

Terms & Conditions

PUB-LEG-001 | Effective 27 July 2026 | 24 min read

Plain English overview

The agreement governing access to and use of the Mosey website, mobile application and related services.

Chapter 1: Introduction, Company Information, Definitions & Acceptance

Effective 27 July 2026

1. Welcome to Mosey

Welcome to Mosey, operated by Moseyaround Limited ("Mosey", "we", "our", or "us").

These Terms and Conditions ("Terms") govern your access to and use of the Mosey mobile application, our website, and any related products, services, promotions, rewards, competitions, games, features or content that we provide.

Please read these Terms carefully before creating an account or using Mosey.

By creating an account, accessing the application, or continuing to use any part of the Mosey platform, you confirm that you have read, understood and agreed to be legally bound by these Terms.

If you do not agree to these Terms, you must not use Mosey.

2. About Moseyaround Limited

Mosey is owned and operated by:

Moseyaround Limited

Company Number: 17337132

Registered Office:

66 Paul Street

London

England

EC2A 4NA

United Kingdom

Moseyaround Limited is a private company registered in England and Wales.

3. Contact Information

Different enquiries should be directed to the appropriate department.

General Support

support@moseyaround.com

Legal Enquiries

legal@moseyaround.com

Privacy & Data Protection

privacy@moseyaround.com

Where appropriate, additional contact methods may be published on our website.

4. What Mosey Does

Mosey is a lifestyle, rewards and community platform designed to encourage healthier lifestyles through physical activity and positive engagement.

Members may have opportunities to:

- earn Mosey Points through eligible activities
- participate in walking challenges
- play optional mini-games
- complete optional surveys
- engage with promotional offers
- take part in community activities
- support charitable causes through optional donations
- redeem eligible rewards when available

Not every feature will always be available.

Some features may be introduced, changed or withdrawn over time.

5. Important Definitions

For these Terms, the following meanings apply:

Account means your registered Mosey account.

Application means the Mosey mobile application.

Mosey Points means the digital reward points awarded through eligible activities within the platform.

Mosey Points are promotional reward points only. They are not money, electronic money, cryptocurrency, investments or bank deposits and have no cash value outside the Mosey platform.

Reward means any gift card, promotional item, charitable donation option or other redemption opportunity offered by Mosey.

User, Member, You and Your all refer to the individual using the platform.

Content means text, graphics, logos, software, images, animations, videos, games, databases and other materials available through Mosey.

Fraudulent Activity includes any attempt to manipulate, deceive or abuse the platform for personal gain.

6. Eligibility

Mosey is currently available only to individuals who:

- are 18 years of age or older
- are resident in the United Kingdom (unless we expressly make the service available elsewhere)
- provide accurate registration information
- agree to these Terms
- comply with all applicable laws

You must not create an account if you are under 18 years of age.

If we reasonably believe that an account belongs to someone under the age of 18, we may suspend or permanently close that account.

7. Geographic Availability

At launch, Mosey is intended for users within the United Kingdom.

Although some parts of our website may be accessible internationally, the app, rewards and services are designed primarily for UK residents.

We may expand into additional countries in the future.

Nothing in these Terms guarantees that Mosey will become available outside the United Kingdom.

8. Acceptance of These Terms

By downloading the application, creating an account, accessing the website or using any Mosey service, you confirm that:

- you have read these Terms
- you understand these Terms
- you agree to comply with these Terms
- you accept our Privacy Policy and other legal documents that form part of the Mosey Legal Centre
- you understand that continued use of Mosey constitutes acceptance of future updates to these Terms where permitted by law

If you do not agree with these Terms, you must immediately stop using Mosey.

9. Relationship with Other Legal Documents

These Terms form the foundation of the Mosey Legal Suite.

Your use of Mosey is also governed by other documents, including but not limited to:

- Privacy Policy
- Cookie Policy
- Rewards Terms
- Fair Play & Anti-Cheat Policy
- Community Guidelines
- Accessibility Statement
- Security Statement
- Third-Party Services Notice

Where another document applies to a specific feature, both that document and these Terms will apply. If there is any conflict, these Terms will generally prevail unless applicable law requires otherwise or the other document expressly states otherwise.

