

Website Terms & Conditions and Members Club Terms & Conditions

Last Updated: 5 April 2026

Welcome to **Go Hug The World**. These terms and conditions ("Terms") apply to (a) your use of our website (www.gohugtheworld.com) and (b) our Members Club (together, the "Services"). By accessing or using the Services, creating an account, or purchasing a membership subscription, you agree to these Terms.

Go Hug The World Limited is a company registered in England and Wales (Company No. **16834250**) with its registered office at **Sussex Innovation Centre, Science Park Square, Brighton, East Sussex, England, BN1 9SB**.

1. Website Terms & Conditions

1.1 About the website: Our website provides travel-related content, community updates (including our "Weekly Portal"), tools, and ways to contact us. Some content is public and some is only available to Members Club account holders.

1.2 Personal use only: The website and its content are for your personal, non-commercial use. You must not misuse the website, scrape or harvest content/data, attempt to reverse engineer our tools, or use the website to compete with or undermine our business.

1.3 Accuracy and "market intelligence": We keep things "Smarter, Not Stagnant" and content can change fast. Any website content (including deal commentary, destination guidance, property highlights, and reports) is provided for general information and market intelligence only. It is not a guarantee of pricing, availability, suitability, or results. Final pricing and availability are only confirmed in writing as part of a quote/booking process.

1.4 Availability and changes: We may change, suspend, or withdraw any part of the website at any time (including member-only areas, features, or tools) for operational, legal, security, or commercial reasons.

1.5 Third-party links and services: The website may contain links to or integrations with third parties. We are not responsible for third-party websites/services and they may have their own terms and privacy policies.

1.6 Trips feature (document storage and references): The Services may include a "Trips" area that lets you store or reference travel information (for example: itineraries, booking references, travel document files, notes, and related materials) ("Trips Content"). (a) **Convenience tool only:** Trips is a convenience feature. You remain responsible for keeping your own copies of important documents and for checking that any information you store is accurate, current, and complete. (b) **Availability and retention:** Trips Content may be unavailable due to maintenance, outages, device issues, or third-

party service issues. We do not guarantee that Trips Content will always be accessible and we may apply storage limits, file type limits, or retention periods (including deletion) for operational, security, or legal reasons. (c) **Your responsibility:** Do not upload anything you do not have the right to use or share, or anything unlawful, harmful, or that infringes third-party rights.

2. Members Club Terms & Conditions (Accounts, Membership Tiers and Subscriptions)

2.1 Eligibility: You must be at least 18 years old to create an account or purchase a membership subscription.

2.2 Account security: You are responsible for keeping your login details secure. Do not share your login credentials. You are responsible for activity on your account.

2.3 Membership tiers: We currently offer the following membership tiers (we may refine tiers and benefits over time to stay "Smarter, Not Stagnant"):

- **Explorer (free):** Our free tier. You can create an account and access any free member features we make available from time to time.
- **Navigator (paid subscription):** Our paid tier, available as **£4.99 per month** or **£49 per year** (pricing may be shown and charged in GBP). Navigator may include benefits such as exclusive offers, access to member-only content areas (e.g. a "private vault"), tools, and premium reports ("Navigator Benefits").
- **World Hugger (loyalty-based):** A tier that is **not available for purchase** and is granted based on loyalty/booking activity/criteria we notify to you (for example, a minimum number of qualifying bookings). World Hugger benefits (if any) are personal and can change over time.

2.4 Non-transferable: Membership status, tier benefits, and account access are personal to you and are not transferable.

2.5 No guarantee of savings or availability: Member-only offers, reports, tools, and content are not a promise of any particular price, discount, availability, or suitability for your needs.

2.6 Navigator billing and payments (Stripe): Navigator subscription payments are processed by **Stripe** (or its affiliates) using secure payment processing. **We do not store your full payment card details on our systems.** Stripe may appear on your bank statement and **Stripe's own terms and privacy policy** may apply to payment processing.

2.7 Navigator cooling-off period (UK consumers): (a) If you are a UK consumer and you buy a Navigator subscription online, you have a **14-day right to cancel from the date of purchase.**

(b) **Starting the Navigator service during the 14 days (important):** If, within those 14 days, you choose to access any premium features or any "Navigator-only" content/areas (for example, by opening or using member-only tools, viewing premium reports, or entering a private/vault area), you **ex-**

pressly request that we begin providing the Navigator service immediately and you acknowledge that you **lose your right to cancel for a full refund**.

(c) **Pro-rata refunds once service has begun:** If you cancel after the Navigator service has begun, any refund we issue will be **pro-rata** based on the period of use up to the effective cancellation date (and we may also deduct any non-recoverable processing costs we incur, where permitted by law).

