INTENT ONE FREE TRIAL TERMS

Last updated: 19 November 2026

1. GENERAL

These IntentOne Free Trial Terms ("**Trial Terms**") govern the Client's access to and use of the IntentOne platform during the Trial Period. By clicking "I Agree", accessing or using the Trial, the Client agrees to be bound by these Trial Terms. If the Client does not agree, the Client must not access or use the Trial**.**

2. NATURE OF THE TRIAL

2.1. The Trial is provided free of charge for evaluation purposes only. Nothing in these Trial Terms creates an obligation on IHQ to continue to provide IntentOne, or on the Client to enter into a paid subscription, following expiry of the Trial Period.

2.2. IntentOne is provided during the Trial Period as a Blue Box deployment hosted environment on IHQ's infrastructure. The Client acknowledges that: (a) the Trial may include only a subset of IntentOne's features and functionality, and IHQ may limit, modify or withdraw features at any time during the Trial Period without notice; (b) the Trial environment may not reflect the full performance, capacity or capabilities of a production deployment of IntentOne; (c) the Trial is provided for evaluation purposes only, and, notwithstanding the Client's ability to upload Client Data during the Live Data Phase, the Client shall not use the Trial for production operations or treat the Trial environment as a production system, and the Client shall not rely on the availability, performance or continuity of the Trial environment for any operational business purpose; and (d) IHQ provides no service level commitments, uptime guarantees or support obligations in respect of the Trial, unless separately agreed in writing.

The Client acknowledges that the hosting model, infrastructure, deployment configuration and associated service levels applicable to any paid subscription following the Trial Period may differ from the Blue Box deployment used during the Trial, and may be subject to additional fees. The Client shall have no expectation that the Blue Box configuration will be replicated or made available in a paid subscription on the same basis.

2.3. The Trial is made available to mid-market organisations. IHQ reserves the right to determine, in its sole discretion, whether a prospective Client meets IHQ's eligibility criteria for the Trial.

2.4. The Trial is provided for evaluation purposes and is subject to fair and reasonable use. The Client shall not use the Trial in a manner that, in IHQ's reasonable opinion: (a) exceeds the volume of data, number of users, API calls or system resources reasonably necessary for an evaluation of IntentOne; (b) is consistent with production use rather than evaluation; (c) places disproportionate or excessive demand on the Trial environment or IHQ's infrastructure; or (d) adversely affects the performance, availability or security of IntentOne or any services provided by IHQ to other customers.

2.5. The Trial comprises two phases: (a) the Evaluation Phase, during which the Client may access IntentOne using Demonstration Data provided by IHQ, in order to familiarise itself with IntentOne's features and functionality; and (b) the Live Data Phase, during which the Client may upload and process Client Data through IntentOne.

2.6. The Client may commence the Live Data Phase at any time from the Effective Date by uploading Client Data to the Trial environment. If the Client has not commenced the Live Data Phase by the date falling fifteen (15) calendar days after the Effective Date, IHQ shall invite the Client to upload Client Data in order to commence the Live Data Phase. For the avoidance of doubt, the Client is not required to exhaust the Evaluation Phase before commencing the Live Data Phase. The Live Data Phase shall be thirty (30) calendar days in duration, commencing on the Live Data Activation Date, provided that the Trial Period shall in no event exceed forty-five (45) calendar days from the Effective Date. If the Client does not upload Client Data at any point during the Trial Period, the Trial shall expire at the end of the Evaluation Phase (being fifteen (15) calendar days after the Effective Date) and Clause 11 shall apply. Where the Client commences the Live Data Phase, the provisions of Clauses 5.2 (Client Data warranties), 6 (Data Processing) and 12 (Indemnification) shall apply from the Live Data Activation Date in respect of such Client Data. During the Evaluation Phase (where the Client uses Demonstration Data only), Clause 6 shall not apply to the extent that no Personal Data is being processed.

2.7. IHQ may set and communicate to the Client indicative usage limits for the Trial (including limits on data storage volume, number of user accounts,

API call frequency and compute resources). Such limits may be communicated through the Trial environment, the Documentation, or by written notice, and may be varied by IHQ at any time.

2.8. If, in IHQ's reasonable opinion, the Client's use of the Trial exceeds fair and reasonable use or breaches any usage limit communicated under Clause 2.7, IHQ may, at its sole discretion and without liability: (a) notify the Client and require the Client to reduce its usage to within acceptable levels within a reasonable period specified by IHQ; (b) throttle, restrict or suspend the Client's access to all or part of the Trial environment; (c) charge the Client for the excess usage at IHQ's then-current standard rates, provided IHQ has given the Client prior written notice of the applicable rates and a reasonable opportunity to reduce its usage before charges are applied; or (d) terminate the Trial with immediate effect under Clause 10.

