

# Back Door Ads Ltd

## FLEET OWNER TERMS AND CONDITIONS

[www.backdoorads.co.uk](http://www.backdoorads.co.uk)

*Last Updated: April 2026*

### 1. Introduction and Agreement

These Terms and Conditions ('Terms') govern your registration and use of the Back Door Ads Ltd platform ('Platform') as a Fleet Owner. By registering an account, listing any vehicle, or accepting any booking through our Platform, you agree to be bound by these Terms in full.

Back Door Ads Ltd is operated as an online marketplace that connects Fleet Owners ('you', 'the Fleet Owner') with Advertisers who wish to display advertising materials on commercial vehicles. We act solely as an intermediary and technology platform provider.

If you do not agree to these Terms, you must not register as a Fleet Owner or use the Platform.

### 2. Definitions

In these Terms, the following definitions apply:

- "Platform" means the Back Door Ads Ltd website, mobile applications, and related services at [backdoorads.co.uk](http://backdoorads.co.uk).
- "Fleet Owner" means any individual, partnership, or company that registers vehicles on the Platform for advertising purposes.
- "Advertiser" means any individual or company that purchases advertising space through the Platform.
- "Campaign" means an agreed advertising placement on one or more vehicles for a specified duration and route profile.
- "Wrap" or "Vinyl Wrap" means any printed adhesive material applied to a vehicle as part of a Campaign.
- "Booking" means a confirmed Campaign between a Fleet Owner and an Advertiser, facilitated through the Platform.
- "Payout" means the payment made to a Fleet Owner following successful completion or fulfilment of a Booking.
- "Introduction" means the first occasion on which Back Door Ads Ltd connects or facilitates contact between a Fleet Owner and an Advertiser, whether through the Platform, by email, or by any other means.
- "Restriction Period" means the period of 36 months commencing from the date of the first Introduction between a Fleet Owner and an Advertiser.
- "Direct Arrangement" means any agreement, contract, or arrangement between a Fleet Owner and an Advertiser to conduct vehicle advertising activities of the type facilitated by the Platform, entered into other than through the Platform.

### 3. Registration and Eligibility

#### 3.1 Eligibility Requirements

To register as a Fleet Owner on the Platform, you must:

- Be at least 18 years of age.

- Own, lease, or have authorised control over the vehicles you intend to list.
- Hold a valid UK driving licence or have drivers employed who hold appropriate licences for the vehicles listed.
- Ensure all listed vehicles are registered with the DVLA, hold a current MOT certificate (where required), and are covered by valid motor insurance.
- Have the legal right to enter into commercial contracts and receive payments.

### **3.2 Account Accuracy**

You are responsible for ensuring all information provided during registration and in your listings is accurate, complete, and kept up to date. You must notify us promptly if any information changes. Providing false or misleading information may result in immediate suspension or termination of your account.

## **4. Vehicle Listings**

### **4.1 Listing Requirements**

When listing a vehicle on the Platform, you must provide accurate information including:

- Vehicle make, model, year, and registration number.
- Accurate dimensions of available advertising space (all four sides, rear door panels, and roof if applicable).
- Current photographs of the vehicle taken within the last 90 days, clearly showing all panels.
- Typical routes, geographic areas covered, and estimated daily mileage.
- Any restrictions on the types of advertising content you are willing to display.

### **4.2 Vehicle Condition**

All listed vehicles must be:

- Roadworthy and compliant with all applicable UK road traffic legislation.
- Maintained in a condition that does not damage or degrade vinyl wraps applied to the vehicle.
- Free from significant rust, bodywork damage, or surface irregularities that would prevent proper wrap application without prior disclosure to Back Door Ads.

### **4.3 Listing Accuracy**

You warrant that all information in your listing is truthful and not misleading. Back Door Ads Ltd reserves the right to remove, suspend, or edit any listing that it believes is inaccurate, misleading, or in breach of these Terms.

