

UMM Terms of Service

Effective Date: July 2026

Website: www.umm-model.com

Welcome to UMM (Unbreakable Mid Manager). By accessing our website, subscribing to our briefings, or submitting an application for the Ignite Hour, you agree to be bound by these Terms of Service. Please read them carefully.

1. Corporate Information (ECTA Compliance)

In accordance with Section 43 of the Electronic Communications and Transactions Act (ECTA), our operational details are as follows:

- Entity Name: Leadership Arcs (Pty) Ltd
- Core Business: Executive Coaching and Organisational Design Consulting
- Contact Email: dave@umm-model.co.za

2. Intellectual Property Rights

All content on this website, including but not limited to text, graphics, logos, videos, frameworks, and methodologies (specifically *The 4+1 Reinforcement Pathway™*, *The Leadership Drag Score™*, and *The Forge™*), is the exclusive intellectual property of UMM Model.

- You may not reproduce, distribute, or adapt our proprietary methodologies without explicit, prior written permission.
- Downloading our gated resources or PDFs grants you a limited, non-exclusive license for personal, internal business use only.

3. The Ignite Hour Application & Accuracy of Information

To access the Ignite Hour, you must complete a structural diagnostic application. By submitting this form, you warrant that:

- You are an authorised representative of your organisation.
- The information provided regarding your turnover, management headcount, and structural challenges is accurate.
- UMM reserves the right to decline applications that do not meet our enterprise qualification criteria (e.g., turnover thresholds) at our sole discretion.

4. Limitation of Liability and Professional Advice

UMM provides structural management consulting and executive insights. However,

the application of our frameworks depends entirely on your organisation's internal execution.

- The content provided on this website, in our Intelligence Briefings, and during the Ignite Hour constitutes professional guidance, not guaranteed financial or legal advice.
- To the maximum extent permitted by the Consumer Protection Act (CPA) and applicable South African law, UMM shall not be held liable for any direct, indirect, or consequential losses, EBITDA leakage, or operational disruptions resulting from the use or inability to use our services or website content.

5. User Conduct and Cybercrimes

You agree to use this website only for lawful purposes. Any attempt to gain unauthorised access to our systems, intercept our data routing, or deploy malicious code will be reported to the relevant authorities in strict accordance with the Cybercrimes Act 19 of 2020.

6. Governing Law

These Terms of Service shall be governed by and construed in accordance with the laws of the Republic of South Africa. Any disputes arising from these terms shall be subject to the exclusive jurisdiction of the South African courts.

7. Changes to these Terms

We reserve the right to update or modify these Terms of Service at any time. Changes will be effective immediately upon posting to the website. Your continued use of the website constitutes acceptance of the modified terms.