

Terms of Service

Last Updated: 23.02.2026

1. Introduction

These Terms of Service ("Terms") govern access to and use of the website and AI research platform (the "Service") provided by:

Synthetic Respondents Ltd

Company Number: 16867861

Registered in England and Wales

Registered Office: Crown House, 27 Old Gloucester Street, London WC1N 3AX, United Kingdom

By accessing or using the Service, you agree to these Terms.

The Service is provided for business users only and is not intended for consumer use.

2. The Service

Synthetic Respondents provides an AI-powered research platform that simulates research workflows using synthetic respondents and statistical models.

The Service generates AI-based outputs for research and decision-support purposes only.

3. Accounts

You must provide accurate business information when creating an account.

You are responsible for safeguarding login credentials and for all activity under your account.

4. Fees and Payment

4.1 Subscription Plans

The Service is offered on subscription plans (monthly and/or annual), as described on the website.

4.2 Billing

By providing a payment method, you authorise us to charge the applicable subscription fees.

Payments are processed via Stripe. We do not store full payment card details.

4.3 No Refunds

Fees are non-refundable. Once a subscription fee is charged (whether monthly or annual), we do not provide refunds or credits for partial periods, unused time, unused studies, downgrades, plan changes, or cancellations.

If you cancel your subscription, you will retain access until the end of your current billing period.

5. Customer Data

You retain all rights to data, materials, and content you upload to the Service ("Customer Data").

You are responsible for ensuring that you have the lawful right to upload any personal data and that such data complies with applicable laws, including UK GDPR.

We process Customer Data:

- To provide the Service
- To operate and improve the Service in anonymised and aggregated form

We do not use identifiable Customer Data for cross-customer model training.

6. Intellectual Property

6.1 Our IP

All rights, title, and interest in and to the Service, including software, AI models, methodologies, datasets, and documentation, remain the exclusive property of Synthetic Respondents Ltd.

6.2 Your Output

As between you and us, you own the specific Output generated for you through your use of the Service.

You may use the Output for lawful business purposes.

7. Data Protection

We process personal data in accordance with our Privacy Policy.

Where we process personal data on your behalf, you act as Data Controller and we act as Data Processor.

A Data Processing Agreement is available upon request.

8. Acceptable Use

You agree not to:

- Use the Service for unlawful purposes
- Upload data you are not authorised to use
- Attempt to reverse engineer the Service

- Interfere with platform security

We may suspend accounts for violations.

9. Sanctions and Export Controls

You may not access or use the Service if you are:

- Located in a country or territory subject to UK sanctions or comprehensive trade restrictions;
- Listed on any UK, EU, US, or other applicable sanctions list;
- Acting on behalf of such persons or entities.

You agree to comply with all applicable export control and sanctions laws and regulations.

Synthetic Respondents reserves the right to restrict or terminate access where necessary to comply with applicable law.

10. AI Outputs and Trust Scoring

The Service generates outputs using statistical models and simulated respondents.

Trust Scores indicate confidence levels based on data coverage and model evaluation.

Outputs are provided for research and decision-support purposes only and do not constitute professional, financial, legal, or regulated advice.

You are solely responsible for decisions made based on the Output.

The Service is provided "as is" and "as available" without warranties of any kind.

11. Limitation of Liability

Nothing in these Terms excludes or limits liability for:

- Death or personal injury caused by negligence
- Fraud or fraudulent misrepresentation
- Any liability that cannot be excluded under applicable law

Subject to the above:

Synthetic Respondents shall not be liable for indirect, incidental, consequential, special, or punitive damages, including loss of profits, revenue, data, or goodwill.

Our total aggregate liability shall not exceed the total fees paid by you in the 12 months preceding the claim.

12. Termination

You may cancel your subscription at any time.

We may suspend or terminate access if you breach these Terms.

Upon termination:

- Access to the Service will cease at the end of the billing period
- Customer Data will be handled in accordance with the Privacy Policy

13. Governing Law

These Terms are governed by the laws of England and Wales.

The courts of England and Wales shall have exclusive jurisdiction.

14. Contact Information

Synthetic Respondents Ltd

Company Number: 16867861

Registered in England and Wales

Website: <https://www.synthetic-respondents.com>

Registered Office:

Crown House

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United Kingdom

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