10. Changes to These Terms

As Mosey develops, we may update these Terms to reflect:

- new features or services
- changes to our business operations
- changes in technology
- legal or regulatory requirements
- security improvements
- other legitimate business reasons

Where changes are significant, we will take reasonable steps to notify users, such as through the application, by email or via our website.

Your continued use of Mosey after updated Terms take effect constitutes acceptance of those revised Terms, unless applicable law requires your explicit consent.

Chapter 2: Accounts & Account Security

Effective 27 July 2026

Plain English summary

This chapter explains who can create a Mosey account, how accounts must be kept secure, what information we require, and when an account may be suspended or deleted. It also explains our inactive account policy and why we collect certain information, such as your postcode.

11. Creating a Mosey Account

To use most features of Mosey, you must create a personal account.

You agree that all information you provide during registration is accurate, complete and kept up to date.

You must not knowingly provide false or misleading information.

You are responsible for ensuring your contact details remain current so that we can communicate important information about your account.

12. Registration Methods

Mosey may allow registration using one or more authentication methods, including:

- Email and password
- Google Sign-In
- Apple Sign-In
- Other authentication providers introduced in the future

Additional authentication methods may be added or removed as the platform develops.

Regardless of the registration method used, your account remains subject to these Terms.

13. One Account Per Person

Each individual may maintain one active Mosey account only.

Creating or controlling multiple accounts for the purpose of obtaining additional Mosey Points, referral rewards, promotional offers or any other advantage is strictly prohibited.

Where multiple accounts are identified, Moseyaround Limited reserves the right to:

- merge eligible information where appropriate
- suspend or permanently close one or more accounts
- remove fraudulently obtained Mosey Points
- cancel pending rewards
- permanently restrict future access to Mosey

14. Username Requirements

Your chosen username must:

- be unique
- not impersonate another person or organisation
- not infringe another person's intellectual property rights
- not contain offensive, abusive, discriminatory or unlawful content
- not mislead other members

We reserve the right to require a username to be changed where it breaches these Terms or could reasonably cause confusion.

Repeated attempts to use prohibited usernames may result in account restrictions.

15. Account Security

You are responsible for maintaining the security of your account.

You must:

- keep your login credentials confidential
- use a secure password where applicable
- not share your account with another person
- notify us promptly if you believe your account has been compromised

You remain responsible for activity carried out through your account unless applicable law provides otherwise.

16. Accurate Personal Information

You agree to provide truthful and accurate information when creating and maintaining your account.

This includes, where requested:

- your name
- email address
- postcode
- authentication details
- any additional information reasonably required to operate Mosey

Providing deliberately false information may result in suspension or permanent closure of your account.

17. Why We Ask for Your Postcode

Mosey may request your postcode to:

- identify your general local area
- display locally relevant businesses or offers
- support community features
- improve the relevance of promotions
- assist with fraud prevention

Your postcode is not sold to advertisers or third parties.

Further information about how your postcode is processed is available in our Privacy Policy.

18. Email Communications

By creating an account, you acknowledge that we may send emails relating to:

- account security
- password resets
- verification
- important legal notices
- changes to these Terms
- reward notifications
- inactivity reminders
- fraud investigations
- customer support enquiries

Where required by law, marketing communications will only be sent with your consent, and you may withdraw that consent at any time without affecting essential service communications.

19. Inactive Accounts

To comply with our data management obligations and maintain the security of our platform, accounts that remain inactive for an extended period may be removed.

For the purposes of this policy:

- an account is considered inactive where no qualifying activity has occurred for six consecutive months
- before deletion, we will send a reminder to the registered email address
- if no response or qualifying activity occurs within one calendar month of that reminder, we may permanently delete the account

Where an inactive account is deleted:

- unused Mosey Points will be permanently forfeited
- pending rewards may be cancelled

- account data will be processed in accordance with our Privacy Policy and applicable legal obligations

Deletion under this section is intended to support data minimisation, security and platform integrity.

20. Closing Your Account

You may request the deletion of your account at any time through the methods provided within the application or by contacting our support team.

Deleting your account will normally result in:

- permanent removal of your Mosey profile
- loss of unused Mosey Points
- cancellation of any pending rewards that have not yet been fulfilled
- permanent removal from leaderboards and community features, where applicable

Completed reward redemptions and completed charitable donations cannot be reversed.

Certain information may be retained where required by law, for fraud prevention, to resolve disputes or to protect the legitimate interests of Moseyaround Limited.

