



Terms and Conditions

Summary

We are delighted that you have chosen Florence to help with your training needs. The following pages create the terms and conditions of a contract between you and us which covers: (a) your use of our website; and (b) how we make our learning program available to you.

(a) Website use

1. We are licensed to use all the content on our website. The content is produced, owned by Florence and is strictly forbidden to reproduce or alter.
 - a. In special cases we may feature partner content in agreement with clients, Florence takes no responsibility for the content of these courses.
2. You are not allowed to commercialise our website or the content on it (i.e. you are not allowed to make money or attract advertising to another business by using our website).
3. We are not responsible for the content or viruses etc on sites that we may link to as external references.
4. You are not allowed to develop, support or use software, devices or scripts to scrape the content on the website.
5. We comply with all relevant laws on Privacy and Data Protection. In general, this means that we will only collect or process personal information for specific and lawful purposes, we won't collect more than we need for those purposes or keep it for longer than necessary, we'll do our best to keep it accurate, and we'll keep it as safe as we can. Please see our Privacy Policy for more details.

(b) Registering on our courses

1. You may only use the content on our platform for your own personal or business learning and you are not allowed to adapt it or distribute any of it to anybody else.
2. The content we provide on our platform is owned by us or by our Partner Institutions. You have no rights over that content.

Whilst the full terms and conditions of this contract are set out further below, we have summarised the key terms of the contract as follows. Please note that this summary does

not form part of our contract and if there is any conflict then you will need to rely on the contract itself.

Contract

The following terms and conditions (the “Terms”) apply to our provision and your use of the information, services and materials (“Online Content and Courses”) through the Florence website (the “Website”) including you visiting and browsing the Website (being a “Visitor”) and registering with Florence as a student (a “Learner”).

These Terms should be read alongside, and are in addition to our policies, including our Privacy policy.

Please read these Terms carefully. These Terms are not negotiable. If you do not agree to them, you must stop using the Website and the Online Content and Courses immediately.

1. About Us

1.1. In these Terms, references to “we” or “us” are to Florence, a company incorporated in England and Wales (Digital Staff Solutions Companies House Number: 10434349) whose registered address is at 2nd Floor, 32-38 Leman Street, London, England, E1 8EW.

1.2. In these Terms, references to “you” or “your” are references to you whether as a Learner or Visitor.

1.3. Florence Academy offers Online Content and Courses for healthcare professionals accredited by CPD and aligned with CSTF, where appropriate.

1.4. If you have any questions about these Terms or wish to contact us for any reason please click on “contact us”, which can be found on the Website.

2. Using the Website (Learner conduct)

2.1. By using this Website and the Online Content and Courses, you confirm that you have read, agree and are in compliance with these Terms and the Policies (each as amended from time to time). Use of the Website and access to the Online Content and Courses by anyone under the age of 13 is strictly prohibited.

2.2. Your use of and access to this Website and the Online Content and Courses are subject to the following conditions (“Acceptable Use Conditions”), and you agree that failure to comply with any one of the Acceptable Use Conditions will constitute a breach of these Terms. The Acceptable Use Conditions are as follows:

2.2.1. You agree to use the Website and access the Online Content and Courses only for lawful purposes and your use of the Website and Online Content and Courses is in no way unlawful or fraudulent, and does not have the intention or effect of damaging us or our Institutional Partners either reputationally or financially;

2.2.2. You agree not to use or access the Website or the Online Content and Courses for the purpose of contacting, harming or attempting to harm minors in any way;

2.2.3. You agree not to distribute all or any part of the Website or Online Content and Courses in any medium without our prior written consent, unless such distribution is offered through the functionality of the Website and permitted by these Terms including, without limitation, under paragraph 6.11;

2.2.4. You agree not to alter or modify any part of the Website or the Online Content and Courses;

2.2.5. You agree not to access the Website or Online Content and Courses through any technology other than the software provided by us or enabled via APIs or other generally available third-party web browsers such as Chrome, Firefox or Safari;

2.2.6. You agree not to (and will not attempt to) circumvent, disable or otherwise interfere with any security related features of the Website or any features that: (i) prevent or restrict use or copying of content; or (ii) enforce any limitations on you, the use of the Website or access to the Online Content and Courses;

