

TERMS OF SERVICE

Last Updated: 20th of July, 2026.

1. Introduction

This Terms of Service ("**Terms**") constitutes a legally binding agreement between **DIGITAL SCALE LIMITED** (Company No. **17328393**), a company incorporated and registered in England and Wales with its registered office at:

**128 City Road
London
EC1V 2NX
United Kingdom**

(trading as "**Edu4u**", "**we**", "**us**" or "**our**")

and any individual or organisation that is granted access to and uses the **Edu4u Agents CRM** ("**User**", "**you**" or "**your**").

These Terms govern access to and use of the Edu4u Agents CRM, together with any related websites, applications, services, features and functionality made available by Edu4u.

By accessing or using the Edu4u Agents CRM, you acknowledge that you have read, understood and agree to be bound by these Terms and all applicable laws and regulations.

If you do not agree to these Terms, you must not access or use the Edu4u Agents CRM.

Where a User accesses or uses the Edu4u Agents CRM on behalf of a business, organisation or other legal entity, that User represents and warrants that they have the authority to bind that entity to these Terms. In such circumstances, references to "**you**" and "**your**" shall include both the individual User and the entity on whose behalf the User is acting.

Edu4u reserves the right to amend these Terms from time to time. Continued use of the Edu4u Agents CRM following the publication of revised Terms constitutes acceptance of those revised Terms.

2. Definitions

In these Terms, unless the context otherwise requires, the following expressions shall have the meanings set out below:

Term	Definition
Account	A user account created by Edu4u that permits an authorised User to access and use the Edu4u Agents CRM.
Agent	An individual or organisation authorised by Edu4u to use the Edu4u Agents CRM to refer prospective students and perform activities permitted under these Terms.
Agent Commission	Any commission payable by Edu4u to an eligible Agent in accordance with Edu4u's applicable commission structure and policies.
Applicable Law	All laws, regulations, statutory instruments and legally binding requirements applicable to the use of the Edu4u Agents CRM, including the laws of England and Wales.
Confidential Information	Any non-public information disclosed by one party to the other, whether in written, electronic, oral or any other form, including business information, commercial information, technical information, customer information, financial information and trade secrets, but excluding information that is publicly available through no fault of the receiving party.
Cookie Policy	Edu4u's Cookie Policy, as amended from time to time, which explains the technologies used by Edu4u to collect

	information through cookies and similar technologies.
Edu4u	DIGITAL SCALE LIMITED (Company No. 17328393), trading as Edu4u.
Edu4u Agents CRM or Platform	The invite-only customer relationship management platform owned and operated by Edu4u through which authorised Agents manage student referrals and access related services.
Intellectual Property Rights	All intellectual property rights, including copyright, database rights, trade marks, trade names, patents, designs, trade secrets, know-how and all other proprietary rights, whether registered or unregistered, anywhere in the world.
Privacy Policy	Edu4u's Privacy Policy, as amended from time to time, which explains how Edu4u collects, uses, stores, shares and otherwise processes personal data.
Services	The educational consultancy services, student referral services, university application support and related services provided by Edu4u through the Edu4u Agents CRM.
Student	An individual referred to Edu4u by an authorised Agent for the purpose of receiving educational consultancy services or applying to an educational institution.

Terms	These Terms of Service, together with any amendments made from time to time.
User	Any individual or organisation authorised by Edu4u to access and use the Edu4u Agents CRM.
Website	Any website operated by or on behalf of Edu4u through which the Services or the Edu4u Agents CRM are made available, including any successor website operated by Edu4u.

Unless the context requires otherwise:

- words importing the singular include the plural and vice versa;
- references to any legislation include any amendment, replacement or re-enactment of that legislation;
- headings are included for convenience only and do not affect the interpretation of these Terms; and
- references to a person include an individual, company, partnership, organisation, government authority or any other legal entity.

3. Acceptance of the Terms

By accessing, registering for, or using the Edu4u Agents CRM, you acknowledge that you have read, understood and agree to be legally bound by these Terms, together with the Privacy Policy, Cookie Policy and any other policies or guidelines that Edu4u may publish from time to time and expressly incorporate into these Terms.