Further details are contained within our Privacy Policy.

21. Suspension and Security Investigations

We may temporarily suspend access to your account where we reasonably believe it is necessary to:

- investigate suspected fraud
- protect your account
- protect other users
- investigate breaches of these Terms
- comply with legal obligations
- investigate unusual or suspicious activity

During an investigation we may temporarily restrict:

- reward redemptions
- Mosey Point withdrawals
- community participation
- leaderboard eligibility
- access to some or all features of the platform

Suspension does not necessarily indicate wrongdoing and may be used as a precaution while enquiries are ongoing.

22. Ownership of Your Account

Your Mosey account is personal to you.

It may not be:

- sold
- transferred
- assigned
- licensed
- gifted
- rented
- otherwise made available to another person without our prior written consent

Any attempt to transfer ownership of an account may result in its immediate suspension or permanent closure.

23. Future Security Measures

To protect members and the integrity of the platform, Moseyaround Limited may introduce additional security measures at any time, including:

- multi-factor authentication
- device verification
- identity verification for certain rewards
- risk-based login protection
- fraud monitoring technologies

Where reasonably possible, we will explain new security requirements before they take effect.

Chapter 3: Mosey Points, Activities & Rewards

Effective 27 July 2026

Plain English summary

This chapter explains how Mosey Points are earned, how they may be adjusted, when they can be removed, how rewards work, and what happens if technical errors occur. It also explains that Mosey Points are promotional reward points only and are not cash or property.

24. The Purpose of Mosey

Mosey has been created to encourage healthier lifestyles through physical activity, community participation and positive engagement.

Members may earn Mosey Points by participating in eligible activities made available within the platform.

Participation is entirely voluntary.

No activity is guaranteed to award points and not every feature will always be available.

25. What are Mosey Points?

Mosey Points are promotional reward points issued by Moseyaround Limited.

Mosey Points:

- are not money
- are not electronic money
- are not cryptocurrency
- are not investments
- cannot be exchanged for cash
- have no monetary value outside the Mosey platform
- do not earn interest
- do not represent ownership in Moseyaround Limited

Mosey Points are a discretionary promotional reward used solely within the Mosey platform.

26. Earning Mosey Points

Eligible opportunities may include:

- verified walking activity
- daily challenges
- optional mini-games
- optional surveys
- promotional offers
- referral rewards
- community activities

- seasonal events
- future features introduced by Moseyaround Limited

Not every activity will be available at all times.

The number of points available for each activity may change.

27. Walking Activity

Walking rewards are intended to encourage genuine physical activity.

Walking activity may be verified using supported health and fitness services.

Only activity successfully verified through supported systems will normally qualify.

Moseyaround Limited cannot guarantee that every step recorded by a device or third-party service will qualify for Mosey Points.

28. Challenges and Games

Mini-games, challenges and similar features are provided primarily for entertainment.

Points awarded through these activities are promotional rewards.

Moseyaround Limited may:

- introduce new games
- retire existing games
- alter point values
- introduce participation limits
- temporarily disable games for maintenance

Participation does not guarantee a reward.

29. Surveys and Promotional Offers

Optional surveys and promotional offers may be supplied by third-party providers.

Eligibility, availability and rewards may depend upon criteria determined by those providers.

Moseyaround Limited is not responsible for:

- survey qualification decisions
- survey availability
- third-party technical failures
- withdrawal of offers by partners

30. Referral Programme

Where available, members may earn Mosey Points for inviting eligible new users.

Referral rewards may only be awarded where all published requirements have been satisfied.

Moseyaround Limited may withhold or remove referral rewards where fraud, abuse or manipulation is reasonably suspected.

Self-referrals and attempts to create additional accounts to obtain referral rewards are strictly prohibited.

31. Promotional Campaigns

From time to time we may offer:

- bonus events
- seasonal promotions
- competitions
- limited-time challenges
- anniversary rewards

- charitable campaigns

Each promotion may have additional terms which will apply alongside these Terms.

32. Adjustments to Mosey Points

We may increase, decrease or remove Mosey Points where reasonably necessary to:

- correct technical errors
- investigate fraud
- reverse duplicate awards
- comply with legal obligations
- resolve disputes
- correct administrative mistakes

Adjustments will be made fairly and proportionately.

