

Terms of *sale*.

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Seller: MAXFR LTD · Registered in England & Wales · Company No. 14556593 · Registered office: Bury Lodge, Bury Road, Stowmarket, England, IP14 1JA · General enquiries: i@maxfr.co · WarGameLLM orders and support: info@wargamellm.com

Please note before you buy

These Terms of Sale apply when you buy from MAXFR LTD online — including digital products sold under our WarGameLLM name. You accept them by ticking the box at checkout. In short:

- Your contract is with **MAXFR LTD**, whichever of our trading names you buy from, and your card statement may show “MAXFR”.
- Our digital products are **licensed for your personal, non-commercial use** and delivered by email once your payment is confirmed. Sharing, reselling or publicly posting them is not permitted.
- At checkout you **ask us to supply your digital content straight away** and acknowledge that your 14-day right to cancel ends once supply begins. Sales are therefore generally final — except where the law requires otherwise, or if content is faulty, not as described or not received.
- Subscriptions renew automatically until you cancel, and you can cancel at any time.
- Nothing in these Terms affects your statutory rights.

These Terms are made up of [Part A — general terms](#), which apply to every purchase; [Schedule 1 — WarGameLLM products](#); and a [model cancellation form](#). Please read them in full, and save or print a copy for your records.

Part A — General terms

1. Who we are

MAXFR LTD is a company registered in England and Wales under company number 14556593, with its registered office at Bury Lodge, Bury Road, Stowmarket, England, IP14 1JA. MAXFR LTD sells under several trading names, including MAXFR, AIOD, AgenticEncy, ModernEncy and WarGameLLM. Whichever of those names appears where you buy, your contract is with MAXFR LTD and payment is taken by MAXFR LTD. In these Terms, “we”, “us” and “our” mean MAXFR LTD, including when trading under any of those names, and “you” means the customer.

You can contact us at i@maxfr.co. For WarGameLLM orders and support, please use info@wargamellm.com.

2. What these Terms cover

- These Terms apply to products you buy from us online where they are presented at checkout, including WarGameLLM digital products.
- They consist of these general terms (Part A) and a schedule for each product line. Schedule 1 sets out the terms for WarGameLLM products. Where a schedule deals specifically with a matter for its product, the schedule applies to that product; otherwise Part A applies.

- The WarGameLLM Terms of Sale published at wargamellm.com/terms.html set out the same terms as a single document for convenience, and are intended to have the same effect as Part A and Schedule 1. If there is ever an inconsistency, these Terms prevail — unless the other wording is more favourable to you as a consumer, in which case that wording applies.
- These Terms do not cover board, advisory or consultancy engagements with MAXFR, or any bespoke, commercial or organisational licence (such as an offering priced on application). Those are governed by a separate written agreement.

3. Buying from us

- You must be at least 18 years old (or the age of majority where you live) and able to enter into a binding contract. Unless a schedule says otherwise, our online products are sold to consumers for personal use.
- You will be asked to accept these Terms at checkout. A contract is formed when we, or our payment provider on our behalf, confirm your order or deliver your product. If we cannot accept your order, we will tell you and refund any sum already taken.
- The version of these Terms that applies to your purchase is the version in force when you place your order.

4. Price and payment

- The price, and the total you will pay including any taxes that apply, are shown at checkout before you pay. Where tax depends on where you live, it is calculated at checkout from the details you provide. You are charged in the currency shown at checkout; your card provider may apply its own foreign-exchange fees.
- Payments are processed by our payment provider, Stripe. We never receive or store your full card details. Your payment is also subject to Stripe's own terms.
- If you start a subscription, you authorise us, through Stripe, to charge your chosen payment method the subscription price at the start of each billing period until you cancel.
- We may correct obvious errors in prices or descriptions. If the correct price is higher than the price you were shown, we will contact you before going ahead, and you may cancel for a full refund of anything taken.

5. Delivery

Digital products are supplied electronically — by email to the address you give at checkout, or by download link — once your payment is confirmed, as described in the relevant schedule. Please make sure your email address is correct and check your spam or junk folder. If your product has not arrived within a reasonable time, contact us and we will help.

6. Your right to cancel

- If you are a consumer, you normally have a legal right to cancel an online purchase within 14 days of the contract being formed, without giving a reason.
- **Digital content.** Our digital products are digital content not supplied on a tangible medium. By ticking the box at checkout, you expressly ask us to begin supplying your content immediately, and you acknowledge that you will lose your right to cancel once supply has begun. We confirm your request and acknowledgement in your order or delivery email.
- If supply has not yet begun, you may still cancel within the 14 days and we will refund you in full.
- To cancel, tell us clearly — for example by email to an address in clause 1, giving your name and order details. You may use the [model cancellation form](#) below, but you don't have to.
- If you cancel validly, we will refund you within 14 days of being told, to the payment method you used, at no cost to you.

