

Authority Membership Terms

Updated October 2026

By registering for the Membership, you ("Client") acknowledge and agree that registration signals acceptance of these Terms and your membership begins immediately.

1. Price	UK: £195 GBP per month. USA: \$295 USD per month Minimum 6 month commitment.
2. Core Membership includes:	a. Positioning Questionnaire; b. Authority Gap Audit & Brand Positioning Consultation; c. Reasonable strategic advice/guidance; d. Member resources; e. Access to Storytold's professional network.
3. Bonus Membership Benefits:	1. Peer Advisory calls; 2. Expert Masterclasses and/or events; 3. Promotional opportunities Bonus benefits are discretionary and availability may vary.
4. How to pay each month	Membership is payable monthly in advance by GoCardless or another payment provider selected by Storytold. The system will notify you in advance of each payment date. By registering the Direct Debit, you authorise collection of the applicable monthly Membership Fee while your Membership continues, subject to the 14-day cancellation period and these Terms.
5. Member Promotion	Storytold may offer promotional opportunities to Members, including through our website or LinkedIn. We will obtain your permission first.
6. Cancellation	You may cancel by emailing jack@storytold.co.uk with an official request. If you cancel within the 14-day voluntary cancellation period, see Clause 6.2. After this period, the minimum 6 month commitment applies and any early termination will be subject to Clause 6.

This summary covers the key terms. You can also read the full terms below:

FULL TERMS:

0. DEFINITIONS:

0.1. "Service Provider" or "Storytold" means Storytold Creative Ltd, company 16171126 registered in England and Wales, whose registered office is Severn House, Hazell Drive, Newport, Wales, NP10 8FY.

0.2. "Client" means "You", the member paying for these Services. The Client confirms that it is entering into this Agreement wholly or mainly for purposes relating to its trade, business, craft or profession, and not as a consumer.

0.3. "Agreement" or "Terms" means these Authority Membership Terms together with any written variation expressly agreed by both parties.

0.4. "Membership" means the Storytold Authority Membership described in these Terms.

0.5. "Services" means the Core Membership Deliverables described in Clause 2.1 and any additional services separately agreed in writing. Bonus Member Benefits do not constitute contracted Services. This document supersedes and takes precedence over any and all marketing material pertaining to the Services provided.

0.6. "Charges" means the fees payable by the Client under these Terms.

0.7. "Eligible Territory" means the United Kingdom or United States of America.

1. PRICE

1.1. Membership Charges: The Authority Membership is charged at £195 GBP per month for Clients in the United Kingdom and \$295 USD per month for Clients in the United States, payable monthly in advance in accordance with Clause 4. The applicable charges and currency are determined by the country in which the contracting Client is established.

1.2. All Charges are exclusive of VAT, sales tax, use tax or other applicable taxes where and when these are legally chargeable.

1.3. The Client agrees to the minimum six month commitment set out in Clause 6.1. Following the initial six month period, the Membership continues on a rolling monthly basis unless and until terminated in accordance with Clause 6.

1.4. Storytold may increase the Membership Fee where reasonably necessary to reflect changes in its costs, the scope of the Membership or other relevant business circumstances. Any increase will take effect no earlier than the end of the Client's initial six-month minimum term. Storytold will give at least three months' notice of the new fee and effective date, with a further reminder at least 30 days before the increase takes effect. The Client may terminate the Membership by written notice before the increase takes effect and will not be charged the increased fee. If the Client does not terminate, the new fee will apply automatically from the notified effective date.

2. MEMBERSHIP BENEFITS

2.1. Core Membership Deliverables: The Authority Membership includes:

- a. one Positioning Questionnaire upon joining;
- b. one Authority Gap Audit and Brand Positioning Consultation within 30 days of joining, subject to the Client providing any information, questionnaire responses and reasonable availability required for Storytold to deliver them;
- c. reasonable access to Storytold for bespoke advice, guidance and strategy, subject to fair use and team availability;
- d. access to Storytold's proprietary Member resources while the Membership is active; and
- e. access to Storytold's professional network, with Storytold able to make relevant introductions or referrals on a case-by-case basis where it reasonably considers them appropriate for both parties, subject to Clause 3.5.

2.2. Bonus Member Benefits: Storytold may provide additional Member benefits including Peer Advisory calls, Masterclasses, guest sessions, events, and promotions on the Members Directory, via email or on LinkedIn, and other community activities. These are discretionary bonus benefits and do not form part of the guaranteed Core Membership Deliverables. Their frequency, timing, duration, format, presenters, attendees, and availability may vary. Storytold may reschedule, cancel, replace or discontinue individual Bonus Member Benefits without this constituting a breach of these Terms or creating an entitlement to a refund or reduction in Charges.