If you do not agree to these Terms, you must not access or use the Edu4u Agents CRM.

Where Edu4u provides access to the Edu4u Agents CRM by invitation, acceptance of the invitation, activation of an Account or continued use of the Platform constitutes acceptance of these Terms.

You represent and warrant that:

- you have the legal capacity and authority to enter into these Terms;
- all information provided to Edu4u in connection with your Account is accurate, complete and up to date;
- where you access or use the Platform on behalf of a company, partnership or other organisation, you have the authority to bind that organisation to these Terms; and
- you will comply with these Terms and all Applicable Laws when using the Platform.

Edu4u reserves the right to refuse, restrict, suspend or terminate access to the Platform where a User does not comply with these Terms or where Edu4u reasonably considers such action necessary to protect its business, users, systems or legal interests.

4. Eligibility and Accounts

Access to the Edu4u Agents CRM is restricted to individuals and organisations expressly authorised by Edu4u. The Platform is an invite-only system, and no person may create or access an Account unless invited or otherwise approved by Edu4u.

By accepting an invitation to access the Platform, you represent and warrant that:

- you have the legal capacity to enter into these Terms;
- all information provided during registration and throughout your use of the Platform is accurate, complete and kept up to date;
- you will use the Platform solely for lawful purposes and in accordance with these Terms; and
- where you act on behalf of a company, partnership or other organisation, you have the authority to bind that entity to these Terms.

You are responsible for maintaining the confidentiality of your Account credentials and for all activities carried out through your Account. You must take reasonable steps to prevent unauthorised access to your Account and must notify Edu4u immediately if you become aware of, or reasonably suspect, any unauthorised use of your Account or any security incident affecting your Account.

Accounts are personal to the authorised User to whom access has been granted and must not be shared, transferred, assigned or otherwise made available to any other person without Edu4u's prior written consent.

Edu4u reserves the right to refuse an application for access, restrict access to certain features of the Platform, suspend an Account or permanently terminate an Account where it reasonably considers such action necessary to protect the Platform, comply with applicable law, investigate suspected misconduct or enforce these Terms.

Where an Account is suspended or terminated, Edu4u may disable access to the Platform immediately and take such steps as are reasonably necessary to protect its systems, users and legitimate business interests.

5. Description of the Services

Edu4u provides the Edu4u Agents CRM to authorised Users for the purpose of managing student referrals, facilitating educational consultancy services and supporting the university application process.

The Platform enables authorised Users to:

- register and manage prospective Student referrals;
- monitor the progress and status of Student applications;
- communicate with Edu4u regarding referred Students and related Services;
- access information relevant to their referrals, commission eligibility and referral performance;
- invite prospective Agents to request access to the Platform through authorised referral links or other invitation methods made available by Edu4u, subject to Edu4u's approval processes; and
- use such additional features and functionality as Edu4u may make available from time to time.

The Edu4u Agents CRM is intended solely for professional use by authorised Users. Students do not access or use the Platform directly unless Edu4u expressly provides otherwise.

Where the Platform includes referral network features, any invitation, referral or recruitment of prospective Agents shall be carried out strictly in accordance with these Terms and any policies or guidance issued by Edu4u. The submission of a request to become an Agent, whether through a referral link or any other application process, does not guarantee that access to the Platform or Agent status will be granted.

Edu4u will use reasonable skill and care in providing the Services but does not warrant that the Platform will operate uninterrupted, be error-free, or always be available. From time to time, the Platform may be unavailable due to scheduled maintenance, security updates, technical issues or circumstances beyond Edu4u's reasonable control.

Edu4u reserves the right to modify, enhance, suspend or discontinue any feature, functionality or aspect of the Platform where reasonably necessary for operational, technical, security, legal or commercial reasons. This includes the right to introduce, modify or withdraw referral programmes, incentive schemes, commission structures or other Platform features. Where such changes materially affect the Services, Edu4u will take reasonable steps to notify affected Users in advance where practicable.

