

# Terms of Use

Apex Artificial Intelligence Limited • Company No. 17194741 • Last updated 12 June 2026

These terms govern your use of this website and, where referenced, the services provided by Apex Artificial Intelligence Limited. By using the site you accept them.

## Who we are

Apex Artificial Intelligence Limited (“Apex AI”, “we”, “us”), a company registered in England and Wales (company number 17194741 ), registered office 167-169 Great Portland Street, 5th Floor, London, W1W 5PF. Contact: ash@apexaiuk.com .

## Our services

We describe AI receptionist, call handling, lead generation, CRM and automation services on this site. The specific scope, deliverables, fees and service levels of any engagement are agreed separately in a written order or contract, which takes precedence over these terms where they conflict.

## Acceptable use

You agree not to misuse the site or our services, including by attempting to disrupt them, access them unlawfully, or use them for any unlawful, deceptive or harmful purpose.

## AI outputs

Our services use artificial intelligence, which can produce errors. Outputs are provided on a best-efforts basis, are not professional (medical, legal or financial) advice, and you are responsible for how you use them. Figures and examples on this site are illustrative and are not a guarantee of any particular result.

## Intellectual property

The content, design and branding on this site are owned by Apex Artificial Intelligence Limited and may not be copied or reused without permission. Third-party names and logos shown remain the property of their owners and are used with permission or to identify clients.

## Liability

The site is provided on an “as is” basis. To the extent permitted by law, we exclude liability for any indirect or consequential loss arising from use of the site. Nothing in these terms limits liability that cannot lawfully be limited, including for death or personal injury caused by negligence, or for fraud.

## Governing law

These terms are governed by the laws of England and Wales, and the courts of England and Wales have exclusive jurisdiction.

## Changes

We may update these terms from time to time; the date above shows the latest version.

## **Contact**

Email [ash@apexaiuk.com](mailto:ash@apexaiuk.com) .

This document is provided as a general template and is not legal advice. Please have it reviewed against your specific circumstances before you rely on it.