3. SERVICES PROVIDED

3.1. The Service Provider agrees to provide the Core Membership Deliverables set out in Clause 2.1, subject to these Terms. Bonus Member Benefits under Clause 2.2 are discretionary and do not constitute contracted deliverables.

3.2. The Service Provider is not obliged to provide additional services beyond the scope of the membership without appropriate additional financial compensation.

3.3. Depending on the scope, the bulk of the deliverables (such as questionnaires, audits, and/or consultations) may be completed within the initial weeks of the membership. The quantity of work delivered will vary over the contracted period, but the value of the agreement is for the full minimum term.

3.4. The Membership provides advice, guidance, resources and support. Unless separately agreed in writing, the Service Provider does not undertake implementation on the Client's behalf. Implementation can be purchased from Storytold Creative Ltd. Enquire with Jack@storytold.co.uk for more information.

3.5. No Guarantee of Results: The Membership provides advice, resources, strategic support, access and opportunities intended to help the Client develop its reputation. Storytold does not guarantee any minimum number of introductions, referrals, opportunities, leads, followers, meetings, engagement, sales, revenue, contracts, partnerships, investment, media coverage or other commercial result. Results depend upon factors outside Storytold's control, including the Client's participation and implementation of the guidance provided.

3.6. Membership Delivery: Storytold may make reasonable changes to the format, platforms, personnel, scheduling or method by which the Membership is delivered, provided that such changes do not materially reduce the Core Membership Deliverables during the Client's minimum term. Bonus Member Benefits remain subject to Clause 2.2.

4. CHARGES AND INVOICING

4.1. Membership fees are payable monthly in advance and will be collected through GoCardless or another third-party payment provider selected by Storytold. The Client authorises collection of the applicable Charges while the Membership continues in accordance with these Terms.

4.2. Charges are non-refundable except where expressly provided by Clause 6 of these Terms, where Storytold agrees otherwise in writing at its sole discretion, or where a refund is required by applicable law.

4.3. The Service Provider reserves the right to charge interest on overdue amounts at the maximum rate permitted by applicable law, calculated daily from the date payment became due until payment is received.

5. MEMBERS DIRECTORY & PROMOTION

5.1. Storytold may offer to promote the Client through its Members Directory, website or other promotional materials. Storytold shall obtain the Client's prior approval before using the Client's name, logo, branding, testimonial or other identifying information for promotional purposes.

5.2. The Client may withdraw that approval by written notice. Storytold will remove the relevant material from promotional channels under its control within a reasonable period. Withdrawal does not require Storytold to recall or amend materials already lawfully published or distributed before withdrawal.

5.3. The Client confirms that it holds the necessary rights and permissions for any promotional assets it supplies to Storytold

5.4. Storytold may remove, amend or update directory information where reasonably necessary to maintain the quality, accuracy or presentation of the Members Directory.

6. TERM AND TERMINATION

6.1. Minimum Commitment: By joining the Authority Membership, the Client enters into a minimum six-month Membership commitment, with total Charges of £1,170 GBP for UK Clients or \$1,770 USD for US Clients, payable in monthly instalments. Monthly billing is a payment arrangement and does not make the initial six (6) month Membership cancellable on a month-to-month basis. Following the minimum term, the Membership continues monthly and may be terminated by either party with 30 days' written notice.

6.2. Voluntary 14-Day Cancellation Period: Storytold allows the Client to cancel the Authority Membership within fourteen (14) calendar days of joining by providing written notice to Storytold. This cancellation period is contractual and is not intended to create or acknowledge any statutory consumer cancellation right where the Client enters into this Agreement for the purposes of its trade, business or profession.

6.3. Services Provided During the Cancellation Period: The Client acknowledges that the Membership and its Services may begin immediately upon joining and expressly requests that Storytold begins providing the Services during the 14-day voluntary cancellation period. If the Client cancels under Clause 6.2, Storytold will refund any portion of the initial payment remaining after deducting the reasonable value of any onboarding, consultations, audits, resources, access or other Services already provided before cancellation. No refund shall exceed the amount actually paid by the Client.

6.4. Minimum Commitment: If the Client does not cancel in accordance with Clause 6.2, the minimum six (6) month commitment applies in full. If the Client seeks to terminate the Membership before expiry of that minimum term other than under an express termination right contained in these Terms or as otherwise required by law, all remaining Charges for the minimum term shall become immediately due and payable.