Nothing in these Terms shall be construed as guaranteeing admission to any educational institution, the success of any university application, the award of funding, scholarships or visas, or the achievement of any particular outcome for a Student.

6. User Responsibilities

Users must access and use the Edu4u Agents CRM responsibly, lawfully and in accordance with these Terms, all Applicable Laws and any policies or guidance issued by Edu4u from time to time.

By using the Platform, you agree that you shall:

- use the Platform solely for its intended purpose and in accordance with these Terms;
- provide accurate, complete and up-to-date information at all times;
- ensure that you have obtained all necessary permissions, consents and lawful authority before submitting a Student's personal data to Edu4u through the Platform;
- maintain the confidentiality and security of your Account credentials;
- promptly notify Edu4u of any unauthorised access to your Account or any suspected security incident;
- comply with all applicable data protection and privacy laws when collecting, using or submitting personal data through the Platform;
- cooperate with Edu4u where reasonably required to investigate suspected misuse of the Platform or to comply with legal or regulatory obligations; and
- use the Platform in a manner that does not interfere with its security, integrity or availability.

Users must not:

- submit false, misleading or fraudulent information through the Platform;
- impersonate another individual or organisation or falsely represent their authority;
- upload or submit malicious software, viruses or other harmful code;
- attempt to gain unauthorised access to the Platform, its infrastructure or any other User's Account;
- use the Platform for any unlawful, fraudulent or unauthorised purpose;
- upload, record or otherwise submit special category personal data or other sensitive information unless expressly authorised by Edu4u and permitted by Applicable Law;
- interfere with or disrupt the operation, security or performance of the Platform; or
- use the Platform in any manner that may damage Edu4u's reputation, business operations or relationships with its partners.

Users remain solely responsible for the accuracy, legality and integrity of all information submitted through their Accounts.

Failure to comply with this Section may result in the suspension or termination of your Account and any other action that Edu4u considers reasonably necessary to protect its business, users and legal interests.

Users must not include unnecessary personal information or sensitive personal information in free-text notes or other fields where such information is not required for the provision of the Services.

7. Student Referrals

Authorised Agents may refer prospective Students to Edu4u through the Edu4u Agents CRM in accordance with these Terms and any procedures or guidance issued by Edu4u from time to time.

Before submitting a Student's personal data through the Platform, the Agent represents and warrants that:

- they have obtained all necessary permissions, consents or other lawful authority required under Applicable Law to collect, use and disclose the Student's personal data to Edu4u for the purposes of providing the Services;
- the Student has been informed, where required by Applicable Law, that their personal data will be shared with Edu4u in connection with the educational consultancy services to be provided;
- the personal data submitted is accurate, complete and, to the best of the Agent's knowledge, up to date; and
- only personal data that is reasonably necessary for the provision of the Services will be submitted through the Platform.

Agents shall ensure that all information submitted in relation to a Student remains accurate and up to date. Where any information changes or is discovered to be inaccurate, the Agent shall promptly notify Edu4u or update the information through the Platform where such functionality is available.

Agents must not knowingly:

- submit duplicate, fictitious or fraudulent Student referrals;
- submit a referral without the necessary permissions, consents or other lawful authority required by Applicable Law;
- include special category personal data or other sensitive personal information in free-text notes or other fields unless expressly authorised by Edu4u and permitted by Applicable Law; or
- submit information that is false, misleading or irrelevant to the provision of the Services.

The submission of a Student referral does not guarantee that:

- the Student will be accepted by Edu4u;
- the Student will apply to or be admitted by an educational institution;
- the Student will receive a visa, scholarship, funding or any other benefit; or
- the Agent will become entitled to receive an Agent Commission.

Edu4u reserves the right to review, verify, reject, suspend or remove any Student referral where it reasonably believes that the referral is inaccurate, incomplete, fraudulent, submitted without appropriate authority, contains information that should not have been submitted, or otherwise fails to comply with these Terms or Applicable Law.

Edu4u may contact referred Students directly for the purpose of verifying information, progressing applications, complying with legal obligations and providing educational consultancy services.

