



TRADER TERMS AND CONDITIONS IN PLAIN ENGLISH

Advertising Terms and Conditions for Trade Advertisers

Please read these carefully. These rules govern the digital advertising service we provide to you as a trade advertiser.

We can update these terms from time to time. Check the website regularly for the latest version.

In these terms:

- “We”, “us”, or “our” means Dealer Forecourt Ltd.
- “Dealerforecourt” means the website at www.dealerforecourt.com and our related platforms (mobile, tablet, apps, etc.) that we own and run.

These terms apply to every advert you place, renew, or change until it ends or is updated.

Important note: We do not accept adverts for vehicles that are Cat A, Cat B, Cat N, or Cat S write-offs.

1. Our Contract with You

These terms (plus any other policies on our website) set out the rules for us providing our advertising platforms and services to you.

By placing an advert, you accept these terms.

Each advert you place creates a separate contract between you and us, based on these terms.

2. Placing an Advert

When you register and place an advert or we set you up your Dealer Portal, you get a username and password. Keep them secure – you are responsible for them. We are not liable if someone else accesses your account because you did not protect them (unless due to our negligence).

Your registration details must be true, accurate, and complete. Do not register as someone else or use an offensive username. We handle your personal data according to our Privacy Policy (see the website).

If we accept your advert, we aim to review and publish it within 24 hours of receipt (but no guarantees on exact timing).

Your advert may appear on our website (desktop, mobile, tablet), our social media channels, and other places we decide.

Once accepted and live, we send a confirmation email with a unique advert ID. The contract starts then. If rejected before going live, you pay nothing, and we try to explain why.



All trade advertisers get our premium package. We do not offer paid 'upgrades' – everyone gets the same core visibility level as part of the package. **That means someone with a bigger budget is not going to be able to trample you.**

3. Advert Content Rules

Each advert is for **one vehicle only**. Place separate adverts for each vehicle within your portal. We allow only one advert per vehicle at a time.

We may allow photos and videos (in formats we choose). We can decide not to include or to remove them if unsuitable.

You are fully responsible for uploading photos/videos and their quality.

All content (text, photos, videos, etc.) must:

- Show only one vehicle.
- Be accurate about the vehicle (description, condition, mileage, price, etc.).
- Follow all laws and regulations.
- Not use third-party intellectual property without permission (e.g., copyrighted material, privacy rights).
- Not be defamatory, offensive, obscene, threatening, hateful, racist, discriminatory, pornographic, violent, or promote illegal acts/terrorism.
- Not include personal details that identify others.
- Not pretend to be someone else.
- Not contain spam, irrelevant content, non-English text, or links to other sites (except your own website if relevant).
- Not advertise other products/services or drive traffic elsewhere (except for the vehicle sale).

We may check content to ensure it meets these rules.

If photos/videos break the rules, we can refuse, remove, or delete the whole advert. You can edit your advert online through your account.

You promise (warrant) that:

- You are in the UK.
- You are selling in the course of your business (as a trader).
- You have the right to sell the vehicle.
- It is not a hidden write-off.
- All details (mileage, price, condition) are true and accurate.
- You will not act fraudulently and will deliver the vehicle if sold lawfully.
- Everything you provide is legal, honest, accurate, and follows advertising standards (ASA codes, etc.).
- Publishing it does not break laws, infringe rights, or harm our reputation.



- You will not upload viruses or harmful files.
- The advert follows these terms fully.

If you mark a vehicle as “Sold” anywhere, we will remove the advert automatically.

4. Our Rights and Responsibilities

We provide the service with reasonable care and skill, but the site cannot be guaranteed always available, error-free, or virus-free.

We may carry out maintenance with minimal disruption.

We try to fix reported issues quickly (up to 48 hours).

You are fully responsible for your advert content. If it causes us losses or costs (e.g., due to false or illegal info), you must pay them.