33. Mistaken Awards

Despite our best efforts, software bugs, synchronisation failures, human error or technical faults may occasionally result in Mosey Points or rewards being awarded incorrectly.

Where this occurs, Moseyaround Limited reserves the right to:

- remove incorrectly awarded Mosey Points
- cancel unfulfilled rewards
- reverse duplicate transactions
- correct member balances

Where reasonably practicable, we will explain why an adjustment has been made.

Members are not entitled to retain points or rewards that were clearly awarded in error.

34. Points Never Expire

Unused Mosey Points do not expire simply because time has passed.

However, where an account is permanently deleted in accordance with these Terms, including under the inactive account policy, all remaining Mosey Points will be permanently forfeited.

35. Redeeming Rewards

Members may redeem available rewards once they satisfy the published redemption requirements.

Available rewards may include:

- gift cards
- charitable donations
- promotional items
- additional reward types introduced in future

Reward availability may vary over time.

36. Finality of Redemption

Once a reward has been successfully processed, the redemption is final.

Completed reward redemptions:

- cannot be cancelled
- cannot be reversed
- cannot be exchanged
- cannot be refunded,

except where required by applicable law.

This includes charitable donations completed through Mosey.

37. Reward Availability

Rewards are only available while they remain listed within the application.

If a reward is temporarily unavailable:

- it may be removed from redemption
- it may return at a later date
- members must wait until it becomes available again

Moseyaround Limited is under no obligation to provide substitute rewards.

38. Delays

Reward processing times may vary depending upon:

- verification procedures
- fraud checks
- third-party suppliers
- public holidays
- technical issues

Estimated delivery times are estimates only.

39. Taxes

Members are responsible for determining whether rewards received through Mosey have any personal tax implications under applicable law.

Moseyaround Limited does not provide tax advice.

40. Future Features

Moseyaround Limited may introduce additional earning opportunities in future, including:

- subscription benefits
- premium memberships
- business partnerships
- local business promotions
- health campaigns
- charitable initiatives
- educational programmes

These Terms will automatically apply unless separate terms are published.

Chapter 4: Fair Play, Fraud Prevention & Platform Integrity

Effective 27 July 2026

Plain English summary

Mosey is built on fairness. This chapter explains the standards of behaviour expected from members, the types of activity that are prohibited, how we investigate suspected abuse, and what actions we may take to protect the platform. It also explains your right to request a review if you believe we have made a mistake.

41. Our Commitment to Fair Play

Mosey has been created to encourage genuine physical activity, positive community engagement and fair participation.

Every member should have an equal opportunity to earn Mosey Points through legitimate use of the platform.

Any attempt to obtain an unfair advantage undermines the experience for all members and may result in action under these Terms.

42. General Standards of Conduct

When using Mosey you agree to:

- act honestly and fairly
- comply with these Terms and all applicable laws
- respect other members
- protect the security of your account
- report suspected bugs or security issues responsibly where possible

You must not knowingly misuse the platform or attempt to interfere with its operation.

43. Prohibited Activities

Without limitation, the following activities are prohibited:

- creating multiple accounts
- impersonating another person
- providing false information
- selling or transferring accounts
- sharing accounts
- attempting to bypass platform restrictions
- exploiting software bugs
- abusing promotional campaigns
- manipulating leaderboards
- obtaining rewards through dishonest means
- interfering with other users' enjoyment of the platform

This list is not exhaustive. Similar behaviour intended to gain an unfair advantage may also be treated as a breach of these Terms.

44. Walking and Activity Manipulation

Members must only earn Mosey Points through genuine physical activity.

Examples of prohibited behaviour include:

- artificially generating step counts
- GPS spoofing or location simulation where location-based activities are introduced
- device manipulation intended to inflate activity
- software designed to simulate movement
- automation tools that imitate legitimate activity
- tampering with supported health data
- deliberately exploiting synchronisation errors

Activity that cannot reasonably be verified may be rejected or removed.

45. Game and Challenge Abuse

Mini-games and challenges are intended for genuine entertainment and participation.

You must not:

- automate gameplay
- use scripts or bots
- exploit programming errors
- intentionally repeat known bugs to obtain additional Mosey Points

- interfere with game mechanics

Where an error is identified, we encourage members to report it rather than exploit it.

46. Survey and Offer Abuse

You must not:

- complete surveys dishonestly
- provide deliberately false responses
- create multiple accounts to repeat offers
- manipulate eligibility criteria
- abuse promotional campaigns

Third-party providers may also investigate fraudulent activity under their own terms and conditions.