8. Agent Commissions

Subject to these Terms and Edu4u's applicable commission policies, an Agent may become eligible to receive an Agent Commission in respect of qualifying Student referrals accepted by Edu4u.

An Agent shall only be entitled to receive an Agent Commission where the applicable eligibility criteria determined by Edu4u have been satisfied. The submission of a Student referral does not, of itself, create any entitlement to payment.

Agent Commissions are determined in accordance with Edu4u's applicable commission structure and eligibility requirements in force at the relevant time. Where applicable, commission entitlement and the applicable commission structure shall be determined at the relevant stage of the Student's enrolment in accordance with Edu4u's commission policies.

The amount of any Agent Commission, the applicable eligibility criteria, the method of calculation, the timing of payment and any other applicable requirements shall be determined by Edu4u and communicated to Agents through the Platform or by such other means as Edu4u considers appropriate.

Agent Commissions are recorded within the Platform for administrative and tracking purposes only. Unless otherwise notified by Edu4u, all commission payments are made outside the Platform using payment methods determined by Edu4u.

Edu4u reserves the right to verify all referrals before determining whether an Agent Commission is payable. Where Edu4u reasonably believes that a referral is fraudulent, inaccurate, duplicated, submitted without lawful authority or otherwise fails to comply with these Terms, Edu4u may refuse to pay, withhold, adjust or recover any Agent Commission to the extent permitted by Applicable Law.

Unless otherwise expressly agreed in writing, all Agent Commissions are exclusive of any applicable taxes, duties or similar governmental charges. Agents are solely responsible for

complying with their own tax, accounting and reporting obligations in relation to any Agent Commissions received from Edu4u.

Nothing in these Terms shall oblige Edu4u to pay an Agent Commission where the applicable eligibility requirements have not been satisfied, where payment would otherwise be unlawful, or where payment would otherwise be inconsistent with these Terms or Edu4u's applicable commission policies.

9. Intellectual Property Rights

All Intellectual Property Rights in and to the Edu4u Agents CRM, the Platform, the Services, the Website and all associated software, databases, designs, text, graphics, logos, trade marks, branding, documentation, content and other materials made available by Edu4u are and shall remain the exclusive property of DIGITAL SCALE LIMITED or its licensors.

Subject to these Terms, Edu4u grants authorised Users a limited, non-exclusive, non-transferable and revocable licence to access and use the Platform solely for the purpose of using the Services in accordance with these Terms. No ownership or proprietary rights are transferred to the User by virtue of this licence.

Except to the extent expressly permitted by Applicable Law or with Edu4u's prior written consent, Users must not:

- copy, reproduce, distribute, publish or commercially exploit any part of the Platform or the Services;
- modify, adapt, translate, reverse engineer, decompile or otherwise attempt to derive the source code of the Platform;
- remove, alter or obscure any copyright, trade mark or other proprietary notices;
- create derivative works based upon the Platform or any part of the Services; or
- use Edu4u's Intellectual Property Rights in any manner that may prejudice Edu4u's rights or reputation.

Any feedback, suggestions, recommendations or ideas submitted by a User regarding the Platform or the Services may be used by Edu4u without restriction or obligation to compensate the User, provided that such use does not infringe any Applicable Law.

Nothing in these Terms grants a User any ownership interest in the Platform, the Services or any Intellectual Property Rights belonging to Edu4u or its licensors.

10. Confidentiality

Users acknowledge that, in the course of accessing and using the Edu4u Agents CRM, they may receive or have access to Confidential Information belonging to Edu4u, its business partners, educational institutions, Students or other Users.

Users agree to keep all Confidential Information strictly confidential and shall not, except as expressly authorised by Edu4u or required by Applicable Law:

- disclose Confidential Information to any third party;
- use Confidential Information for any purpose other than the proper use of the Platform and the Services in accordance with these Terms;
- copy, reproduce or distribute Confidential Information except where reasonably necessary for the authorised use of the Platform; or
- permit any unauthorised person to access Confidential Information.

Users shall take appropriate technical and organisational measures to protect Confidential Information against unauthorised access, disclosure, alteration or loss.