2.9. IHQ may monitor the Client's usage of the Trial environment for the purposes of enforcing this Clause 2, capacity planning, security and product improvement. A breach of this Clause 2 shall constitute a breach of these Trial Terms for the purposes of Clause 10.3(a) and shall not limit IHQ's rights under Clause 12 (Indemnification)

3. ELIGIBILITY AND ACTIVATION

3.1. Access to the Trial is subject to IHQ's prior approval. No prospective Client shall have any right or entitlement to access the Trial, and IHQ is under no obligation to approve, activate or continue the Trial for any prospective Client. Each prospective Client must complete IHQ's registration process and pass the Eligibility Checks before the Trial is activated. IHQ may, in its sole and absolute discretion, decline to approve any prospective Client for any reason, including (without limitation) where IHQ determines that approving such prospective Client would be inconsistent with IHQ's ethical standards, values, policies or reputational interests. The Eligibility Checks may include, without limitation: (a) verification that the prospective Client is a bona fide legal entity and not an automated system, bot or script; (b) screening against applicable sanctions lists, including those maintained by OFAC, the UK Office of Financial Sanctions Implementation, the European Union and the United Nations; (c) verification that neither the prospective Client nor its beneficial owners are located in, incorporated in, or ordinarily resident in a jurisdiction subject to comprehensive sanctions or trade restrictions; (d) assessment of whether the prospective Client's business activities, industry sector, or public profile are consistent with IHQ's ethical standards and acceptable risk criteria, as determined by IHQ in its sole discretion; (e) assessment of any reputational, legal or regulatory risk that IHQ, in its sole discretion, considers relevant; and (f) such other checks as IHQ considers appropriate, including identity verification and anti-fraud measures.

3.2. IHQ's approval of a prospective Client following the Eligibility Checks shall not constitute a waiver of IHQ's right to terminate the Trial at any time under Clause 10, nor shall it be construed as an endorsement of the Client's business activities or compliance posture. IHQ may revoke approval and terminate the Trial with immediate effect if information comes to light after activation that, had it been known at the time of the Eligibility Checks, would have led IHQ to decline the prospective Client.

3.3. The individual accepting these Trial Terms represents and warrants that: (a) they have the authority to bind the Client to these Trial Terms; (b) the Client is a validly existing legal entity; (c) the information provided during registration is accurate and complete; and (d) neither the Client nor any of its directors, officers or beneficial owners are a Restricted Party (being any person or entity identified on a sanctions list maintained by OFAC, OFSI, the EU or the UN, or located in a country or territory subject to comprehensive sanctions by any of the foregoing).

4. LICENCE

4.1. Subject to the Client's compliance with these Trial Terms, IHQ grants the Client a limited, non-exclusive, non-transferable, non-sublicensable, revocable licence to access and use IntentOne during the Trial Period solely for the purpose of evaluating IntentOne for the Client's own internal business purposes.

4.2. The Client shall not (and shall not permit any third party to): (a) copy, modify, reverse engineer, decompile or disassemble IntentOne; (b) sublicense, sell, lease, distribute or make IntentOne available to any third party; (c) use IntentOne to develop a competing product or service; (d) use IntentOne as a production system or for live commercial operations (the upload of Client Data during the Live Data Phase for evaluation purposes does not constitute production use for the purposes of this restriction);

INTENT ONE FREE TRIAL TERMS

(e) remove or alter any proprietary notices on IntentOne; (f) attempt to access features, functionality or areas of IntentOne not made available as part of the Trial; (g) extract algorithms, workflows, models or data from IntentOne for any purpose outside the scope of this evaluation; or (h) use IntentOne in violation of applicable laws, including export control and sanctions laws, or in any manner that is harmful, threatening, defamatory, obscene or discriminatory.

5. CLIENT DATA AND DEMONSTRATION DATA

5.1. IHQ may provide the Client with Demonstration Data within the Trial environment. The Client acknowledges that Demonstration Data is synthetic, provided for illustrative purposes only, and should not be treated as representative of the Client's actual data or business outcomes.

5.2. The Client may upload Client Data to the Trial environment. Where the Client does so, the Client represents and warrants that: (a) it has all necessary rights, licences, consents and permissions to upload and process the Client Data through IntentOne, including any consents required under applicable data protection laws; (b) the Client Data does not infringe the intellectual property rights or other rights of any third party; (c) the Client Data does not contain any malicious software, viruses or harmful code; and (d) the Client Data complies with all applicable laws.

5.3. The Client shall not submit to IntentOne any special category personal data (within the meaning of Article 9 of the UK GDPR or EU GDPR) or equivalent sensitive data under other applicable data protection laws, without IHQ's prior written agreement.

5.4. During the Evaluation Phase, the Client's access to IntentOne is limited to Demonstration Data unless the Client elects to commence the Live Data Phase earlier in accordance with Clause 2.6. The Client acknowledges that any evaluation or analysis performed using Demonstration Data is illustrative only and should not be relied upon as indicative of the results that would be obtained using the Client's own data.

5.5. As between the Parties, the Client retains all rights in and to the Client Data. IHQ acquires no ownership rights in Client Data by reason of the Trial.

5.6. IHQ may use aggregated, anonymised or de-identified data derived from the Client's use of the Trial for product improvement and analytical purposes, provided that such data cannot reasonably be used to identify the Client or any individual.