47. Referral Abuse

Referral rewards are intended to reward genuine recommendations.

The following are prohibited:

- referring yourself
- creating additional accounts
- encouraging fraudulent registrations
- buying or selling referrals
- using automated methods to generate referrals
- participating in organised referral abuse

Referral rewards obtained through abuse may be removed.

48. Automated Access

Unless expressly authorised by Moseyaround Limited, you must not:

- use bots
- use automated scripts
- scrape the platform
- crawl our systems
- reverse engineer our software
- probe for vulnerabilities
- interfere with our infrastructure

Security research carried out responsibly should be reported through our published security contact where applicable.

49. Investigations

Where we reasonably suspect abuse, we may investigate by reviewing relevant information including:

- account activity
- reward history
- activity records
- device information where lawfully available
- authentication history
- referral activity
- game participation
- technical logs
- reports from third-party service providers

Investigations will be carried out proportionately and in accordance with applicable law and our Privacy Policy.

50. Temporary Restrictions

During an investigation we may temporarily:

- suspend reward redemptions
- restrict earning opportunities
- remove leaderboard eligibility
- disable selected features
- suspend access to your account

Temporary restrictions do not necessarily mean that misconduct has occurred.

51. Enforcement

Where we reasonably determine that these Terms have been breached, we may take one or more of the following actions:

- issue a warning
- remove incorrectly awarded Mosey Points
- cancel pending rewards
- suspend your account
- permanently close your account
- disqualify you from promotions
- remove leaderboard rankings
- restrict access to specific features
- report unlawful conduct to the appropriate authorities where required

The action taken will generally reflect the seriousness of the breach, although particularly serious misconduct may result in immediate account termination.

52. Appeals

If you believe enforcement action has been taken in error, you may contact us to request a review.

When submitting an appeal, you should provide any information that may assist our investigation.

Appeals will be reviewed as fairly and promptly as reasonably practicable.

Submitting an appeal does not guarantee that a decision will be overturned.

The outcome of an appeal following a reasonable review will normally be considered final, subject to any rights you may have under applicable law.

53. Reporting Concerns

Members are encouraged to report suspected:

- fraud
- security vulnerabilities
- platform abuse
- technical issues
- reward errors
- suspicious behaviour

Reports made honestly and in good faith help us maintain a fair platform.

54. Responsible Disclosure

If you discover a security vulnerability, we ask that you report it responsibly and allow us a reasonable opportunity to investigate and address the issue before publicly disclosing it.

Provided your actions were lawful, proportionate and intended solely to identify and report a genuine vulnerability, we will generally take this into account when responding. This does not authorise unauthorised access to systems or data.

55. Platform Integrity

Our primary objective is to maintain a fair, secure and enjoyable experience for all members.

We may introduce additional anti-fraud technologies, verification procedures or security measures as the platform evolves.

Members agree that reasonable measures taken to protect the integrity of Mosey are an essential condition of participating in the platform.

Chapter 5: Service Availability, Liability & Legal Responsibilities

Effective 27 July 2026

Plain English summary

We work hard to keep Mosey available, secure and reliable, but no online service can promise uninterrupted operation. This chapter explains what we are responsible for, what users are responsible for, how we deal with outages and technical problems, and the legal limits that apply to our services.

56. Availability of the Service

We aim to make Mosey available 24 hours a day, seven days a week.

However, we do not guarantee that the platform, website or any individual feature will always be available or operate without interruption.

Occasionally, access may be affected by:

- planned maintenance
- emergency maintenance
- software updates
- third-party service outages
- internet failures
- telecommunications issues
- cyber security incidents
- circumstances beyond our reasonable control

Where reasonably possible, we will provide advance notice of planned maintenance.

57. Changes to the Platform

We continually improve Mosey.

We may at any time:

- add new features
- remove features
- redesign the application
- change point values
- introduce subscriptions
- introduce premium services
- discontinue features
- modify the appearance or operation of the platform

We will seek to minimise disruption wherever reasonably possible.

58. Beta and Experimental Features

From time to time we may release:

- beta features
- early-access programmes
- experimental functionality
- trial rewards
- limited pilot programmes

These features may:

- change without notice
- contain bugs
- be withdrawn at any time
- operate differently from final releases

Participation in beta programmes is entirely voluntary.