The obligations contained in this Section shall not apply to information that:

- is or becomes publicly available other than through a breach of these Terms;
- was lawfully known to the User before it was disclosed by Edu4u;
- is lawfully obtained from a third party without any obligation of confidentiality; or
- is required to be disclosed by law, regulation or the order of a court or competent authority, provided that, where legally permitted, the User gives Edu4u prompt notice before making such disclosure.

The obligations of confidentiality under this Section shall continue after the suspension or termination of a User's Account for so long as the relevant information remains confidential.

11. Acceptable Use

Users shall use the Edu4u Agents CRM only for its intended purpose and in a lawful, responsible and professional manner.

Users must not, whether directly or indirectly:

- use the Platform for any unlawful, fraudulent, deceptive or unauthorised purpose;
- submit false, misleading or inaccurate information through the Platform;
- upload, transmit or distribute any malicious code, viruses, malware or other harmful software;
- attempt to gain unauthorised access to the Platform, any Account, database, server or connected network;
- interfere with, disrupt or compromise the security, integrity, availability or performance of the Platform;
- use automated tools, bots, scripts or similar technologies to access, monitor, scrape or interact with the Platform without Edu4u's prior written consent;

- upload or submit content that infringes the Intellectual Property Rights, privacy rights or any other legal rights of another person;
- use the Platform in a manner that may damage Edu4u's reputation, business relationships or commercial interests;
- use the Platform to distribute unsolicited communications, spam or other unauthorised promotional material; or
- attempt to circumvent any security measures, access controls or technical restrictions implemented by Edu4u.

12. Suspension and Termination

Edu4u reserves the right to suspend, restrict or terminate a User's access to the Edu4u Agents CRM immediately, with or without prior notice, where Edu4u reasonably believes that such action is necessary to:

- enforce these Terms;
- investigate or prevent suspected fraud, unlawful activity or misuse of the Platform;
- protect the security, integrity or availability of the Platform;
- protect the rights, property or legitimate interests of Edu4u, its Users, Students, educational institution partners or other third parties;
- comply with any Applicable Law, regulatory requirement or lawful request from a competent authority; or
- address any actual or suspected breach of these Terms.

A User may terminate their use of the Platform at any time by notifying Edu4u and ceasing all access to and use of the Platform. Where applicable, Edu4u may require the completion of reasonable account closure procedures before permanently disabling the Account.

Upon the suspension or termination of an Account:

- the User's right to access and use the Platform shall immediately cease;
- Edu4u may disable or deactivate the Account and restrict further access to the Platform;
- Edu4u may retain or delete information associated with the Account in accordance with its Privacy Policy, applicable data retention requirements and Applicable Law; and
- any provisions of these Terms which by their nature are intended to survive termination, including those relating to confidentiality, intellectual property, limitation of liability, indemnity and governing law, shall continue in full force and effect.

Termination or suspension of an Account shall not affect any rights, obligations or liabilities that accrued prior to the date of suspension or termination.

Edu4u may also withdraw any invitation to join the Platform before an Account is activated.

Nothing in this Section limits any other legal rights or remedies available to Edu4u under these Terms or Applicable Law.

13. Limitation of Liability

Nothing in these Terms shall exclude or limit any liability that cannot lawfully be excluded or limited under Applicable Law, including liability for:

- death or personal injury resulting from negligence;
- fraud or fraudulent misrepresentation; or
- any other liability that cannot lawfully be excluded or limited.

Subject to the paragraph above, and to the fullest extent permitted by Applicable Law, Edu4u shall not be liable for any:

- indirect, incidental, consequential or special loss or damage;
- loss of profits, revenue, business opportunities, contracts, goodwill or anticipated savings;
- loss, corruption or inaccuracy of data arising from circumstances beyond Edu4u's reasonable control;
- interruption to business or loss arising from the temporary unavailability of the Platform; or
- loss resulting from the acts or omissions of educational institutions, government authorities, visa authorities or other third parties.

Edu4u provides the Platform and the Services using reasonable skill and care but does not warrant that the Platform will operate uninterrupted, be free from errors or be available at all times.