2.2.7. You agree not to knowingly transmit any data or send or submit any content that contains viruses, Trojan horses, worms, time-bombs, key-stroke loggers, spyware, adware or any other harmful programs or similar computer code designed to adversely affect the operation of any computer software or hardware;

2.2.8. You agree not to use or access the Website or Online Content and Courses for any commercial uses or for the benefit of any third party, including but not limited to:

2.2.8.1. the sale of access to the Online Content and Courses or any associated content;

2.2.8.2. the solicitation of business in the course of trade or in connection with a commercial enterprise; and

2.2.8.3. the solicitation of any Visitors or Learners of the Website with respect to their content for commercial purposes;

2.2.9. You agree to use the Website and access the Online Content and Courses in a way which does not infringe the rights of third parties or restrict or prevent anyone else's use and enjoyment of the Website, Online Content and Courses;

2.2.10. You agree not to ask for, collect or harvest any personal data of any Visitor or Learner of the Website or Online Content and Courses;

2.2.11. You agree not to post, upload, email or otherwise transmit to or otherwise cause us to email, transmit or otherwise distribute chain letters, surveys or studies, calls to action, junk mail, pyramid schemes, incentives (monetary or click-based), spimming or spamming, or bulk communications of any kind, whether or not for commercial or non-commercial purposes;

2.2.12. You will not copy, reproduce, create derivative works of, distribute, transmit, broadcast, display, sell, licence, or otherwise exploit any content contained on the Website (including without limitation the Online Content and Courses) for any other purpose other than as permitted by these Terms without our prior written consent;

2.2.13. You agree not to use the Website or the Online Content and Courses in any manner intended to damage, disable, overburden or impair any Florence server or the network(s) connected to any Florence server, or infringe any requirements, procedures, policies or regulations of any servers or networks connected to the Website;

2.2.14. You agree not to use any high volume, automated, or electronic means to access the Website or the Online Content and Courses (including without limitation robots, spiders or scripts);

2.2.15. You agree not to frame the Website or the Online Content and Courses, place pop-up windows over its pages, or otherwise affect the display of its pages;

2.2.16. You agree not to access or attempt to access any other Visitor or Learner's account or falsely state, impersonate, or otherwise misrepresent your identity, including but not limited to misrepresenting your affiliations with a person or entity, past or present;

2.2.17. You agree not to force headers or otherwise manipulate identifiers in order to disguise the origin of any communication transmitted through the Website; and

2.2.18. You agree not to send, knowingly receive, submit, download, use or re-use any material which does not comply with these Terms and the Policies.

2.3. You agree to comply with these Terms in relation to any Learner Content (as defined in paragraph 6.1 below) provided by you in connection with the Online Content and Courses and in connection with the ability to post messages (as further detailed in paragraphs 6.6 to 6.9 below).

2.4. We grant the operators of public search engines permission to use spiders to copy materials from the site for the sole purpose of creating publicly available searchable indices of the materials, but not caches or archives of such materials. We reserve the right to revoke these exceptions, either generally or in specific cases.

2.5. You acknowledge and agree that the form and nature of the Website and Online Content and Courses which we provide may change from time to time without prior notice to you.

2.6. You acknowledge and agree that we may stop (permanently or temporarily) providing the Website, Online Content and Courses (or any part of the Online Content and Courses) to you or to Learners generally for whatever reason, at our sole discretion, without prior notice to you.

2.7. You acknowledge and agree that we may adjust pricing our Website, Online Content and Courses (or any part of the Online Content and Courses) to you or to Learners generally for whatever reason, at our sole discretion, without prior notice to you.

2.8. You agree that you are solely responsible for (and that we have no responsibility to you or to any third party for) any breach of your obligations under the Terms and for the consequences of that breach (including, but not limited to, any loss or damage which we or any third party may suffer).

3. Registration and Accounts

3.1. Any Visitor can view the Website, but in order to participate fully in all activities on the Website and take part in the Online Content and Courses, you must register for a personal account on the Website (a "Learner Account") by providing a name, an email address and a password. You agree that you will never divulge or share access or your access information to your Learner Account with any third party for any reason.