6. DATA PROCESSING

6.1. To the extent that IHQ processes Personal Data on behalf of the Client during the Trial, the Data Processing Addendum published at www.intenthq.com/legal, in the version current at the Effective Date (the "**DPA**"), together with the Trial Data Processing Schedule at Annex 2, is incorporated into and forms part of these Trial Terms. The version of the DPA so incorporated shall continue to govern for the duration of the Trial Period notwithstanding Clause 15.3 or any later amendment of the published DPA. In the event of any conflict between these Trial Terms and the DPA in respect of a data protection matter, the DPA shall prevail; in the event of any conflict between the DPA and the Trial Data Processing Schedule in respect of the Trial, the Schedule shall prevail.

6.2. For the purposes of the DPA, the Client is the Data Controller and IHQ is the Data Processor. The Client's activation and configuration of the Trial, and any instructions provided to IHQ in connection with the Trial, shall constitute the Client's documented processing instructions.

6.3. The Client acknowledges that by uploading Personal Data to the Trial environment, it is instructing IHQ to process such data in accordance with the DPA, and that the Client is responsible for ensuring it has a lawful basis for such processing and has provided all necessary notices to data subjects.

6.4. The DPA includes provisions governing international transfers of Personal Data, including the EU Standard Contractual Clauses, the UK International Data Transfer Addendum, and jurisdiction-specific supplements. The Client should review the DPA to satisfy itself that the transfer mechanisms are adequate for any Personal Data it uploads.

7. INTELLECTUAL PROPERTY

7.1. All intellectual property rights in IntentOne, the Demonstration Data, and any materials provided by IHQ in connection with the Trial remain the exclusive property of IHQ (or its licensors). Nothing in these

INTENT ONE FREE TRIAL TERMS

Trial Terms transfers or assigns any intellectual property rights to the Client.

7.2. The Client grants IHQ a non-exclusive, royalty-free licence to use, process and store the Client Data solely to the extent necessary to provide the Trial during the Trial Period and to comply with IHQ's obligations under these Trial Terms and the DPA.

8. CONVERSION AND PRICING

8.1. Prior to the expiry of the Trial Period, IHQ may provide the Client with an indication of the Estimated Pricing that would apply if the Client were to enter into a paid subscription for IntentOne. The Client acknowledges that: (a) the Estimated Pricing is indicative only and is calculated by reference to the Client's Trial configuration, usage patterns, volume of data uploaded, number of users and other Trial activity; (b) the Estimated Pricing does not constitute an offer, quote or commitment by IHQ, and actual pricing may differ materially from the Estimated Pricing; (c) final pricing will be subject to a formal quotation and the execution of a binding subscription agreement between the Parties; (d) IHQ is under no obligation to offer the Client a paid subscription on the same or similar terms to the Trial, or at all; and (e) where the Client has used Demonstration Data only and has not commenced the Live Data Phase, any Estimated Pricing is based on assumed usage parameters and may differ materially from the pricing that would apply to a deployment using the Client's own data.

8.2. If the Client wishes to continue using IntentOne following the Trial Period, the Client must, prior to the expiry of the Trial Period, engage with IHQ in good faith to negotiate and execute a subscription agreement on IHQ's then-current Standard Terms. The Client acknowledges that: (a) continuity of access to IntentOne after the Trial Period is conditional on the execution of a paid subscription agreement; (b) IHQ is not obliged to extend the Trial Period or maintain the Trial environment pending the conclusion of negotiations; and (c) if no subscription agreement is executed prior to expiry of the Trial Period, all access to IntentOne will be suspended and Client Data will be handled in accordance with Clause 11.

9. CONTINUATION FOLLOWING TRIAL PERIOD

9.1. Prior to the expiry of the Live Data Phase (or, where the Client has not commenced the Live Data Phase, prior to the expiry of the Evaluation Phase), IHQ shall use reasonable endeavours to provide the Client with written notice confirming: (a) the date on which the Trial Period will expire; (b) the Estimated Pricing applicable to the Client's continued use of IntentOne following the Trial Period, calculated in accordance with Clause 9.4; (c) a summary of (or link to) the Standard Terms that will govern any continued use; and (d) the Conversion Mechanism (as defined in Clause 9.2) by which the Client may enter into a paid subscription for the continued provision of IntentOne.

9.2. IHQ shall, in its sole discretion, determine the mechanism by which the Client may convert to a paid subscription (the "**Conversion Mechanism**"), which may include any of the following: (a) execution of an Order Form or other subscription document issued by IHQ; (b) acceptance of IHQ's then-current Standard Terms and pricing via a click-through or online acceptance process; or (c) such other process as IHQ notifies to the Client. The Conversion Mechanism may vary between Clients and IHQ is not obliged to offer the same mechanism to all Clients.

9.3. If the Client does not, prior to the expiry of the Trial Period, either complete the applicable Conversion Mechanism to enter into a paid subscription or notify IHQ in writing that it does not wish to continue using IntentOne, then: (a) the Client's continued access to and use of IntentOne following the expiry of the Trial Period shall be governed by IHQ's then-current Standard Terms (including the IntentOne Product Specific Terms and Data Processing Addendum, available at www.intenthq.com/legal); and (b) fees shall be calculated on the basis of IHQ's then-current standard published pricing applicable to the Client's Trial configuration and usage, as notified to the Client under Clause 9.1(b) (or, where IHQ has issued a formal quotation or Order Form under Clause 9.2(a), on the basis set out in that document). For the avoidance of doubt, the Client's continued use of IntentOne after the expiry of the Trial Period without completing the Conversion Mechanism or providing notice of termination shall constitute the Client's acceptance of the Standard Terms and the applicable pricing.

