

DISCLAIMER

Last updated: 1 September 2026

This Disclaimer explains the limits of the information, support and digital services provided by Kerriveo. It should be read alongside Kerriveo's Terms & Conditions, Privacy Policy, Refund & Cancellation Policy and other applicable service information.

1. General Information

Kerriveo provides website design, digital support, business set-up, branding, social media support, Google Business Profile support, SEO and optimisation, content creation and related digital services.

Information provided through the Kerriveo website, social media, messages, documents or general guidance is intended to support clients and explain Kerriveo's services. It should not be treated as specialist professional advice unless a specific professional service has expressly been agreed.

2. No Guarantee of Business Results

Kerriveo will provide agreed services with reasonable care and skill. However, digital and business performance depends on many factors outside Kerriveo's control.

Kerriveo does not guarantee any particular Google ranking, website traffic level, number of enquiries, bookings, sales, followers, social media reach, engagement, revenue or other commercial result unless a specific commitment has expressly been agreed in writing.

Results may be affected by competition, market conditions, customer behaviour, algorithms, advertising spend, pricing, location, platform changes and the client's own business activity.

3. Google, SEO & Search Visibility

Kerriveo may assist with Google Business Profile set-up, website indexing, search optimisation, keywords, metadata and other visibility measures.

Search engines independently determine how and when websites or business profiles appear in search results. Rankings and visibility can change without notice and are not controlled by Kerriveo.

References to SEO, optimisation, indexing or improved online visibility do not amount to a guarantee of a particular search position or level of traffic.

4. Social Media

Kerriveo may create, schedule, optimise or support social media content and business accounts as agreed with a client.

Social media platforms control their own algorithms, account rules, reach, availability and enforcement decisions. Kerriveo cannot guarantee followers, views, engagement, enquiries or sales resulting from social media activity.

5. Third-Party Platforms & Services

Kerriveo may work with services including Wix, Google, Meta/Facebook, Instagram, Canva, TikTok, domain and hosting providers, booking systems, payment providers and other external platforms.

These businesses operate independently and control their own pricing, subscriptions, policies, algorithms, technical systems, account decisions and availability.

Kerriveo is not responsible for an independent third party's outage, policy change, price change, suspension, technical failure or other act outside Kerriveo's reasonable control. This does not remove responsibility for Kerriveo's own work where the law requires it.

6. Legal, Financial & Regulated Advice

Kerriveo does not provide legal, tax, accounting, financial, investment or other regulated professional advice unless a suitably qualified professional service has expressly been agreed.

Templates, general information, business-support suggestions and digital guidance supplied by Kerriveo should not be treated as a substitute for advice from an appropriately qualified professional where such advice is required.

Clients remain responsible for obtaining specialist advice relevant to their own business and circumstances.

7. Client Information & Approval

Kerriveo relies on clients to provide accurate, current and lawful information.

Clients are responsible for checking and approving business names, addresses, telephone numbers, email addresses, services, prices, opening hours, policies, claims, qualifications and other business information before final publication or approval.

Kerriveo should be informed promptly if supplied information changes.

8. Images, Content & Intellectual Property

Clients are responsible for ensuring they own or have appropriate permission or rights to use photographs, videos, logos, music, graphics, written content, testimonials, trademarks and other materials they supply to Kerriveo.

Kerriveo may refuse to use material that appears to infringe another person's rights or appears unlawful.

Third-party assets, templates, fonts, stock material, software and platform components remain subject to their own licences and terms.

9. Website Information & Availability

Kerriveo aims to keep information on its own website accurate and current but does not guarantee that every item will always be complete, error-free or immediately updated.

Website access may occasionally be interrupted because of maintenance, hosting issues, third-party failures, technical problems or circumstances outside Kerriveo's reasonable control.

10. External Links

Kerriveo's website or digital content may contain links to third-party websites or services for convenience or as part of an agreed service.

A link does not necessarily mean Kerriveo endorses or controls all content, products, policies or practices on the external website. Users should review the third party's own terms and privacy information where appropriate.

11. AI & Digital Tools

Kerriveo may use digital tools, automation or artificial-intelligence-assisted tools as part of creative, administrative, research or content workflows where appropriate.

AI-assisted output can contain errors or require human review. Kerriveo will use reasonable care when incorporating such tools into agreed work, but clients remain responsible for reviewing and approving final business information, claims and content before publication.

Kerriveo will not knowingly submit confidential or sensitive client information to an AI service in a manner inconsistent with applicable privacy obligations or agreed project requirements.

12. Client Websites & Compliance

Kerriveo can assist with the design and presentation of website policies, accessibility considerations, cookie information and other business content.

Unless a specialist legal, compliance or accessibility audit has expressly been included, Kerriveo does not certify that a client's business, website, policies or practices meet every legal or regulatory requirement applicable to that client's particular industry or circumstances.

Clients remain responsible for identifying industry-specific rules, licences, disclosures, professional obligations and regulatory requirements applying to their own business.

13. Limitation of This Disclaimer

Nothing in this Disclaimer excludes or limits liability where doing so would be unlawful.

Nothing in this Disclaimer removes a consumer's statutory rights or Kerriveo's obligation to provide contracted services with reasonable care and skill.

If any wording in this Disclaimer conflicts with a mandatory legal right, that legal right will take priority.

14. Changes to This Disclaimer

Kerriveo may update this Disclaimer for future use to reflect changes to its services, technology, third-party platforms or applicable requirements. The latest version will be made available through the Kerriveo website.

Contact Kerriveo

If you have questions about this Disclaimer or a Kerriveo service, please contact Kerriveo using the contact details available on kerriveo.co.uk.

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