3.2. In setting up your Learner Account, you may be prompted or required to enter additional information, location and any other information that will help other Learners get to know you and help us to tailor the services to suit you.

3.3. You undertake to us that all information provided by you in relation to your Learner Account is and will continue to be accurate, current and complete at all times and that you will maintain and update your information to keep it accurate, current and complete. It is your responsibility to keep your Account details safe.

3.4. By registering with Florence Academy for a Learner Account, you agree (in addition to the Acceptable Use Conditions above) that you:

3.4.1. are, and will continue to be, registered for the Website only once and will not set up multiple Learner Accounts;

3.4.2. will not let anyone else use your Learner Account;

3.4.3. will not cheat on any assignment or exam relating to the Online Content and Courses, nor share solutions to homework assignments or exams; and

3.4.4. will notify the administrators of the relevant Online Content and Courses (the "Course Administrator"), immediately if you become aware of any other Learner cheating or breaching these Terms.

3.5. If you are disqualified for any reason under paragraph 3.4.1, 3.4.2 or 3.4.3, we may prohibit your access or revoke your access temporarily or stop your participation in the Online Content and Courses.

4. Fees

4.1. When using the Website you may choose to purchase:

4.1.1. Learn for free; take the course free of charge;

4.1.2. Upgrade to a paid certificate and agree to pay the amount specified on the course description page of the Website. All prices quoted include all applicable sales tax (e.g. VAT).

4.6. You agree that in the event we are unable to collect any fees owed to us, we may take other steps that we deem necessary to recover any fee owed by you to us. We reserve the

right to suspend your account or any of our services until we receive payment of all fees due to us.

4.7. In certain circumstances Cancellation and Refunds may be available, further details of which are available in the Cancellation and Refund Policy.

4.8. We reserve the right to vary any fees for our courses and access to them in advance of any purchase at our sole discretion. Any variation or amendment will be effective immediately upon posting on our Website.

5. Promotions & Discount Codes

5.1. We may give you a promotional code or discount code (together the "Promo Code") from time to time, which will reduce the price of Online Content and Courses on our Site. The Promo Code(s) must be applied at checkout and cannot be applied retrospectively.

5.2. Each Promo Code will come with its own terms which will be made clear at the point of issue.

5.3. If a Promo Code has been issued to you, it is personal to you and cannot be transferred to any other person. If we believe it is being misused, not in line with our guidelines or we believe used fraudulently, we reserve the right to cancel the Promo Code.

5.4. The Promo Code cannot be transferred, sold or redeemed for cash or credit, and has no monetary value.

5.5. The Promo Code is only valid for the period of time specified in the terms of use or until the Promo Code has been used, when it will expire.

6. Cancellation and Refund policy

Cancellation and Refund policy Under UK law, you may have the right to cancel or request a refund under certain circumstances, in accordance with this policy.

Refunds or cancellations can only be issued if:

- You have requested it within the 14 day cooling off period which begins on the day you first paid for the course
- You have not downloaded, accessed or viewed the certificate of completion on the course

If you are entitled to a refund, we will refund you on the credit card or debit card used by you to pay for access to the course/s.

7. Copyright Policy

7.1. It is our policy that any content included on the Website or within the Online Content and Courses that infringes, or is likely to infringe, the intellectual property rights of any third party will be removed from the Website as soon as possible after we are made aware of such infringement or potential infringement.

7.2. If you are the owner of intellectual property rights, or are authorised to act on behalf of an owner, or authorised to act under any exclusive right, you should report any alleged infringements of your intellectual property rights taking place on or through the Website by emailing a Copyright Infringement Notice to finance@florence.co.uk containing at a minimum the details outlined in paragraph 9.4 below.

7.3. We will take whatever action, in our sole discretion, we deem appropriate, including the removal of the challenged content.

7.4. When you notify us in accordance with paragraph 9.2, your written Copyright Infringement Notice must contain the following:

7.4.1. statement telling us you believe that you have found content on the Website which you believe infringes your intellectual property rights;

7.4.2. which country your intellectual property rights apply to;

7.4.3. the title of the content concerned and the full URL for access to that content;

7.4.4. statement explaining how the content infringes your intellectual property rights;

7.4.5. your mailing address, telephone number and email address so that we can contact you;

7.4.6. a statement that the information contained in the notice is accurate and that you are the owner of the intellectual property rights or have an exclusive right in law to bring infringement proceedings in respect of its use; and

7.4.7. your signature (an electronic signature is sufficient).