9.4. During the Trial Period, IHQ may make available to the Client estimated pricing for a paid subscription, calculated by reference to the Client's Trial configuration, usage patterns, volume of data, number of users and other relevant factors, which

may be generated in whole or in part by an automated pricing tool (the "**Estimated Pricing**"). The Client acknowledges that: (a) the Estimated Pricing is indicative only and is provided for planning purposes; (b) the Estimated Pricing is based on the Client's use of the Trial environment, which may not accurately reflect the Client's requirements in a production deployment, and actual pricing may differ materially; (c) the Estimated Pricing does not constitute an offer, quotation or binding commitment by IHQ; (d) final pricing will be confirmed by IHQ in the notice provided under Clause 9.1 or, where an Order Form is issued, in that Order Form; and (e) IHQ reserves the right to adjust pricing at any time prior to the execution of a binding subscription agreement.

9.5. The Client may avoid conversion to a paid subscription by providing written notice to IHQ of its intention not to continue prior to the expiry of the Trial Period, in which case Clause 11 shall apply.

9.6. The Parties acknowledge that the hosting model, deployment configuration and infrastructure applicable to a paid subscription may differ from the Trial environment. Where the Client requires (or IHQ determines that the Client's use case necessitates) a hosting model that differs from the Blue Box deployment used during the Trial Period: (a) IHQ shall discuss the available options with the Client as part of the Conversion Mechanism; (b) any alternative hosting model shall be subject to IHQ's approval and may require additional fees, infrastructure lead times and specific contractual terms; (c) the Estimated Pricing provided during the Trial Period may not reflect the costs associated with an alternative hosting model, and the Client should not rely on the Estimated Pricing as indicative of the fees for any deployment other than a Blue Box deployment; and (d) where an alternative hosting model is agreed, the applicable terms (including fees, service levels and data processing arrangements) shall be set out in the Order Form or other subscription document issued under Clause 9.2.

9.7. The Client acknowledges that continuity of access to IntentOne following the Trial Period is conditional on the Client having completed all necessary Payment Arrangements prior to the expiry of the Trial Period. In particular:

(a) IHQ's default payment method is credit card via IHQ's designated payment processor. Unless IHQ agrees otherwise in writing, the Client shall provide valid credit card details and complete payment setup through IHQ's designated payment processor prior to the expiry of the Trial Period;

(b) Where the Client's internal policies require the issuance of a purchase order, procurement authorisation, vendor onboarding or other financial approval before the Client can make payment, the Client shall: (i) notify IHQ of that requirement as early as reasonably practicable during the Trial Period, and in any event not less than fourteen (14) days before the expiry of the Trial Period; (ii) use all reasonable efforts to complete its internal approval processes and deliver a valid purchase order or other required documentation to IHQ prior to the expiry of the Trial Period; and (iii) provide IHQ with such information as IHQ reasonably requires to facilitate the Client's procurement process, including completed vendor forms, tax documentation and invoicing details;

(c) If the Client has not completed the applicable Payment Arrangements prior to the expiry of the Trial Period, IHQ may, in its sole discretion: (i) grant a short extension of the Trial Period (not exceeding fourteen (14) days) to allow the Client to complete its Payment Arrangements, on such conditions as IHQ considers appropriate; (ii) suspend the Client's access to IntentOne until the Payment Arrangements are completed; or (iii) terminate the Trial in accordance with Clause 10, in which case Clause 11 shall apply;

(d) For the avoidance of doubt, the Client's failure to complete its internal procurement or approval processes shall not entitle the Client to any extension of the Trial Period, and IHQ shall have no liability for any suspension or loss of access arising from the Client's failure to complete Payment Arrangements in time; and

(e) Where the Client completes Payment Arrangements using a method other than credit card via IHQ's designated payment processor, the payment terms (including invoicing frequency, payment period and currency) shall be as set out in the applicable Order Form or subscription document issued under Clause 9.2

10. TERMINATION

10.1. IHQ may terminate or suspend the Trial, in whole or in part, at any time and for any reason (or no reason) in its sole discretion, with immediate effect by notice to the Client.

INTENT ONE FREE TRIAL TERMS

10.2. The Client may terminate the Trial at any time by written notice to IHQ.

10.3. Without limiting Clause 10.1, IHQ may terminate the Trial with immediate effect if: (a) the Client breaches any provision of these Trial Terms; (b) IHQ reasonably determines that the Client's use of the Trial presents a security, legal or operational risk; (c) the Client fails an Eligibility Check or IHQ becomes aware that information provided during registration was inaccurate or incomplete; (d) the Client becomes subject to sanctions or export control restrictions; or (e) the Client's use of IntentOne could adversely impact IntentOne or other IHQ customers.