6.5. How to Cancel: Any and all cancellation notices must be submitted by email to jack@storytold.co.uk. Any cancellation during the minimum term is subject to Clause 6.4. After the minimum term, cancellation is subject to the 30 day notice period in Clause 6.1.

6.6. Termination for Breach: The Service Provider reserves the right to terminate the agreement immediately in writing if the Client is in material breach of these Terms.

6.7. Termination by the Service Provider: Storytold may terminate the Membership on written notice if it decides to cease offering the Authority Membership as a service. Where reasonably practicable, Storytold will provide the Client with advance notice of such termination. The Client will not be charged for any period following the effective

date of termination, and any statutory rights or other rights available to the Client under applicable law will remain unaffected.

6.8. Termination for Material Failure: The Client may terminate the Membership if the Service Provider materially fails to provide a Core Membership Deliverable under Clause 2.1, provided that the Client first gives written notice identifying the failure and allows the Service Provider 30 calendar days to remedy it. If remedied within that period, no right to terminate arises. If it is not remedied, the Client may terminate with immediate effect and will not be liable for Charges accruing after the termination date.

7. LIABILITY AND INDEMNITY

7.1. To the maximum extent permitted by law, the Service Provider's total liability to the Client shall be limited to the total fees paid by the Client under this Agreement.

7.2. Nothing in these Terms shall exclude or limit any liability which cannot lawfully be excluded or limited, including liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or any other liability which cannot legally be excluded or limited.

7.3. Neither Party shall be liable to the other for any indirect or consequential losses, including loss of profits, revenue, or business goodwill.

7.4. The Client shall indemnify and hold harmless the Service Provider against all claims, losses, or legal fees arising from the Client's breach of this Agreement or any third-party intellectual property infringement claims regarding materials the Client provides.

8. CONFIDENTIALITY AND INTELLECTUAL PROPERTY

8.1. All systems, concepts, reports, resources, methods and internal documentation developed or owned by the Service Provider remain the exclusive property of the Service Provider, including after the Membership ends. Any source documents, files or materials provided by the Client remain the property of the Client.

8.2. The Client may request the deletion of materials it has provided to the Service Provider. The Service Provider will comply with any reasonable deletion request, subject to any information it is required or reasonably entitled to retain for legal, regulatory, accounting, contractual, security or legitimate business purposes.

8.3. Each party shall keep confidential all non-public commercial, financial and business information disclosed by the other in connection with the Membership and shall not use or disclose that information except as necessary to perform its obligations under these Terms, with the other party's prior written consent, or where disclosure is required by law.

8.4. Storytold grants the Client a non-exclusive, non-transferable licence to use resources and materials supplied through the Membership for the Client's own internal business purposes. Client-specific audits and reports may continue to be used internally after the Membership ends. Storytold's general resources, frameworks and proprietary materials may not be resold, sublicensed, reproduced for commercial distribution or shared outside the Client's organisation without Storytold's prior written consent.

9. DATA PROTECTION

9.1. The Service Provider is established in England and Wales and shall process personal data in accordance with the data protection laws applicable to it in the United Kingdom, including the UK GDPR and Data Protection Act 2018, and in accordance with its GDPR and Data Protection Policy. Any Client joining from the United States acknowledges and agrees that this Agreement is governed by the laws of England and Wales in accordance with Clause 10. By entering into this Agreement, the Service Provider does not voluntarily submit to any foreign privacy or data protection regime that would not otherwise apply to it.

10. GOVERNING LAW AND JURISDICTION

10.1. These Terms and any dispute or claim arising out of or in connection with them shall be governed by the laws of England and Wales.

10.2. Each party submits to the exclusive jurisdiction of the courts of England and Wales, subject to any mandatory law which cannot legally be excluded.

10.3. Severability: If any provision of this Agreement is held to be invalid or unenforceable, it shall be deemed deleted, but the remaining provisions shall remain in full force and effect.

11. ACCEPTANCE OF TERMS

11.1. By completing the Authority Membership registration process after being provided with these Terms, including by completing a payment or Direct Debit mandate through GoCardless or another third-party payment provider, the Client confirms that they have had the opportunity to read these Terms and agrees to be legally bound by them.

11.2. The Client expressly acknowledges the monthly Membership fee, minimum six-month commitment, payment arrangements and cancellation provisions set out in these Terms.

11.3. Nothing in these Terms affects any statutory rights which cannot lawfully be excluded or restricted.

11.4. The Membership is available only to business Clients established or principally operating in an Eligible Territory. By registering, the Client confirms that it meets this requirement.