7.5. We will, acting in our sole discretion, terminate Learner Accounts and access to the Website and Online Content and Courses if a Learner has been notified of infringing activity twice or more (regardless of whether the Learner has taken appropriate action as we may direct).

8. Privacy and Security

10.1. We respect your right to privacy. Please see our Privacy Policy and Cookies Policy for full details.

9. Linking to Other Sites

9.1. The Website may contain links to pages on other websites ("Linked Sites"), and those Linked Sites may contain content or offer products and/or services for sale.

9.2. We do not author, edit, control, or monitor these Linked Sites. You acknowledge and agree that:

9.2.1. we have no responsibility for the accuracy or availability of information provided by Linked Sites; and

9.2.3. we do not control or endorse the sponsors of such Linked Sites or the content, products, advertising or other materials presented on such Linked Sites.

9.3. We may remove any links to Linked Sites from the Website at any time for any reason.

9.4. We will not be liable for any transactions conducted by you with third parties through any Linked Site or for any liability arising from any representations or information provided on such Linked Sites.

9.5. We appreciate that Linked Sites may contain material in which the operator of the Linked Sites has intellectual property rights. We respect those rights and provide the links for information purposes only. The fact that we have linked to any Linked Site does not create or imply any relationship or partnership between us and the operator of such Linked Site.

10. Florence Academy Intellectual Property Rights

10.1. We are the owner or the licensee of all necessary intellectual property rights in all aspects of the Website and Online Content and Courses including but not limited to the

technology, source code, all content, software, scripts, images, graphics and audio (the "Online Content and Courses IPR"). The Online Content and Courses IPR is protected to the fullest extent possible by copyright laws. All such rights are reserved. You agree that the Online Content and Courses IPR remain the property of us or the licensor, as applicable, and that all updates and modifications to the Online Content and Courses IPR will vest in us or the licensor, as applicable. You also agree that you have no rights in or to the Online Content and Courses IPR other than the right to use it in accordance with the terms of the licence in paragraph 5 above. Unless otherwise stated, copyright in the Online Content and Courses belongs to the relevant Partner Institution providing the Online Content and Courses.

10.2. Other than any content submitted to the Website by you, we own or are licensed to use all present and future copyright, registered and unregistered trademarks, design rights, unregistered designs, database rights and all other present and future intellectual property rights and rights in the nature of intellectual property rights existing in or in relation to the

11. Your Liability to Us

11.1. You indemnify and keep us fully indemnified from and against all actions, claims, demands, costs, expenses, liabilities, loss, damages or other monetary relief brought, made or awarded against or incurred by us resulting (directly or indirectly) from:

11.1.1. you submitting Learner Content to the Website or participating in the Online Content and Courses;

11.1.2. your access to or use of the Website or Online Content and Courses;

11.1.3. your breach of any of these Terms (including but not limited to any breach of your obligations for Paid for Access); and

11.1.4. any negligent act or omission, deliberate default or breach of statutory duty on your part.

11.2. Each indemnity in this paragraph is separate and independent from the other obligations in these Terms. Each of these indemnities is to remain fully effective despite any indulgence granted from time to time and despite any judgment or order.

11.3. This paragraph 13 survives the expiry of these Terms.

12. Our Liability to You

12.1. Nothing in these Terms affects any statutory rights that you are entitled to as a consumer.

12.2. The Website and the Online Content and Courses are provided to you “as is” and we make no warranty or representation to you with respect to them.

12.3. We exclude all representations, warranties, conditions and terms expressed or implied by statute, common law or otherwise to the fullest extent permitted by law. We accept no liability for any special, indirect, incidental, consequential or economic loss, or any other losses, howsoever caused arising out of or in connection with these Terms. This includes (without limitation):

12.3.1. any loss of profit (directly or indirectly);

12.3.2. any loss of goodwill; and

12.3.3. any loss of opportunity.