11. EFFECT OF EXPIRY OR TERMINATION

11.1. On expiry or termination of the Trial Period (unless the Client has converted to a paid subscription in accordance with Clause 8 or 9): (a) all rights granted to the Client under these Trial Terms shall immediately cease; (b) the Client shall immediately cease all use of IntentOne; (c) the Client may, within seven (7) days of expiry or termination, request the return or export of Client Data, and IHQ shall use reasonable efforts to facilitate such request; and (d) following the expiry of the period in Clause 11.1(c), IHQ shall delete all Client Data (including any Personal Data) from the Trial environment within thirty (30) days, in accordance with the DPA, unless retention is required by applicable law.

11.2. Where the Client has not commenced the Live Data Phase and the Trial expires at the end of the Evaluation Phase, Clause 11.1(c) and (d) shall not apply (no Client Data having been uploaded), and IHQ shall remove the Client's access to the Trial environment and any Demonstration Data associated with the Client's account.

11.3. Clauses 5.6, 7, 12, 13, 14 and 15 shall survive expiry or termination.

12. INDEMNIFICATION

12.1. The Client shall indemnify, defend and hold harmless IHQ and its affiliates, and their respective directors, officers, employees, agents and contractors (collectively, the "**Indemnified Parties**") from and against any and all claims, demands, actions, losses, liabilities, damages, costs and expenses (including reasonable legal fees) arising out of or in connection with: (a) any Client Data uploaded to IntentOne, including any claim that Client Data infringes the intellectual property rights, privacy rights or other rights of any third party; (b) the Client's breach of any representation, warranty or obligation under these Trial Terms; (c) the Client's use of IntentOne in violation of applicable laws, including data protection, export control and sanctions laws; (d) any unauthorised access, security breach, data loss or corruption occurring within the Client's systems, networks or environment; (e) any regulatory action, complaint or claim by a data subject or supervisory authority arising from the Client's failure to obtain necessary consents, provide required notices, or otherwise comply with applicable data protection laws in connection with Client Data; and (f) any use by the Client of Outputs, AI Outputs or Estimated Pricing generated during the Trial, including reliance on such information for business decisions.

13. DISCLAIMERS AND LIMITATION OF LIABILITY

13.1. THE TRIAL IS PROVIDED "AS IS" AND "AS AVAILABLE". TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, IHQ DISCLAIMS ALL WARRANTIES, WHETHER EXPRESS, IMPLIED, STATUTORY OR OTHERWISE, INCLUDING WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, NON-INFRINGEMENT, AND ANY WARRANTIES ARISING FROM COURSE OF DEALING OR USAGE OF TRADE.

13.2. Without limiting the generality of Clause 13.1, IHQ does not warrant that: (a) the Trial will be uninterrupted, error-free, secure or available at any particular time; (b) any defects will be corrected; (c) the Trial environment will be free of viruses or harmful components; or (d) the results obtained from the Trial (including Outputs, AI Outputs, analytics and Estimated Pricing) will be accurate, complete or reliable.

13.3. TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, IHQ'S TOTAL AGGREGATE LIABILITY ARISING OUT OF OR IN CONNECTION WITH THESE TRIAL TERMS, WHETHER IN CONTRACT, TORT (INCLUDING NEGLIGENCE), BREACH OF STATUTORY DUTY OR OTHERWISE, SHALL NOT EXCEED ONE HUNDRED POUNDS STERLING (£100).

13.4. IN NO EVENT SHALL IHQ BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, OR ANY LOSS OF PROFITS, REVENUE, DATA, BUSINESS OPPORTUNITY OR

INTENT ONE FREE TRIAL TERMS

GOODWILL, WHETHER OR NOT IHQ HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

13.5. Nothing in these Trial Terms shall exclude or limit IHQ's liability for: (a) death or personal injury caused by its negligence; (b) fraud or fraudulent misrepresentation; or (c) any liability which cannot be excluded or limited by applicable law.

14. CONFIDENTIALITY

14.1. Each Party shall keep confidential any non-public information received from the other Party in connection with the Trial ("**Confidential Information**") and shall not disclose it to any third party except: (a) to its employees, contractors or advisers on a need-to-know basis, provided they are bound by obligations of confidentiality; (b) where required by law; or (c) with the prior written consent of the disclosing Party.

14.2. The existence and terms of any Estimated Pricing or commercial discussions between the Parties shall be treated as Confidential Information of IHQ.

15. GENERAL

15.1. **Governing Law and Jurisdiction.** These Trial Terms shall be governed by and construed in accordance with the laws of England and Wales, and the Parties submit to the exclusive jurisdiction of the courts of England and Wales.

15.2. **Entire Agreement.** These Trial Terms (together with the DPA and the Trial Data Processing Schedule incorporated by reference) constitute the entire agreement between the Parties in respect of the Trial and supersede all prior discussions, understandings and agreements in respect of the Trial.

15.3. **Amendments.** Subject to Clause 6.1, IHQ may amend these Trial Terms at any time by publishing updated terms at www.intenthq.com/legal. Continued use of the Trial following publication of amended terms constitutes acceptance.

15.4. **Assignment.** The Client may not assign or transfer these Trial Terms or any rights hereunder without IHQ's prior written consent. IHQ may assign these Trial Terms without restriction.