We can refuse, edit, classify, or remove any advert at any time (e.g., to follow laws, handle complaints, fix errors, or for quality/technical reasons). We will try to contact you where possible.

We can remove any content we think is unlawful or breaks these terms. We can change technical specs of the site for operational reasons.

5. Charges and Payment

Prices depend on the package you choose (all include VAT – see the site for current rates).

We can change prices anytime, but changes do not affect adverts already placed.

You must pay in full online before publication (via our secure payment provider; Visa, Mastercard, Maestro – UK-registered cards only). We take care with security but are not liable for payment issues. We do not accept phone payments.

Billing cycles are monthly, charged on the 1st or 15th (depending on signup date).

If you start mid-month (e.g., 6th), payment clears before adverts go live, but next billing starts on the following 1st/15th – you get some extra time free.

We do not allow stop/start of packages to exploit free periods. We can refuse or stop advertising if we think you are doing this.

6. Intellectual Property Rights

You give us a permanent, free licence to use anything you upload (text, photos, videos, etc.) for our purposes. No one can claim moral rights against us.

Any content we create or edit for your advert belongs to us completely.



7. Our Right to End the Contract

We can end the contract and remove your advert anytime. We give notice and refund any unused paid period (unless ended under below reasons).

We can immediately suspend/end it and remove adverts (no refund) if:

- You break these terms.
- We reasonably suspect you breach key promises (e.g., inaccurate info).
- You change one-vehicle adverts to sell multiple vehicles.
- You abuse our staff or we get serious complaints about your sales conduct.
- Law enforcement/authorities tell us to remove it or suspend services.

8. Your Right to Cancel

Our service is instant and customised. Once your advert goes live, we have fully performed it – you lose the usual 14-day consumer cancellation right, and no refund if you remove it. You can remove adverts anytime (e.g., if sold), but no refund unless we seriously breach the contract.

For monthly packages: You can cancel by giving one month's notice from your billing date. We remove your adverts one month from notice date. Your account and portal stays open so you can restart any time under these terms bearing in mind the 'free period exploitation' mentioned in section 5

9. Liability

We are not excluded from liability for death/personal injury due to our negligence, fraud, or anything law forbids us to limit.

We are responsible for foreseeable losses from our breach or negligence. We are not liable for unforeseeable losses or anything not caused by us.

We are not liable for:

- Viruses, hacks, or tech issues affecting the site/your equipment.
- Whether vehicles sell or at what price – we only provide the platform.
- The actual sale contract with buyers – we have no involvement/liability.
- Buyer questions/complaints – your responsibility.
- Minor errors (we may fix or adjust charges at our discretion; no action if minor or your fault).
- Delays/failures due to events beyond our control (e.g., strikes, floods, cyber attacks).

Your legal rights are unaffected – contact Citizens Advice or Trading Standards for advice.

10. Data Protection and Security

By advertising, you agree your advert (and details) can be seen worldwide online.



We collect and process your personal data (e.g., name, contact) as per our Privacy Policy (on the website – read it). This may include fraud prevention, police help, or legal compliance.

11. About Us and Contact

Dealerforecourt is a trading name of Dealer Forecourt Ltd, registered in England and Wales. [Company number, VAT number, and registered office: Use the details from your official records or Companies House, e.g., 24 Gilfach Y Gog, Penygroes, Llanelli, Carmarthenshire SA14 7RJ if applicable.]

Email: enquiries@dealerforecourt.com Post: Customer Services, Dealer Forecourt Ltd [insert address]. Phone: 01269 492802 (check website for hours).

We may contact you by email or post using your provided details.

12. General

We can transfer our rights/obligations (we will notify you).

If any term is invalid, the rest still applies.

Delayed enforcement does not waive rights (waivers in writing only).

These terms are between you and us only.

Governed by English law. Disputes go to courts of England and Wales (or Northern Ireland/Scotland if you live there, but English law applies).

Last updated: February 2026

By placing an advert as a trade advertiser, you agree to these terms. If you do not agree, do not advertise.