual driver’s campaign performance, including total mileage and adherence to campaign guidelines.

**3.4 Campaign Lengths & Driver Slots**

* **Campaign Length**: There is a minimum of 1 month per campaign and maximum of 12 months unless specified.
* For multiple drivers involved, all activated campaigns will run for the same amount of time as stated for campaign length.
* There is no variation of length for campaigns unless a separate application is submitted stating this.
* **Driver Slots:** There is no minimum driver amount and no maximum.
* How many driver slots are available is the responsibility of the appropriate brand representative.
* Driver slots are classed as separate active driver campaigns, however follow the same procedure, campaign length and participation.

**4. Payment Terms**

**4.1 Payment Structure**

* + **Standard Monthly Subscription:** £60 per month, per driver.
	+ **Discounted rate:** There may be a promotional offer of which RoadReach will make clear when joining.
	+ **QR Code:** £5 per QR code involved in designs.
* First Payment is required **within 3 working days** of a campaign being activated.

**4.2 Invoicing & Late Payments**

* Invoices must be settled within the agreed timeframe specified in the proposal.
* Late payments may result in campaign suspension or cancellation.

**5. Brand Responsibilities**

* Brands must provide accurate campaign details and any promotional requirements (e.g., discount codes for drivers, if applicable).
* Brands are responsible for ensuring their marketing messages comply with local laws and advertising regulations.
* Ensure they are pleased with the supplied branding used on vehicles. The option to send separate vehicle branding will be made available and clear.

**6. Liability & Disclaimers**

**6.1 RoadReach's Limited Liability**

* RoadReach acts solely as an intermediary and is not responsible for the actions, behaviour, or conduct of participating drivers.
* RoadReach is not liable for any damages, accidents, or legal disputes involving drivers or their vehicles.
* Brands acknowledge that drivers operate independently and are not employees or representatives of RoadReach.

**6.2 Indemnification Clause**

* Brands agree to hold RoadReach harmless against any claims, damages, or legal disputes arising from a driver's actions while displaying the brand’s advertisement.
* Any liability regarding a driver’s behaviour or vehicle use during a campaign remains solely with the driver.

**7. Campaign Termination & Refund Policy**

* Campaigns may be terminated by the brand or RoadReach under the following conditions:
	+ Failure to comply with RoadReach policies.
	+ Non-payment or late payment beyond the grace period.
	+ Operational issues that prevent campaign execution.
* Refunds are not issued once a campaign has commenced unless campaign termination is caused by a driver mid campaign.
* Participating drivers run on a 2-strike policy when representing brands.
* Strikes are given for late/failed mileage submissions, mid-campaign vehicle/driver check issues etc.
* 2-strikes will cause termination of the campaign and cease all further payments no matter where within a particular month.
* Previous payments will not be refunded unless RoadReach deems it appropriate of which partial refund may be issued but not guaranteed.
* Driver slot will be returned for termination for this reason.

**7.1 Cancellation fee**

* All Brands have the right to cancel active and inactive campaigns but **will** incur penalties for active campaigns.
* Cancellation of all or singular active campaigns can be made at any time, However the following month must be paid in full no matter the date. i.e. 1st or 26th, the month needs to be paid prior to cancellation.
* Due to driver payouts being involved monthly, we operate on a policy where the current month must be paid for before cancellation as well as a final fee.
* **Fee to be paid = £30 per active driver. This is on top of the monthly rate per driver.** *E.g. Cancel 2 driver campaigns at once (£30 x 2 + £cost price x 2).*
* A separate pay ‘Pay Link’ will be sent with the total amount due to be paid asap. Once payment is received, only then will future invoices be ceased and any instructions given by the brand will be granted.

**8. Intellectual Property**

* RoadReach branding, website content, and systems are **owned by RoadReach UK**.
* Businesses retain rights to their **logos and advertisement designs**.
* Upon joining **Businesses give RoadReach UK the right** to print, supply and use the branding and information provided to conduct the service agreed and promotional use (brand portfolio display on social media and website).
* **RoadReach UK will never use branding for any other reason other than for providing the agreed service or promotional purposes.**

**9. Data Protection & Privacy**

All data collected is handled according to our **Privacy Policy** and GDPR regulations.

We do not share personal driver information even with businesses involved. We will issue a driver ID card upon driver joining a campaign however hides all personal information and only shows relevant information for the campaign.

**10 Amendments**

**RoadReach reserves the right to amend or modify** these terms and conditions at any time.

If changes are made it is our responsibility to notify you upon these changes and give an insight on what these changes are and whether it affects our agreement for both active and in-active campaigns.

**11. Agreement Confirmation**

By engaging in a RoadReach campaign, you acknowledge that you have read, understood, and agreed to these Terms & Conditions.

Upon applying to RoadReach UK and submitting the application form the appropriate brand representative must E-sign, agreeing to the terms and Conditions stated.

For any questions or concerns, please contact us at **info@roadreach.com**.