15.5. **Benchmarking, Marketing and Publicity.**

15.5.1. The Client grants IHQ a non-exclusive, royalty-free, worldwide licence during the Trial Period and for a period of twelve (12) months following its termination or expiry, to use the Client's name, logo, trade marks, and branding (collectively, "**Client Marks**") for the following purposes: (a) identifying the Client as a customer of IHQ on IHQ's website, in presentations, and in marketing and promotional materials; (b) preparing and publishing case studies, success stories, use cases, and customer testimonials relating to the Client's use of IntentOne; (c) including the Client in customer reference lists, both internal and external; and (d) using the Client Marks in IHQ's sales collateral, pitch materials, proposals, and internal communications. IHQ shall use the Client Marks in a manner consistent with any reasonable brand guidelines provided by the Client in writing.

15.5.2. The Client shall not, without IHQ's prior written consent: (a) publish benchmarking or performance testing results relating to IntentOne; (b) issue any public announcement referencing IHQ or IntentOne; or (c) use IHQ's trademarks or logos except as expressly authorised

15.6. **Severability.** If any provision of these Trial Terms is held to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.

15.7. **Notices.** Notices under these Trial Terms may be given by email to the addresses provided during registration (for the Client) and to legal@intenthq.com (for IHQ).

15.8. **No Waiver.** Failure by IHQ to enforce any right under these Trial Terms shall not constitute a waiver of that right.

15.9. **Third Party Rights.** A person who is not a party to these Trial Terms has no right under the Contracts (Rights of Third Parties) Act 1999 to enforce any term of these Trial Terms, except that the Indemnified Parties may enforce Clause 12.

15.10. **Export Controls.** The Client shall comply with all applicable export control laws and sanctions regulations in connection with its use of the Trial. The Client shall not directly or indirectly export, re-export or transfer IntentOne or any technical data received in connection with the Trial to any Restricted Party or prohibited destination.

INTENT ONE FREE TRIAL TERMS

ANNEX 1 - DEFINITIONS

In these Trial Terms, the following apply:

"**Blue Box**" means a standard deployment on IHQ's multi-tenant IntentOne platform, hosted and operated by IHQ in a standard supported cloud region, provided as a service over the internet using standard connectors, integrations and configuration. A Blue Box deployment does not include dedicated or single-tenant hosting, deployment within the Client's own environment, bespoke development, custom modelling, custom data ingestion, or any net-new functionality, except where expressly agreed in writing.

"**Client**" means the legal entity on whose behalf the individual accepting these Trial Terms is acting.

"**Client Data**" means any data, including Personal Data, uploaded, submitted or otherwise made available by the Client through the Trial, but excluding any Demonstration Data.

"**Demonstration Data**" means synthetic or sample data sets provided by IHQ within the Trial environment for evaluation purposes.

"**Effective Date**" means the date on which IHQ activates the Client's Trial access following successful completion of the Eligibility Checks.

"**Eligibility Checks**" means the screening and verification procedures described in Clause 3.

"**Estimated Pricing**" has the meaning given in Clause 9.4.

"**Evaluation Phase**" means the period commencing on the Effective Date during which the Client may access IntentOne using Demonstration Data only, ending on the earlier of: (a) the Live Data Activation Date; or (b) the date falling fifteen (15) calendar days after the Effective Date.

"**IHQ**" means Intent HQ Limited, a company incorporated in England and Wales with company no. 07220983, and registered office at 6th Floor, 33 Kingsway, London, England, WC2B 6UF.

"**IntentOne**" means the hosted IntentOne platform made available by IHQ to the Client during the Trial Period, which may include a limited subset of features and functionality at IHQ's sole discretion.

"**Live Data Activation Date**" means the date on which the Client first uploads, submits or makes available Client Data (other than Demonstration Data) to the Trial environment. The Client shall notify IHQ when it first uploads Client Data; where the Client fails to provide such notice, IHQ may determine the Live Data Activation Date by reference to its system records.

"**Live Data Phase**" means the period of thirty (30) calendar days commencing on the Live Data Activation Date, unless terminated earlier in accordance with Clause 10.

"**Payment Arrangements**" means the payment method, billing details and, where applicable, any purchase order, procurement authorisation or other financial approval required by the Client's internal processes to enable payment of fees under a paid subscription, whether by credit card via IHQ's designated payment processor (currently Stripe) or by such other payment method as IHQ may approve in writing.

"**Personal Data**", "**Processing**", "**Data Controller**", "**Data Processor**" and related terms have the meanings given in the Data Processing Addendum.

"**Standard Terms**" means, collectively, the IHQ General Terms of Service, the IntentOne Product Specific Terms and the Data Processing Addendum, each as published at www.intenthq.com/legal and as amended from time to time.

"**Trial**" means the limited, time-bound evaluation of IntentOne made available under these Trial Terms.

"**Trial Data Processing Schedule**" means data processing terms applicable to the Trial, as set out in Annex 2 to these Trial Terms.

"**Trial Period**" means the period comprising the Evaluation Phase and the Live Data Phase, commencing on the Effective Date and ending on the last day of the Live Data Phase, subject to a maximum duration of forty-five (45) calendar days from the Effective Date and to earlier termination in accordance with Clause 10.