7. If something goes wrong

Digital content we supply must be as described, fit for purpose and of satisfactory quality. If it isn't — or if it never reaches you — you are entitled to a remedy under consumer law: a repair or replacement (for example, supplying it again) or, where that isn't possible or doesn't fix the problem, a price reduction or refund. Contact us with your order details and a description of the problem and we will put it right. If faulty digital content we supply damages a device or other digital content belonging to you, because we did not use reasonable care and skill, we will either repair the damage or pay you compensation.

8. Our liability to you

- Nothing in these Terms limits or excludes our liability for anything that cannot lawfully be limited or excluded — including death or personal injury caused by our negligence, fraud, or your statutory rights as a consumer.
- Subject to that, we are not liable for loss that was not a foreseeable result of our breaking these Terms or failing to use reasonable care and skill. Our products are for personal use, so we are not liable for any business losses.
- Subject to the first point above, our total liability to you arising out of or in connection with any product is limited to the amount you paid for it.

9. Your personal data

We use your personal data to process and deliver your order, support you and meet our legal obligations, as explained in our [Privacy Policy](#) and [Cookies Policy](#). MAXFR LTD is responsible for that data under all of its trading names.

10. Changes to these Terms

We may update these Terms from time to time and will publish the current version on this page with its version number and effective date. A change does not affect a purchase you have already made. If you have a subscription and we make a change that affects it, we will give you reasonable notice before your next renewal, and you may cancel before the change takes effect.

11. Complaints, law and disputes

- If you have a complaint, please contact us first and we will try to resolve it quickly.
- These Terms are governed by the law of England and Wales, and the courts of England and Wales have jurisdiction. If you live in Scotland or Northern Ireland, you may also bring proceedings in your local courts. If you live elsewhere, you keep the benefit of any mandatory consumer protections, and any right to bring proceedings, that apply where you live.

12. General

- If a court finds part of these Terms unenforceable, the rest continue to apply.
- If we delay or do not enforce a term, that does not mean we have waived it.
- We may transfer our rights and obligations under these Terms to another organisation — for example, if one of our trading names or product lines moves to a separate company. We will tell you if that happens, and it will not reduce your rights. You may not transfer your rights under these Terms to anyone else.
- These Terms are between you and us. No one else has any right to enforce them.
- These Terms, together with any schedule that applies, are the entire agreement between us about your purchase, except in the case of fraud.

Schedule 1 – WarGameLLM products

This schedule applies to digital products sold under the WarGameLLM name at wargamellm.com, and forms part of these Terms. WarGameLLM orders and support: info@wargamellm.com.

S1. The products

We sell digital “scenario packs” and related materials for use with third-party artificial-intelligence chat services (such as Claude, ChatGPT or similar). Each product consists of text — scenario briefings, structured prompts, reference material and associated files (together, the “Content”). The Content is intended to be used as input to an AI service that you access through your own separate account with that service’s provider.

S2. Product types

- **Month Pack (one-off):** a single edition of the Content for the calendar month identified at purchase (for example, the “June 2026” edition). It is a one-time purchase of that month’s edition and does not include past or future editions.
- **Monthly Subscription:** a recurring subscription entitling you to each new monthly edition released while your subscription is active. A new edition is generally released on or around the 1st of each month. Editions delivered during your active subscription remain yours to keep after it ends; you are not entitled to editions released before it began or after it ends, unless we say otherwise.
- **Lifetime:** a one-time purchase granting access to the complete catalogue and to future monthly editions and additions as they are released, for as long as we continue to operate the product. “Lifetime” refers to the commercial lifetime of the WarGameLLM product, not to any person’s lifetime (see S10).
- WarGameLLM Pro, and any other offering priced on application, is agreed individually in writing and is not governed by this schedule unless that written agreement says so.

S3. Descriptions

We describe our products as accurately as we reasonably can; your rights if the Content is not as described are set out in clause 7. The Content is provided for education and entertainment. Scenarios that reference real nations, events or persons are dramatised or fictionalised and do not represent fact, forecast, advice or the views of MAXFR LTD. Hypothetical and fantastical scenarios are works of fiction.

S4. Delivery

The Content is delivered by email to the address you provide at checkout (or by download link) once your payment has been confirmed. Supply begins when we send your files. Subscription editions are delivered on or around the date each edition is released while your subscription is active. If you have not received your Content within a reasonable time, contact info@wargamellm.com.