## **5. Bookings and Campaigns**

### **5.1 Booking Confirmation**

A Campaign is confirmed once both parties have agreed to the terms of the booking through the Platform and Back Door Ads Ltd has processed the Advertiser's payment. You will receive written confirmation via the Platform and by email.

### **5.2 Fleet Owner Obligations During a Campaign**

Once a Campaign is confirmed, you agree to:

- Make the vehicle available for wrap application at the agreed date, time, and location.
- Maintain the vehicle in active use on the agreed routes or service area throughout the Campaign duration.
- Not remove, damage, obscure, or modify the advertising wrap during the Campaign period without prior written consent from Back Door Ads.
- Notify Back Door Ads Ltd immediately if the vehicle is taken off the road, involved in an accident, or otherwise unable to fulfil the Campaign.
- Allow Back Door Ads Ltd or its authorised representatives to inspect the vehicle and the condition of the wrap during a Campaign on reasonable notice.

### **5.3 Vehicle Availability**

You must not accept a Booking for a vehicle you know to be unavailable during the Campaign period. If a vehicle becomes unavailable after a Booking is confirmed, you must notify Back Door Ads Ltd within 24 hours. Failure to do so may result in liability for losses incurred.

## **6. Wrap Application and Removal**

### **6.1 Wrap Arrangement**

Back Door Ads Ltd will coordinate the procurement, printing, and application of advertising vinyl wraps on your vehicle as part of confirmed Campaigns. You agree to cooperate reasonably with the wrap application process.

### **6.2 Your Responsibilities**

Prior to wrap application, you are responsible for:

- Ensuring the vehicle surface is clean, dry, and free from pre-existing damage or peeling paintwork.
- Disclosing any known paint defects, previous repairs, or bodywork issues that may affect wrap adhesion.
- Ensuring the vehicle is available at the agreed appointment time and location.

### **6.3 Liability for Wrap Damage**

Back Door Ads Ltd will take reasonable care during wrap application and removal. However:

- We do not accept liability for damage to paintwork that was already in poor condition, non-original, or improperly repaired prior to wrap application. You must disclose such conditions in advance.
- You accept that standard wear during a Campaign period (minor lifting at edges, stone chips) does not constitute damage for which we are liable.
- Deliberate or negligent damage to the wrap by you or your drivers during the Campaign is your financial responsibility. We may withhold Payout or seek recovery for the cost of reprinting and reapplication.

### **6.4 Wrap Removal**

At the end of the Campaign, Back Door Ads Ltd will arrange removal of the wrap. Where the vehicle surface is left in a degraded condition as a direct result of our wrap process applied to a vehicle in good condition, we will arrange appropriate remedial work at our cost. Claims for such remedial work must be raised within 14 days of wrap removal.

## **7. Payments and Payouts**

## 7.1 Payout Structure

Fleet Owners receive a Payout for each confirmed and completed Campaign. The Payout amount will be clearly stated at the time of Booking confirmation. Back Door Ads Ltd retains a platform service fee from the total Campaign value.

## 7.2 Payment Timing

Payout will be processed within 14 business days following the completion of the Campaign, subject to you having provided valid bank or payment details and subject to no disputes or deductions being applicable.

## 7.3 Payment Method

Payments are processed via Stripe or bank transfer to the account details you provide. You are responsible for ensuring your payment details are accurate. Back Door Ads Ltd accepts no liability for misdirected payments resulting from incorrect details provided by you.

## 7.4 Deductions

Back Door Ads Ltd reserves the right to deduct from your Payout, or seek recovery of, amounts relating to:

- Damage to wraps caused by your negligence or deliberate act.
- Failure to fulfil a confirmed Campaign, resulting in costs incurred by Back Door Ads Ltd or the Advertiser.
- Outstanding sums owed by you to Back Door Ads Ltd for any reason.
- Any Circumvention Fee or other sum due under Clause 9 (Non-Circumvention and Platform Exclusivity).

## 7.5 Taxes

You are solely responsible for declaring and paying any income tax, National Insurance, or other taxes arising from payments received through the Platform. Back Door Ads Ltd will provide statements of payments on request but is not responsible for your tax affairs.