INTENT ONE FREE TRIAL TERMS

ANNEX 2 – TRIAL DATA PROCESSING SCHEDULE

1. Purpose and precedence

This Schedule forms part of the IntentOne Free Trial Terms (the "**Trial Terms**"). It supplies, in respect of the Trial: (a) the processing particulars required by Article 28(3) UK GDPR and Article 28(3) EU GDPR; and (b) the information required to complete the appendices to the transfer mechanisms incorporated by the DPA, performing the function the DPA assigns to the applicable Order Form (no Order Form being issued for the Trial). In the event of any conflict between this Schedule and the DPA in respect of the Trial, this Schedule prevails. Capitalised terms have the meanings given in the Trial Terms and the DPA.

2. Processing particulars

Field	Particulars
Roles	The Client is the Data Controller and IHQ is the Data Processor (Trial Terms Clause 6.2).
Subject matter	Provision of the IntentOne Trial as a Blue Box deployment hosted on IHQ's infrastructure (Trial Terms Clause 2.2 and Annex 1).
Duration	The Live Data Phase, plus the export and deletion periods in Trial Terms Clause 11.1(c)-(d). During the Evaluation Phase, no Personal Data is processed unless the Client elects to commence the Live Data Phase early (Trial Terms Clause 2.6).
Nature and purpose	Hosting, storage, analysis, segmentation and related processing of Client Data solely as necessary to provide the Trial for the Client's evaluation of IntentOne (Trial Terms Clauses 4.1 and 7.2).
Types of personal data	Personal data contained in Client Data uploaded by the Client, (typically: customer identifiers, contact details, product and service holdings, transactional and usage data). Special category data (Article 9) must not be submitted without IHQ's prior written agreement (Trial Terms Clause 5.3).
Categories of data subjects	The Client's customers, subscribers, employees and other individuals represented in the Client Data.
Documented instructions	The DPA, the Trial Terms and this Schedule, together with the Client's activation and configuration of the Trial (Trial Terms Clause 6.2).

3. International transfers

Where the Client's upload of Personal Data gives rise to a restricted transfer (Articles 44–49 UK GDPR; Chapter V EU GDPR), the mechanisms incorporated by the DPA apply, completed as follows. Where no restricted transfer arises, this Section is dormant.

Item	Completion
Data exporter	The Client, acting as controller; name, address and contact details as provided during registration (SCC Annex I.A).
Data importer	Intent HQ Limited, company no. 07220983 (England & Wales), acting as processor; contact: legal@intenthq.com (SCC Annex I.A).
Hosting location	Standard supported cloud region(s) for Blue Box deployments — AWS US, AWS EU, AWS Brazil.
EU SCCs	Module Two (controller to processor); Clause 9(a); Clause 13: the competent

	supervisory authority is determined by the data exporter's establishment (or Article 27 representative), not pre-completed.
SCC Annex I.B	The description of the transfer is as set out in Section 2 of this Schedule.
SCC Annex II (TOMs)	As set out in Section 6 of this Schedule.
UK transfers	UK International Data Transfer Addendum (B1.0, in force 21 March 2022), Tables 1–3 completed by reference to this Schedule and the DPA; Table 4: election of termination right.

4. Sub-processors

The Client provides general written authorisation for the sub-processors identified in the list published at https://intenthq.com/legal/sub-processor-list, in the version current at the Effective Date. Changes to sub-processors during the Trial Period are governed by the DPA.

5. Retention, return and deletion

Per Trial Terms Clause 11.1(c)–(d): the Client may request export of Client Data within seven (7) days of expiry or termination; IHQ deletes all Client Data (including Personal Data) from the Trial environment within thirty (30) days thereafter, in accordance with the DPA, save where retention is required by applicable law.

6. Security

The Client acknowledges that the Trial is a Blue Box deployment on IHQ's standard multi-tenant platform and carries no production service levels (Trial Terms Clause 2.2). The following technical and organisational measures apply.

Organisational security

- Formal, documented information security and data protection policies covering governance, roles and responsibilities, reviewed and approved by management at least annually.
- Personal data is processed only under documented processing instructions and a written data processing agreement; Intent HQ does not independently determine processing purposes.
- Security governance operates through a dedicated security oversight function with defined responsibilities, supported by a cross-functional advisory group and an independent internal audit function.
- Privacy-by-design principles are applied by default, including data minimisation and exclusion of special category data unless explicitly instructed.

Access control

- Role-based access control applying least privilege and need-to-know, with access requests documented and approved before provisioning.
- Access is reviewed on a regular (at least quarterly) basis, with timely remediation of findings, and revoked promptly on termination.
- Strong password requirements (length, complexity, history, lockout thresholds) enforced across systems, with multi-factor authentication required for privileged, administrative and remote access.
- Segregation-of-duties analysis performed periodically, with compensating controls applied where full separation isn't possible.

Physical security

- Physical access to offices requires management authorisation, is reviewed periodically, and is revoked on termination.

INTENT ONE FREE TRIAL TERMS

- Hosted infrastructure is provided by data-centre operators responsible for physical access control, environmental monitoring (fire, power, cooling) and facility security, evidenced by their own independent certifications.