59. Third-Party Services

Mosey relies on trusted third-party providers to deliver parts of the service.

These may include providers of:

- authentication
- cloud hosting
- activity tracking
- surveys
- analytics
- crash reporting
- communications
- gift cards
- payment processing
- mapping
- security

While we carefully select our providers, we cannot guarantee the uninterrupted operation of services outside our reasonable control.

60. Device Compatibility

Members are responsible for ensuring that their device:

- is compatible with Mosey
- remains updated where appropriate
- has a reliable internet connection
- meets the minimum operating requirements published by us

Some features may not operate correctly on unsupported devices.

61. User Responsibilities

You are responsible for:

- complying with these Terms
- protecting your account
- maintaining accurate information
- using compatible devices
- complying with applicable laws
- using Mosey responsibly

Failure to do so may affect your ability to use the platform.

62. No Guarantee of Earnings

Mosey is intended to encourage healthy activity and provide promotional rewards.

We do not guarantee:

- that every activity will earn Mosey Points
- that a particular reward will always be available
- that surveys or offers will always be available
- that any member will earn a particular amount of points
- that future features will be introduced

Participation is voluntary and rewards are discretionary, subject to these Terms.

63. Technical Errors

Despite our best efforts, technical issues may occasionally occur.

Examples include:

- incorrect point balances
- delayed synchronisation
- duplicate notifications
- temporary display errors
- unavailable rewards
- failed redemptions
- interrupted gameplay

Where reasonably necessary, we may correct technical errors, restore affected services or reverse incorrect transactions.

64. Force Majeure

Moseyaround Limited will not be responsible for delays or failures caused by events beyond our reasonable control.

These may include:

- natural disasters
- severe weather
- pandemics
- industrial disputes
- government action
- power failures
- telecommunications failures
- cyber attacks
- acts of terrorism
- civil unrest

We will resume normal operation as soon as reasonably practicable.

65. Limitation of Liability

Nothing in these Terms excludes or limits liability where it would be unlawful to do so.

In particular, nothing excludes liability for:

- death or personal injury caused by negligence
- fraud or fraudulent misrepresentation
- any other liability that cannot legally be excluded or limited under the laws of England and Wales

Subject to the above, Moseyaround Limited shall not be liable for indirect or consequential loss arising from your use of Mosey, including loss of profits, loss of opportunity or loss of data, except where such exclusion is prohibited by law.

66. Consumer Rights

Nothing in these Terms affects your statutory rights as a consumer.

Where consumer protection legislation provides you with rights that cannot legally be excluded, those rights shall always prevail over these Terms.

67. Indemnity

You agree that, to the extent permitted by law, you will be responsible for losses reasonably incurred by Moseyaround Limited where they arise directly from:

- your unlawful conduct
- your deliberate breach of these Terms
- your misuse of the platform
- infringement of another person's rights through your use of Mosey

This clause does not affect any rights you may have under applicable consumer protection legislation.

68. Severability

If any provision of these Terms is found by a court or competent authority to be unlawful, invalid or unenforceable, the remaining provisions shall continue in full force and effect.

Where possible, the invalid provision shall be interpreted in a manner that most closely reflects its intended purpose while remaining legally enforceable.

69. Waiver

If Moseyaround Limited delays or chooses not to exercise a right under these Terms, this does not mean that the right has been waived.

Any waiver must be made expressly and in writing.

70. Entire Agreement

These Terms, together with any documents expressly incorporated by reference, form the entire agreement between you and Moseyaround Limited regarding your use of Mosey.

They replace any previous understandings or representations relating to the subject matter of these Terms.

71. Governing Law and Jurisdiction

These Terms are governed by the laws of England and Wales.

Any dispute arising from or relating to these Terms or your use of Mosey shall be subject to the exclusive jurisdiction of the courts of England and Wales, except where mandatory consumer protection laws provide otherwise.

Chapter 6: Intellectual Property, Community & User Content

Effective 27 July 2026

Plain English summary

This chapter explains who owns the Mosey platform, how users may interact with community features, how suggestions and feedback are handled, and what content may not be shared through the platform. It also explains the rules around copying, reverse engineering and misuse of the Mosey brand.

72. Ownership of the Mosey Platform

Unless otherwise stated, all intellectual property rights in the Mosey platform belong to Moseyaround Limited or its licensors.