(d) **How to cancel:** To cancel, contact us using the details at the end of these Terms. If you cancel, access to Navigator Benefits will end at or shortly after cancellation (subject to any technical processing time).

2.8 **Suspension/termination:** We may suspend or terminate your account and/or membership (including tier status) if we reasonably believe you have breached these Terms, attempted fraud, abused the Services, or acted in a way that conflicts with our community standards. Where possible, we'll act reasonably and proportionately.

3. Appointment Bookings

3.1 **Consultation services:** Appointments booked via our digital portal are for travel consultancy and planning.

3.2 **Cancellations:** If you need to cancel or reschedule an appointment, please provide at least 24 hours' notice.

3.3 **No-shows:** Repeated failure to attend scheduled appointments may result in restrictions on booking future consultations.

3A. Smart Luggage Tags (QR Contact Platform)

3A.1 **What we provide:** Where we offer "Smart Luggage Tags", we provide the **QR code contact platform** and related account features that may allow a person who scans your tag to view the contact details and/or message options you choose to make available. 3A.2 **What we do not provide:** We do **not** provide tracking, recovery, insurance, courier, or security services for your luggage. 3A.3 **No liability for luggage incidents:** To the maximum extent permitted by law, Go Hug The World is **not liable** for any loss, theft, delay, non-delivery, or damage to luggage or other property, whether or not a Smart Luggage Tag is used. 3A.4 **Third-party actions and scans:** To the maximum extent permitted by law, we are **not liable** for the actions, conduct, or omissions of any third party who scans a tag or otherwise interacts with you (including any misuse of information you choose to display). You are responsible for deciding what information to make available via the tag and keeping it up to date.

4. Travel Bookings, Payments and Financial Protection (TTA / ATOL)

4.1 **Our role (agent):** Go Hug The World acts as an agent for tour operators and other travel suppliers ("Travel Partners"). When you book travel, your contract for the travel services will be with the relevant Travel Partner named on your booking documentation, and that Travel Partner's booking conditions will apply.

4.2 **Holiday payments (Felloh / ITE / Travel Partners):** Payments for holidays are handled via **Felloh, Independent Travel Experts (ITE)** and/or the relevant **Travel Partner's** approved payment systems (as applicable to your booking). This is separate from Navigator membership payments (which are handled via Stripe).

4.3 **Financial protection (ATOL / TTA): Independent Travel Experts (ITE)** holds **ATOL licence T7400** and is a member of the **Travel Trust Association (TTA) U9197**. Where your booking is made through ITE, you will be protected by these schemes as applicable and you will receive the relevant protection documentation as part of your booking confirmation.

4.4 **Third-party excursions and experiences (direct bookings):** From time to time, we may feature or link to third-party excursions, activities, tours, or experiences ("Excursions") via the Services. (a) **Direct with provider:** Where an Excursion is offered as a third-party booking, your booking is made **directly with the Excursion provider** (not with Go Hug The World), and the provider's terms, conditions, policies, and any waiver/health and safety requirements apply. (b) **No responsibility for provider performance:** To the maximum extent permitted by law, we are not responsible for the Excursion provider's acts or omissions, including changes, cancellations, safety standards, service performance, or the provider's handling of your personal data.

5. Privacy Policy & Data Protection

This section explains how we handle your data in compliance with the UK GDPR and Data Protection Act 2018. **Go Hug The World does not and will never sell personal data to third parties.**

5.1 **Data Collection:** We collect personal data provided during registration, booking, and "Explorer" preferences (e.g., destination interests, accommodation standards). 5.2 **Technologies Used:**

- **Storage:** We utilize **PostgreSQL** databases and **Firebase** for secure data management and real-time functionality.
- **Analytics & Tracking:** We use **Google Analytics** and **Meta Pixels** to understand user behavior and provide a personalized experience.
- **Payments:** All membership and travel payments are processed via **Stripe**. We do not store full credit card details on our servers. 5.3 **AI Usage:** To maintain our "Smarter, Not Stagnant" philosophy, we reserve the right to utilize **Artificial Intelligence (AI) models** to process anonymized data, generate travel recommendations, and improve operational efficiency.

5.3A **AI & Technology disclaimer (human oversight and provider confirmation):** We may use AI and other technology to help us work efficiently, spot patterns, and generate ideas or inspiration. However: (a) **Human oversight:** Our travel recommendations and communications are subject to **human review and oversight**. (b) **Not a guarantee:** Any AI-assisted output is informational and may be incomplete, out of date, or incorrect. (c) **Final confirmation:** All travel options, prices, and availability are subject to **final confirmation by the relevant Travel Partner/provider** and will only be confirmed in writing as part of a quote/booking process.