Encryption

- Personal data is encrypted in transit using current, industry-standard protocols (TLS 1.2 or higher).
- Personal data is encrypted at rest using industry-standard encryption (AES-256), with encryption keys access-restricted to authorised personnel and rotated in line with policy.
- Where technically appropriate, identifiers are pseudonymised (e.g. salted, hashed identifiers) rather than processed in identifiable form, designed so that re-identification is not possible from Intent HQ's own systems.
- Software components are code-signed and hardened against reverse engineering and tampering.

Network security

- Network segmentation separates public-facing components from internal application and data layers.
- A web application firewall inspects inbound traffic against managed and custom rule sets before it reaches backend systems.
- Least-privilege network access controls are applied per tier rather than broad shared access; outbound traffic from internal systems is routed through controlled egress points rather than being directly internet-reachable.
- Third-party data integrations are isolated to dedicated network segments with controlled, auditable interconnection points.
- Intrusion detection capability monitors for security events and notifies personnel automatically.

Change management / SDLC

- Formal change management and a secure software development lifecycle are followed, incorporating a "secure by design" approach.
- Changes are documented, peer-reviewed, tested and approved before deployment to production; production and non-production environments are logically separated.
- Vulnerability scanning is integrated continuously into the development pipeline, with remediation required before deployment.
- A documented emergency-change process exists for exceptional circumstances, with rollback capability retained.
- AI agent and LLM-based components follow a dedicated secure-development testing model, mapping recognised industry risk frameworks for agentic and LLM systems (e.g. prompt injection, insecure output handling, excessive agency) across the relevant architectural layers before release.

Vulnerability management, patching & penetration testing

- Internal and external vulnerability scanning performed on a regular (at least monthly) basis, with remediation tracked and applied.
- Independent, accredited third-party penetration testing performed at least annually, and additionally following significant architectural changes, covering network and application layers.
- Identified vulnerabilities are risk-assessed and remediated according to a documented treatment process; systems receive security patches through scheduled and/or automated update processes.

Monitoring & logging

- Audit logging captures administrative activity, authentication events, permission changes and data access, with logs protected from unauthorised modification.

INTENT ONE FREE TRIAL TERMS

- Infrastructure and application performance/security events are monitored continuously, with automated alerting on anomalies or threshold breaches.
- Security event monitoring is supported by a managed detection-and-response capability providing continuous oversight and escalation.
- Logs are retained for a defined period consistent with policy and used to support incident investigation.

Incident response / breach notification

- A documented incident response and escalation process is maintained and reviewed at least annually, with incidents classified by severity and tracked to resolution.
- Confirmed personal data breaches are notified to the client without undue delay, in accordance with the applicable data processing agreement.
- Root-cause and impact analysis is performed for significant incidents, with lessons learned fed back into the control environment; a continuous monitoring and escalation capability supports detection and response.

Business continuity & disaster recovery

- Data is backed up on a regular, defined schedule, with backup integrity checked and failures alerted and investigated.
- Business continuity and disaster recovery plans are developed and tested at least annually, with results used to update the plans.
- Infrastructure is deployed with redundancy across multiple physically separate locations to support resilience and failover.
- Specific recovery time and recovery point commitments are set out in the applicable service agreement rather than provided as a standing general commitment.

HR security

- Personnel undergo background and reference checks appropriate to their role prior to commencing employment.
- All personnel sign confidentiality obligations as a condition of employment, which survive termination.
- Mandatory information security and data protection awareness training is provided at induction and refreshed at least annually.
- Access is revoked promptly as part of a documented termination process.

Vendor / sub-processor management

- Sub-processors undergo due diligence and risk assessment covering security, confidentiality and data protection controls before engagement, governed by written agreements incorporating data protection obligations equivalent to Article 28 GDPR.
- Sub-processor compliance is verified on an ongoing basis through review of independent certifications and audit reports.
- A register of sub-processors is maintained and made available to controllers, recording the service provided and the location of processing.
- Secure deletion of data held by sub-processors follows recognised media-sanitisation standards.

Data retention & secure disposal

- Data is retained only for the period necessary to fulfil the documented purpose, in accordance with retention instructions from the controller.
- Data no longer required is securely deleted or rendered unrecoverable using industry-standard erasure methods; equipment or media holding data is disposed of through certified, secure destruction processes.
- Deletion requests are processed under access controls and logged for audit purposes.

INTENT ONE FREE TRIAL TERMS

Availability

- System capacity and performance are monitored continuously, with automated alerting and capacity managed proactively.
- Infrastructure is deployed redundantly across multiple locations so that a single-location failure does not interrupt service.
- Specific uptime and availability commitments are set out in the applicable service agreement.

Confidentiality / data classification

- A data classification approach distinguishes more sensitive data types and applies additional controls proportionate to that sensitivity; an inventory of confidential data assets is maintained.
- Confidential information is subject to access restrictions, storage protections and defined retention limits.
- Third-party agreements include confidentiality commitments, assessed periodically for continued compliance.
- Technical controls prevent unauthorised or accidental alteration of data, supported by access logging and version tracking.