This includes, but is not limited to:

- the Mosey name
- the Moseyaround Limited name
- logos and branding
- the mobile application
- website content
- source code
- databases
- graphics
- artwork
- animations
- illustrations
- icons
- audio
- video
- game mechanics
- reward systems
- software architecture
- user interface designs
- documentation

These rights are protected by copyright, trade mark, database and other intellectual property laws.

73. Limited Licence to Use Mosey

Subject to these Terms, Moseyaround Limited grants you a limited, non-exclusive, non-transferable and revocable licence to access and use Mosey for your personal, non-commercial use.

This licence does not transfer ownership of any intellectual property rights.

All rights not expressly granted remain reserved by Moseyaround Limited.

74. Restrictions on Use

Unless expressly authorised in writing, you must not:

- copy or reproduce the platform
- modify or adapt the software
- distribute any part of Mosey
- create derivative works
- sell or licence access
- reverse engineer or decompile the application, except where permitted by law
- remove copyright or trade mark notices
- attempt to extract source code or databases

75. Trade Marks and Branding

"Mosey", "Moseyaround", associated logos, slogans and branding are valuable business assets.

You must not use them:

- in a misleading manner
- to imply endorsement
- as part of another business name
- in connection with competing services
- in a manner likely to cause confusion

Nothing in these Terms grants you ownership of our trade marks or branding.

76. Community Features

Where community features are available, members are expected to behave respectfully.

You must not post, upload or share content that:

- is unlawful
- is abusive or threatening
- promotes hatred or discrimination
- contains harassment or bullying
- is sexually explicit
- contains graphic violence
- infringes another person's rights
- contains malicious software
- is misleading or fraudulent
- promotes illegal activity

We may remove content that breaches these standards.

77. User-Generated Content

Where you upload content to Mosey, such as:

- profile pictures
- usernames
- biographies
- comments
- challenge posts
- photographs
- future community content,

you confirm that:

- you own the content or have permission to use it
- it does not infringe another person's rights
- it complies with these Terms

You remain the owner of your original content.

78. Licence Granted to Moseyaround Limited

By uploading content to Mosey, you grant Moseyaround Limited a worldwide, non-exclusive, royalty-free licence to:

- store
- display
- reproduce
- format
- transmit
- moderate
- distribute within the platform,

solely for the purpose of operating, improving and promoting the Mosey service.

This licence ends when your content is permanently removed from our systems, except where retention is required by law or for legitimate business purposes such as resolving disputes or maintaining backups for a limited period.

79. Feedback and Suggestions

We welcome ideas and feedback from our members.

If you voluntarily submit suggestions, feature requests, concepts or other feedback relating to Mosey, you agree that:

- we may consider and evaluate those suggestions
- we may develop similar or identical features
- we are not obliged to implement your suggestion
- unless separately agreed in writing, you are not entitled to payment, royalties or compensation simply because we use or develop ideas inspired by your feedback

Nothing in this clause transfers ownership of any separate intellectual property you already own outside the feedback you voluntarily provide.

80. Copyright Complaints

If you believe that material available through Mosey infringes your copyright or other intellectual property rights, you may contact us using our legal contact details.

Please include sufficient information to enable us to investigate your complaint.

Where appropriate, we may:

- remove content
- restrict access
- contact the relevant user
- request additional information

81. Public Profiles and Leaderboards

Where public profiles or leaderboards are enabled, certain information may be visible to other members.

This may include:

- your chosen username
- profile image
- ranking
- achievement badges
- challenge participation

You should avoid using personal information within usernames or public profile fields.

Further information is available in our Privacy Policy.

82. Artificial Intelligence and Automated Content

Moseyaround Limited may introduce AI-assisted features in the future to improve user experience, moderation, accessibility or customer support.

Where AI-generated content is presented within Mosey, reasonable efforts will be made to identify it where appropriate.

AI-generated responses may not always be accurate and should not be relied upon as professional advice.

83. Reporting Infringement

Members who become aware of:

- copyright infringement
- trade mark misuse
- impersonation
- fraudulent profiles
- abusive content

are encouraged to report it through the appropriate support channels.

Reports made honestly and in good faith help maintain a safe community.

84. Reservation of Rights

Moseyaround Limited reserves all intellectual property rights not expressly granted under these Terms.

