



<https://www.alphaalpha-art.co.uk>

TERMS & CONDITIONS – Alpha & Alpha Global Holdings LTD

Version: 1.0 Last Updated: 19 May 2026

1. Introduction

These Terms & Conditions (“Terms”) govern the use of the Alpha & Alpha – Art Platform website, services, membership programmes, submissions, and any related digital or physical services operated by **Alpha & Alpha Global Holdings Ltd**, a company registered in England and Wales (Company No. 13226148).

By accessing or using this website, you agree to be bound by these Terms. If you do not agree, you must discontinue use of the website and services.

These Terms apply to all users, including visitors, registered members, artists, contributors, buyers, and collaborators.

2. Acceptance of Terms

By accessing the website, creating an account, submitting an application, purchasing a membership, or interacting with any service provided by Alpha & Alpha, you confirm that:

- you have read and understood these Terms;
- you agree to comply with them;
- you are legally capable of entering into binding agreements under UK law;
- all information you provide is accurate and complete.

Alpha & Alpha reserves the right to update or modify these Terms at any time. The “Last Updated” date will be displayed at the top of the document. Continued use of the website constitutes acceptance of any changes.

3. Definitions

For the purposes of these Terms:

- **“Platform”** refers to the Alpha & Alpha – Art Platform website and all associated services.
- **“User”** refers to any individual accessing or using the Platform.



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- **“Member”** refers to any user who has purchased or been granted a membership plan.
- **“Artist”** refers to individuals submitting applications, portfolios, or artworks.
- **“Content”** refers to any text, images, artworks, files, or materials submitted or displayed on the Platform.
- **“Company”** refers to Alpha & Alpha Global Holdings Ltd.

4. Eligibility

The Platform is intended for users who are at least 18 years old. By accessing or using the Platform, you confirm that:

- you are at least 18 years of age;
- you have the legal capacity to enter into binding agreements under the laws of the United Kingdom;
- you are not prohibited from using the Platform under any applicable laws or regulations;
- any account or membership you create is for your personal or professional use and not for fraudulent purposes.

Alpha & Alpha reserves the right to request proof of identity or eligibility at any time and may suspend or terminate access if such proof is not provided.

5. Accounts & Membership

To access certain features of the Platform, including membership programmes, submissions, or artist services, you may be required to create an account.

By creating an account, you agree to:

- provide accurate, complete, and up-to-date information;
- maintain the confidentiality of your login credentials;
- be fully responsible for all activities conducted under your account;
- notify Alpha & Alpha immediately of any unauthorised access or security breach.

Alpha & Alpha may suspend or terminate accounts that:

- contain false or misleading information;
- violate these Terms;
- are inactive for extended periods;
- are used for fraudulent, abusive, or harmful purposes.



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Membership plans, benefits, and access rights are described on the Platform and may be updated periodically.

6. Payments, Fees & Subscriptions

Certain services, including membership plans, submissions, or promotional features, may require payment.

By purchasing any paid service, you agree that:

- all fees are clearly displayed before checkout;
- payments are processed securely through approved third-party providers;
- subscriptions may renew automatically unless cancelled prior to the renewal date;
- you are responsible for ensuring that your payment information is valid and up-to-date.

Alpha & Alpha:

- reserves the right to adjust prices or introduce new fees;
- will notify users of any significant changes to subscription pricing;
- is not responsible for bank fees, currency conversion charges, or third-party processing costs.

Refunds are governed by the **Refund & Returns Policy**, which forms part of these Terms.

7. Intellectual Property

All content available on the Platform, including but not limited to text, images, artworks, graphics, design elements, logos, branding, layout, and digital materials, is the property of **Alpha & Alpha Global Holdings Ltd**, its licensors, or the respective artists and contributors, and is protected under UK and international copyright laws.