# 8. Cancellations and Non-Performance

## 8.1 Cancellation by Fleet Owner

If you cancel a confirmed Booking:

- More than 14 days before the Campaign start date: no financial penalty, though repeat cancellations may lead to suspension.
- Between 7 and 14 days before the Campaign start date: you forfeit 25% of your agreed Payout for that Campaign.
- Within 7 days of the Campaign start date: you forfeit 50% of your agreed Payout for that Campaign.
- After wrap application has taken place: you forfeit your full Payout for the Campaign and may be liable for the cost of early wrap removal.

## 8.2 Non-Performance

If you fail to make the vehicle available for wrap application, fail to operate the vehicle on agreed routes, or otherwise fail to fulfil a confirmed Campaign without proper notice and without acceptable reason, Back Door Ads Ltd may:

- Withhold your Payout in full.

- Seek recovery from you of any refund issued to the Advertiser.
- Suspend or terminate your account.

### **8.3 Cancellation by Back Door Ads Ltd or Advertiser**

In the event a Campaign is cancelled by Back Door Ads Ltd or the Advertiser:

- If cancellation occurs before wrap application, no Payout is due and no penalty applies to you.
- If cancellation occurs after wrap application, you will receive a pro-rated Payout reflecting the portion of the Campaign already delivered, plus a reasonable contribution toward any inconvenience of wrap removal.

## **9. Non-Circumvention and Platform Exclusivity**

### **9.1 Prohibition on Direct Arrangements**

In consideration of the Introduction provided by Back Door Ads Ltd, you agree that during the Restriction Period you will not, directly or indirectly:

- Enter into any Direct Arrangement with an Advertiser who was Introduced to you through the Platform.
- Solicit, approach, or invite any such Advertiser to enter into a Direct Arrangement for vehicle advertising services.
- Assist, encourage, or procure any third party to enter into a Direct Arrangement with such an Advertiser on your behalf or for your benefit.
- Conduct any vehicle advertising activity for an Advertiser Introduced through the Platform other than through the Platform and in accordance with these Terms.

### **9.2 Platform Fee Obligations**

Where, notwithstanding Clause 9.1, you enter into or benefit from a Direct Arrangement with an Advertiser during the Restriction Period, you agree to pay Back Door Ads Ltd a platform service fee ('Circumvention Fee') equivalent to the standard platform service fee that would have been payable had the relevant advertising been booked through the Platform. The Circumvention Fee shall be calculated by reference to the total value of all advertising conducted under or in connection with the Direct Arrangement during the Restriction Period.

You acknowledge that the Circumvention Fee represents a genuine pre-estimate of the loss suffered by Back Door Ads Ltd as a result of the circumvention of its platform and fee structure, and that it is reasonable in all the circumstances.

### **9.3 Notification Obligation**

If an Advertiser Introduced to you through the Platform approaches you or otherwise solicits a Direct Arrangement outside of the Platform, you must notify Back Door Ads Ltd in writing within 5 business days of that approach. Failure to notify Back Door Ads Ltd of such an approach does not relieve you of your obligations under this Clause 9.

### **9.4 Record-Keeping**

You agree to maintain accurate records of all advertising arrangements with Advertisers Introduced through the Platform for a minimum of 36 months from the date of Introduction, and to provide such records to Back Door Ads Ltd upon reasonable written request, to enable Back Door Ads Ltd to verify compliance with this Clause 9.

### **9.5 Injunctive Relief**

You acknowledge that any breach of this Clause 9 would cause Back Door Ads Ltd irreparable harm for which monetary damages alone would be an insufficient remedy. Back Door Ads Ltd is therefore entitled to seek injunctive relief or other equitable remedy in addition to any other remedies available at law or in equity, without the need to demonstrate actual financial loss.

## 9.6 Survival

The obligations in this Clause 9 shall survive the termination or expiry of these Terms for the duration of the Restriction Period applicable to each relevant Introduction.