Users acknowledge that decisions relating to university admissions, scholarships, visas, funding and similar matters are made by third parties. Accordingly, Edu4u shall not be responsible for any decision, delay or outcome arising from the actions or omissions of such third parties.

Users are responsible for ensuring the accuracy, completeness and lawfulness of all information submitted through the Platform. Edu4u shall not be liable for any loss arising from inaccurate, incomplete or misleading information provided by a User.

To the fullest extent permitted by Applicable Law, Edu4u's total aggregate liability arising out of or in connection with these Terms or the use of the Platform shall not exceed the total amount of Agent Commissions paid by Edu4u to the relevant User during the twelve (12) months immediately preceding the event giving rise to the claim.

14. Indemnity

To the fullest extent permitted by Applicable Law, you agree to indemnify, defend and hold harmless DIGITAL SCALE LIMITED (trading as Edu4u), its directors, officers, employees, contractors, affiliates and agents from and against any and all losses, liabilities, damages, claims, actions, proceedings, costs and expenses (including reasonable legal fees and professional costs) arising out of or in connection with:

- your breach of these Terms;
- your unlawful, negligent or fraudulent use of the Platform;
- any inaccurate, false, misleading or incomplete information submitted by you through the Platform;
- your infringement of any Intellectual Property Rights, privacy rights or other legal rights of any third party;
- your failure to obtain any consent, permission or other lawful authority required before submitting a Student's personal data to Edu4u; or
- any act or omission by you that causes Edu4u to incur liability to a third party.

Edu4u shall take reasonable steps to mitigate any loss for which it seeks indemnification under this Section.

Nothing in this Section shall require a User to indemnify Edu4u for any loss arising solely from Edu4u's own negligence, fraud or wilful misconduct.

The indemnity obligations contained in this Section shall survive the suspension or termination of these Terms.

15. Changes to the Platform and these Terms

Edu4u may, from time to time, modify, update, enhance, suspend or discontinue any part of the Edu4u Agents CRM or the Services where reasonably necessary for operational, technical, security, legal or commercial reasons.

Edu4u may also amend these Terms from time to time to:

- reflect changes in Applicable Law or regulatory requirements;
- introduce new features, functionality or services;
- improve the operation, security or performance of the Platform;
- reflect changes to Edu4u's business operations; or
- address any other legitimate business or legal requirements.

Where Edu4u makes material changes to these Terms that affect Users' rights or obligations, Edu4u will take reasonable steps to notify affected Users before the changes take effect, unless an immediate change is required by law, regulation or to address an urgent security or operational issue.

The most recent version of these Terms will be made available through the Platform or by such other means as Edu4u considers appropriate. Continued access to or use of the Platform after the revised Terms become effective constitutes acceptance of those revised Terms.

If a User does not agree to any revised Terms, the User must immediately cease using the Platform and may request the closure of their Account in accordance with these Terms.

16. Governing Law and Jurisdiction

These Terms and any dispute, claim or cause of action (whether contractual, non-contractual or otherwise) arising out of or in connection with these Terms, the Edu4u Agents CRM or the Services shall be governed by and construed in accordance with the laws of **England and Wales**.

The parties irrevocably agree that the courts of **England and Wales** shall have exclusive jurisdiction to hear and determine any dispute or claim arising out of or in connection with these Terms, their subject matter or formation, including any non-contractual disputes or claims.

Nothing in these Terms shall prevent Edu4u from seeking interim, injunctive or other equitable relief in any court of competent jurisdiction where such relief is reasonably necessary to protect its Intellectual Property Rights, Confidential Information or other legitimate legal interests.

17. Contact Details

If you have any questions regarding these Terms, the Edu4u Agents CRM or the Services, you may contact Edu4u using the following details:

DIGITAL SCALE LIMITED

Trading as **Edu4u**

Registered Office:

128 City Road
London

EC1V 2NX
United Kingdom

Email: director@whatcollege.uk

Edu4u will make reasonable efforts to respond to enquiries relating to these Terms within a reasonable period.