Nothing in these Terms shall be interpreted as granting ownership of any part of the Mosey platform or its underlying technology.

Chapter 7: Complaints, Legal Notices & Final Provisions

Effective 27 July 2026

Plain English summary

This chapter explains how to contact us, how complaints are handled, how legal notices may be served, what happens if Moseyaround Limited changes ownership, and which parts of these Terms continue to apply even after your account is closed.

85. Customer Support

We aim to provide helpful, timely and professional customer support.

Support may be available through:

- support@moseyaround.com
- the Mosey application
- our website
- any other contact methods we publish

Although we aim to respond promptly, we cannot guarantee response times.

Support enquiries will normally be handled in the order they are received, although urgent security or safeguarding matters may be prioritised.

86. Complaints Procedure

If you are dissatisfied with any aspect of Mosey, we encourage you to contact us first so that we have the opportunity to resolve the matter.

Complaints should include:

- your name
- the email address associated with your account
- a clear description of the issue
- any supporting information or evidence

We will acknowledge complaints as soon as reasonably practicable and aim to investigate them fairly.

Submitting a complaint does not automatically suspend the operation of these Terms or any enforcement action already taken.

87. Appeals

Where these Terms provide a right of appeal, you should submit your request within a reasonable period after being notified of our decision.

We may request additional information where necessary to properly investigate the matter.

Appeals will be reviewed by an appropriately authorised member of our team who was not directly involved in the original decision where reasonably practicable.

Following completion of our review, we will communicate our final decision.

Nothing in this section affects any legal rights available to you under applicable law.

88. Electronic Communications

By creating a Mosey account, you agree that we may communicate with you electronically.

This includes:

- emails
- in-app notifications
- account alerts
- legal notices
- security notifications
- service announcements

Electronic communications will generally satisfy any legal requirement that communications be provided in writing where permitted by law.

89. Legal Notices

Formal legal notices relating to these Terms should be sent to the legal contact details published by Moseyaround Limited.

Where you are required to provide notice to us, it should contain sufficient detail to allow us to identify the relevant account or issue.

We may update our contact details from time to time.

90. Assignment

You may not transfer your rights or obligations under these Terms without our prior written consent.

Moseyaround Limited may assign or transfer its rights or obligations where reasonably necessary, including:

- company restructuring
- mergers
- acquisitions
- sale of business assets
- corporate reorganisation

Any successor organisation will remain bound by applicable legal obligations relating to your personal data.

91. Business Transfers

If Moseyaround Limited undergoes:

- a merger
- acquisition
- investment
- corporate restructuring
- sale of assets
- insolvency process

your account, together with relevant contractual rights and obligations, may form part of that transaction where permitted by law.

Any organisation acquiring the business will be required to honour applicable legal obligations regarding your personal data.

92. Survival of Certain Clauses

Certain provisions of these Terms continue to apply even after:

- your account is deleted
- your membership ends

- these Terms otherwise terminate

These include, where applicable:

- intellectual property
- fraud investigations
- liability
- governing law
- dispute resolution
- confidentiality
- data retention obligations
- completed reward redemptions
- completed charitable donations

93. Interpretation

Headings within these Terms are included for convenience only and do not affect interpretation.

Words including the singular include the plural where appropriate, and vice versa.

References to legislation include any amendments, replacements or re-enactments of that legislation.

The words "including", "includes" and "such as" are illustrative and should not be interpreted as limiting the scope of the provision that follows.

94. Entire Legal Suite

These Terms should be read together with the other documents published within the Mosey Legal Centre.

Where a specific feature has additional terms, those terms supplement these Terms and should be read alongside them.

If a conflict arises, the document dealing specifically with that feature will normally take precedence for that feature only, unless applicable law requires otherwise.

95. Governing Principles

The purpose of Mosey is to encourage healthier lifestyles, promote genuine participation, support communities and enable members to redeem promotional rewards fairly.

When exercising any discretion under these Terms, Moseyaround Limited aims to act:

- reasonably
- proportionately
- consistently
- transparently where appropriate
- in accordance with applicable law

Nothing in these Terms removes or limits statutory rights that cannot lawfully be excluded.

96. Effective Date

These Terms and Conditions take effect on 27 July 2026.

They remain in force until replaced by a newer published version.

Version history will be maintained to promote transparency regarding significant changes.