S5. Subscriptions: renewal and cancellation

- The Monthly Subscription renews automatically each billing period until you cancel. The renewal price is the price in effect at renewal; we will give you reasonable notice of any price change, and you may cancel before it takes effect.
- You can cancel at any time through the billing portal provided by our payment provider, or by contacting us. Cancellation stops future renewals and takes effect at the end of the current paid period; you keep the editions already delivered.
- Cancelling does not by itself entitle you to a refund of amounts already charged, except as required by law or under clause 7.

S6. Cancellation and refunds

The digital-content rules in clause 6 apply. Because digital goods cannot be returned once supplied, sales are final once supply has begun and we do not generally offer refunds or exchanges. This does not affect your rights under clause 7 if the Content is faulty, not as described or not received.

S7. Your licence — what you may and may not do

When you buy, we do not sell you the Content itself or any intellectual property in it. Instead, subject to your compliance with these Terms and payment in full, we grant you a personal, non-exclusive, non-transferable, non-sublicensable, revocable licence to access and use the Content for your own personal, private and non-commercial enjoyment — namely, to play the scenarios using AI services you lawfully access through your own account.

You may:

- download and keep your own copy of the Content you have bought, for your personal use;
- input the Content into AI chat services for your own private play; and
- make a reasonable backup copy for your personal use.

You must not, and must not permit or enable anyone else to:

- resell, sublicense, rent, lend, distribute, share or otherwise make the Content available to any other person, whether for payment or free of charge;
- publish, post, upload or display the Content (in whole or in substantial part) on any website, social-media platform, forum, repository, file-sharing service, messaging channel or other public or semi-public place;
- use the Content for any commercial purpose, including selling access to games run from it, offering paid services based on it, or incorporating it into a competing product;
- scrape, harvest, bulk-copy, mirror or systematically extract the Content, or use any automated means or AI system to do so, or to create derivative datasets, training data or competing collections from it;
- create and distribute derivative works based on the Content beyond your own private use;
- remove, obscure or alter any notices of ownership, authorship or these Terms; or
- circumvent, disable or interfere with any access control, watermark or other security measure we use, including per-customer tagging of files.

One purchase grants one licence to one person. The Content is intended for the buyer only. Sharing it with others breaches these Terms and may also infringe our intellectual-property rights.

S8. Intellectual property

All intellectual-property rights in the Content — including the selection, arrangement, wording, scenario designs, briefings, prompts, branding and accompanying materials — are owned by or licensed to MAXFR LTD and are protected by law. We reserve all rights not expressly granted to you. The “WarGameLLM” and “MAXFR” names and associated marks are ours. Nothing in these Terms transfers any ownership to you.

S9. Breach, suspension and enforcement

- If you breach the licence in S7 — for example by redistributing, reselling, publicly posting, scraping or commercially exploiting the Content — your licence ends automatically and immediately, and you must stop all use and destroy your copies.
- We may suspend or end your access (including any subscription) without refund where we reasonably believe you have breached these Terms.

- We reserve all rights and remedies available to us, including seeking injunctive relief and damages, and may seek to recover revenue lost through unauthorised distribution. We may apply watermarking, per-customer tagging or similar measures to the files we supply so that the source of leaked Content can be identified, and you agree to this.

S10. Availability and changes to the product

We aim to keep the product — and, for subscribers and Lifetime customers, the flow of new editions — running, but we do not guarantee uninterrupted availability. We may modify, improve, add to or discontinue products, editions or features. If we permanently discontinue the product entirely, we will act reasonably and in good faith with regard to subscriptions and Lifetime purchases; this may include making the editions already released available to you. “Lifetime” is limited as described in S2.

S11. Third-party AI services

Our products are designed to be used with third-party AI services that you access separately. We are not affiliated with, and do not control, those services. You are responsible for your own account, subscription and compliance with the terms and usage policies of any AI provider you use. The behaviour, output, availability, cost and policies of those services are outside our control, and we are not responsible for them. Outputs are generated by those services, not by us.

S12. Disclaimers

The Content is provided for education and entertainment only. It is not professional, military, political, financial, legal or other advice, and must not be relied on as such. Beyond your rights under clause 7 and any other rights that cannot lawfully be excluded, we do not promise that the Content is accurate, complete, error-free or fit for any purpose other than personal entertainment.

Model cancellation form

Complete and return this form only if you wish to cancel the contract. You don't have to use it — any clear statement will do.

To: MAXFR LTD, Bury Lodge, Bury Road, Stowmarket, England, IP14 1JA · info@wargamellm.com (WarGameLLM) or i@maxfr.co

I hereby give notice that I cancel my contract for the supply of the following digital content: _____

Ordered on: _____

Name: _____

Address: _____

Signature (only if this form is sent on paper): _____

Date: _____