Users agree that:

- no content from the Platform may be copied, reproduced, distributed, modified, displayed, transmitted, or used for commercial purposes without prior written permission from the rightful owner;
- artworks submitted by artists remain the intellectual property of the respective artists unless otherwise agreed in writing;
- Alpha & Alpha may display, promote, or archive submitted artworks and materials strictly within the scope described in the Platform's policies and submission guidelines;
- trademarks, service marks, and branding elements of Alpha & Alpha may not be used without explicit written consent.



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Nothing in these Terms grants users any ownership rights or licenses to the Platform's intellectual property.

8. User Content & Rights

By submitting content to the Platform—including artworks, text, images, portfolios, statements, or any other materials—you grant Alpha & Alpha a **non-exclusive, worldwide, royalty-free, revocable licence** to:

- display the content on the Platform;
- use the content for promotional, editorial, or curatorial purposes related to the Platform;
- archive the content as part of the Platform's records.

You confirm that:

- you own all rights to the content you submit, or you have obtained all necessary permissions;
- your content does not infringe the rights of any third party;
- your content does not violate any laws, regulations, or community standards.

Alpha & Alpha reserves the right to remove or refuse any content that:

- is unlawful, harmful, defamatory, or misleading;
- infringes intellectual property rights;
- violates these Terms or the Platform's policies;
- is inappropriate for an artistic-institutional environment.

Users remain fully responsible for the content they submit.

9. Prohibited Use

Users agree not to use the Platform for any unlawful or harmful purpose, including but not limited to:

- uploading or distributing malicious software, viruses, or harmful code;
- attempting to gain unauthorised access to accounts, systems, or data;
- engaging in fraudulent, deceptive, or abusive behaviour;
- impersonating individuals or misrepresenting identity;
- scraping, harvesting, or extracting data without permission;
- interfering with the security, performance, or integrity of the Platform;
- posting content that is defamatory, discriminatory, obscene, or otherwise inappropriate.



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Alpha & Alpha may suspend or terminate access for any user who engages in prohibited activities.

10. Liability & Disclaimers

To the fullest extent permitted by law, Alpha & Alpha Global Holdings Ltd shall not be liable for any:

- indirect, incidental, special, punitive, or consequential damages;
- loss of profits, revenue, data, or business opportunities;
- errors, interruptions, delays, or technical issues affecting the Platform;
- actions or omissions of third-party service providers, partners, or users;
- reliance on content, artworks, statements, or materials published on the Platform.

The Platform is provided on an **“as is” and “as available”** basis. Alpha & Alpha makes no warranties, express or implied, regarding:

- uninterrupted or error-free operation;
- accuracy, completeness, or reliability of content;
- suitability of the Platform for any specific purpose;
- availability or performance of third-party integrations.

Nothing in these Terms shall limit liability for:

- fraud or fraudulent misrepresentation;
- death or personal injury caused by negligence;
- any liability that cannot be excluded under UK law.

Users acknowledge that they access and use the Platform at their own risk.

11. Termination

Alpha & Alpha reserves the right to suspend or terminate access to the Platform, accounts, or services at any time, without prior notice, if:

- these Terms are violated;
- unlawful, harmful, or fraudulent activity is detected;
- content submitted breaches intellectual property or legal standards;
- payment obligations are not fulfilled;
- the Platform undergoes maintenance, restructuring, or discontinuation.

Upon termination:



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- all rights granted to the user under these Terms cease immediately;
- Alpha & Alpha may retain submitted content for archival, legal, or administrative purposes;
- users remain responsible for any outstanding obligations or fees.

Users may terminate their account at any time by contacting the Platform. Termination does not entitle users to refunds unless explicitly stated in the Refund & Returns Policy.

12. Governing Law

These Terms & Conditions are governed by and interpreted in accordance with the laws of **England and Wales**.

Any disputes arising from or related to the use of the Platform shall be subject to the exclusive jurisdiction of the courts of England and Wales.

Users agree that they will not initiate legal proceedings in any other jurisdiction.

13. Contact Information

For questions, concerns, or legal inquiries regarding these Terms, users may contact:

Alpha & Alpha Global Holdings Ltd Email: contact@alphaalpha-art.co.uk