5.4 **Wishlist, Price-drop Alerts & Notifications:** We may provide features that allow you to (i) save trips, destinations, hotels or deal concepts to a **Wishlist**, and/or (ii) sign up for **Price-drop alerts** (together, "Alerts Features").

- **Information-only:** Wishlist items and price-drop alerts are provided as market intelligence and convenience tools. They do **not** reserve inventory, hold prices, or guarantee availability.
 - **Data inputs:** Alerts may be based on your stated preferences, browsing activity, prior enquiries, and supplier feeds (where available). Any "price drop" is measured against the reference price and assumptions used by our system at the time and may not match prices you see elsewhere due to timing, currency changes, taxes/fees, room types, board basis, occupancy, baggage, fare rules, or supplier constraints.
 - **Delays & inaccuracies:** Alerts may be delayed, unavailable, duplicated, or inaccurate due to third-party data, technical issues, or rapid market movement. You should always confirm final pricing and availability with us before making decisions.
 - **Opt-out:** You can unsubscribe from alert emails at any time. You can also manage notification preferences in your account where available.
- 5.5 **Targeted Advertising:** We use your data to serve relevant advertisements through social media and search engines. You can opt-out of targeted ads via your browser settings or third-party opt-out tools.
- 5.6 **Marketing:** By joining our membership, you consent to receive our "Weekly Portal" and "Fenland Explorer" updates. You may unsubscribe at any time.

6. The 5% Stewardship Pledge

6.1 **Mechanism:** In line with our "Smarter, Not Stagnant" philosophy (growth that benefits the community, not just transactions), **5% of our profits** are reinvested into **Fenland social capital** (the "Stewardship Pledge"). 6.2 **Voting:** Registered "Explorers" will be invited periodically to vote on which local projects (March, Chatteris, Doddington, Manea, etc.) should receive funding. The final allocation of funds remains at the company's discretion to ensure regulatory compliance and appropriate due diligence. 6.3 **Clarity:** The Stewardship Pledge is a company commitment about how we allocate profits. It is **not** a customer fund, trust, escrow, or booking deposit, and it does not affect the price of your travel booking unless we explicitly say otherwise in writing.

7. Intellectual Property

7.1 **Ownership:** All content on this website and within the membership area—including text, images, video, audio, designs, layout, databases, software, the "Swipe" game mechanics, branding, and our "Experience-Grade" curation methods—is owned by or licensed to **Go Hug The World Limited** and is protected by intellectual property laws. 7.2 **Permitted Use:** You may view and use the content for your personal use only. You must not copy, reproduce, republish, distribute, display, modify, create derivative works from, or commercially exploit any part of the site content without our prior written permission.

7A. User Content (Explorers' stories, photos, and submissions)

7A.1 **What this covers:** If you submit, upload, post, or otherwise share content through the Services or with us in connection with the Services (for example: trip photos, reviews, comments, testimonials, stories, or similar materials) ("User Content"), including "Explorers' stories", this section applies. 7A.2 **Your responsibility and rights:** You confirm that you own your User Content or have all necessary rights, permissions, and consents to share it with us (including from any people appearing in photos/videos), and that sharing it does not infringe any third-party rights or laws. 7A.3 **License to Go Hug The World (marketing and media):** By providing User Content, you grant Go Hug The World Limited a **non-exclusive, worldwide, royalty-free, transferable, sublicensable licence** to use, host, store, reproduce, publish, adapt, edit (for length/format only), translate, distribute, publicly display, and create derivative works from that User Content **for our marketing, promotional, and media purposes**, including on our website, email, social channels, and press/partner materials. 7A.4 **Removal:** Where reasonably possible, you can ask us to stop using a specific piece of User Content in future marketing by contacting us. We may not be able to remove User Content from materials already published, printed, shared, syndicated, cached, or archived.

8. Limitation of Liability

8.1 While we strive for "Experience-Grade" standards, we are not liable for the acts or omissions of third-party suppliers (hotels, airlines). 8.2 We do not guarantee that the website or "Swipe" game will be error-free or uninterrupted. 8.3 **Informational Content (Market Intelligence):** The website and membership content is provided for general informational purposes as market intelligence and commentary. It is not intended to be a static brochure, a definitive statement of availability, pricing, or suitability, and you should not rely on it as such. Any travel recommendation, quote, or booking details will be confirmed separately in writing as part of our consultative process.

9. Governing Law

9.1 These Terms are governed by the laws of England and Wales. Any disputes shall be subject to the exclusive jurisdiction of the courts of England and Wales.

Contact Us: For questions regarding these Terms, please contact: **Go Hug The World Limited** Email: admin@gohugtheworld.com Website: www.gohugtheworld.com