## 10. Insurance Obligations

You are responsible for ensuring that:

- Your vehicles carry at minimum third-party motor insurance as required by UK law throughout any Campaign.
- Your insurance policy does not contain exclusions that would be triggered by the display of commercial advertising wraps. Many standard policies permit this, but you must verify with your insurer.
- You notify your insurer of the presence of advertising wraps if required to do so under your policy terms.

Back Door Ads Ltd accepts no liability for any insurance claim, loss, or dispute arising from your failure to maintain adequate insurance.

## 11. Intellectual Property

All advertising artwork, designs, and content displayed on your vehicle remain the intellectual property of the Advertiser or Back Door Ads Ltd as applicable. You have no right to reproduce, use, or distribute any such materials.

You grant Back Door Ads Ltd a non-exclusive licence to use photographs and images of your vehicles (including with wraps applied) for the purposes of marketing, promoting, and operating the Platform.

## 12. Data Protection

Back Door Ads Ltd collects and processes personal data relating to Fleet Owners in accordance with its Privacy Policy, available on the Platform, and in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

You agree to handle any personal data of Advertisers or third parties that you may encounter through the Platform in accordance with applicable data protection legislation.

## 13. Platform Use and Conduct

You agree not to:

- Use the Platform for any unlawful purpose or in breach of any applicable regulations.
- Attempt to contact Advertisers outside the Platform to circumvent Back Door Ads Ltd's fee structure.
- Post false, misleading, or fraudulent information on the Platform.
- Use automated systems to interact with the Platform without prior written consent.

## 14. Suspension and Termination

## 14.1 Termination by You

You may close your account at any time by contacting Back Door Ads Ltd in writing, provided there are no active Campaigns on your vehicles. Outstanding Payouts for completed Campaigns will still be processed. Closure of your account does not affect your obligations under Clause 9 (Non-Circumvention and Platform Exclusivity) in respect of Introductions made prior to closure.

## 14.2 Termination or Suspension by Back Door Ads

We may suspend or terminate your account with immediate effect if:

- You breach any of these Terms.
- We have reason to believe you have provided false information.
- You behave in an abusive or threatening manner toward Advertisers, Back Door Ads Ltd staff, or wrap technicians.
- Any of your vehicles are found to be unroadworthy or uninsured during a Campaign.
- You have accumulated multiple complaints or poor feedback from Advertisers.
- You are found to be in breach of your obligations under Clause 9 (Non-Circumvention and Platform Exclusivity).

Where possible, we will give you notice and an opportunity to remedy any breach before terminating your account, unless the breach is serious or repeated.

## 15. Limitation of Liability

To the extent permitted by law:

- Back Door Ads Ltd acts as an intermediary platform only and is not a party to the underlying agreement between you and an Advertiser.
- We are not liable for any indirect, consequential, or economic losses arising from your use of the Platform.
- Our total liability to you in connection with any single incident or series of related incidents shall not exceed the Payout value of the relevant Campaign.

Nothing in these Terms limits our liability for death or personal injury caused by our negligence, fraud or fraudulent misrepresentation, or any other liability that cannot be excluded by law.

## 16. Dispute Resolution

In the event of a dispute between you and an Advertiser, Back Door Ads Ltd will use reasonable efforts to mediate and facilitate a resolution. Both parties agree to act in good faith during any such process.

If you have a dispute with Back Door Ads Ltd directly, please contact us in writing in the first instance. We aim to respond to all formal complaints within 10 business days.

These Terms are governed by the laws of England and Wales. Any disputes that cannot be resolved informally shall be subject to the exclusive jurisdiction of the courts of England and Wales.

## 17. Changes to These Terms

Back Door Ads Ltd reserves the right to update these Terms at any time. We will provide at least 14 days' notice of material changes via email or Platform notification. Your continued use of the Platform after that notice period constitutes acceptance of the updated Terms.

## 18. Contact Information

For any queries relating to these Terms, please contact:

Back Door Ads Ltd

Website: [www.backdoorads.co.uk](http://www.backdoorads.co.uk)

Email: [mail@backdoorads.co.uk](mailto:mail@backdoorads.co.uk)

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