12.4. We provide the Online Content and Courses on the Website in good faith but give no warranty or representation that the Online Content and Courses are accurate, complete or up-to-date or that they will meet your requirements, nor that the Website does not infringe the rights of any third party. We accept no responsibility or liability for your use of Online Content and Courses on the Website and your use is entirely at your own risk. While we take reasonable precautions to prevent the existence of computer viruses and/or other malicious programs on the Website, we accept no liability for them.

12.5. Information transmitted via this Website will pass over public telecommunications networks. We make no representation or warranty that the operation of this Website will be timely, secure, uninterrupted or error-free and disclaim all liability in that respect to the greatest extent permitted by law.

12.6. We accept no responsibility for any loss or damage incurred by you as a result of:

12.6.1. any reliance placed by you on the completeness, accuracy or existence of any information or advertising, or as a result of any relationship or transaction between you and any advertiser or sponsor whose advertising appears on the Website or in relation to the Online Content and Courses;

12.6.2. any changes which we may make to the Website or Online Content and Courses, or for any temporary interruptions in the provision of the Website or Online Content and Courses;

12.6.3. the deletion of, corruption of, or failure to store, any Online Content and Courses and other communications data maintained or transmitted by or through your use of the Website;

12.6.4. your failure to provide us with accurate account information; or

12.6.5. your failure to keep your account details secure and confidential.

12.7. We reserve the right to suspend your use of the Website and/or access to the Online Content and Courses at any time for operational, regulatory, legal or other reasons.

12.8. We may terminate your Learner Account or access/use of the Website with immediate effect:

12.8.1. if we reasonably believe you or any Learner you are connected with are in breach of any of these Terms;

12.8.2. in order to prevent any fraudulent, unlawful or abusive activity; or

12.8.3. if it is necessary to prevent or stop any harm or damage to us, other Learners of the Website or the general public.

13. Governing Law

13.1. These Terms, your use and access to the Website, and all other policies issued by us whether referred to by us herein or not are governed by and construed in all respects in accordance with the laws of England and Wales.

13.2. Any or all disputes arising between you and us (whether contractual or non-contractual) in connection with your access and use of the Website, including as to the validity of these Terms or policy issued by us, will be subject to the exclusive jurisdiction of the courts of England and Wales. For any dispute between you and us, you agree that you will first attempt to resolve it with us informally. In the unlikely event that we are unable to resolve the dispute in this manner within 28 days of the dispute being notified in writing, we both agree to submit to the exclusive jurisdiction of the courts of England and Wales to resolve any such dispute.

13.3. Notwithstanding paragraph 15.2, you agree that we are permitted to apply for injunctive remedies (or any other types of interim relief) in any jurisdiction at any time.

14. Changes to the Website and these Terms

14.1. We may update or amend these Terms (as well as our Policies or any other guidance we issue) from time to time to comply with law or to meet our changing business requirements. When we update our Terms or Policies, we will take appropriate measures to inform you, consistent with the significance of the changes we make. Any updates or amendments will be posted on the Website and you are advised to check this page every time you use the Website.

14.2. For any operational, regulatory, legal or other reason, we reserve the right to modify, suspend or discontinue all of the Online Content and Courses with or without notice to you and we will not be liable to you or any third party for any such modifications, suspension or termination. By continuing to use the Website, you agree to be bound by the terms of these updates and amendments.

15. Other Important Terms

15.1. If any of these Terms are found to be illegal, invalid or unenforceable by any court of competent jurisdiction, the remainder of these Terms remain in full force and effect.

15.2. Only you and we are entitled to enforce these Terms. No third party is entitled to enforce any of these Terms, whether by virtue of the Contracts (Rights of Third Parties) Act 1999 (which is expressly excluded) or otherwise.

15.3. We may freely transfer or assign any part of our rights or delegate our obligations under these Terms. You are not entitled to transfer or assign, by operation of law or otherwise, any part of your rights or delegate your obligations under these Terms without our prior written consent.

15.4. These Terms, the Policies and the Code of Conduct set out the entire agreement between you and us and replace any and all prior terms, conditions, warranties and/or representations to the fullest extent permitted by law. Any delay or failure by us to exercise any right we may have under these Terms does not constitute a waiver by us of that right.