

# LFN Consulting Terms of Use

Effective date: July 28, 2026

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## 1. Agreement to these terms

These Terms of Use govern your access to and use of lfnconsulting.com and any content, tools, or materials made available through it (the "Site"), operated by LFN Consulting ("LFN Consulting," "we," "us," or "our"). By using the Site, you agree to these terms. If you do not agree, do not use the Site.

## 2. Who may use the Site

The Site is intended for business use by individuals who are at least 18 years old and able to enter into a binding contract. If you use the Site on behalf of a company, you represent that you have authority to bind that company to these terms.

## 3. Services and engagements

Descriptions of services on the Site, including the Authority Snapshot™, the Executive Authority Engine™, and Fractional Chief Brand and Trust Officer engagements, are for information only and are not an offer to contract. Applications are reviewed and may be declined. Any engagement is governed by a separate written agreement between you and LFN Consulting. If that agreement conflicts with these terms, the engagement agreement controls.

## 4. Intellectual property

All content on the Site, including text, graphics, logos, frameworks, assessments, scoring methodologies, and downloadable materials, is owned by LFN Consulting or its licensors and is protected by copyright, trademark, and other laws.

Trust Catalyst™ Framework, Authority Infrastructure™, Authority Snapshot™, and Executive Authority Engine™ are trademarks or service marks of LFN Consulting.

We grant you a limited, revocable, non-exclusive license to view and download Site content for your own internal business reference. No other rights are granted.

## 5. Restrictions

You agree not to:

- Copy, republish, resell, or distribute Site content without our written permission.
- Use the frameworks, assessments, or methodologies on the Site to build or offer a competing product or service.
- Attempt to gain unauthorized access to the Site or interfere with its operation or security.

- Use the Site for any unlawful purpose or in violation of these terms.

## **6. Assessments and results**

The Free Authority Quiz, the Authority Infrastructure Score, and any other diagnostic tools on the Site are educational and directional. Results depend on the information you provide and are not a professional opinion, an audit, or a guarantee of any particular outcome.

## **7. No professional advice and no guarantee of results**

Content on the Site is general business information. It is not legal, financial, tax, accounting, or investment advice, and it does not create a consultant and client relationship. Any results, metrics, or case studies described on the Site reflect specific circumstances and are not a promise or guarantee that you will achieve similar results. Business outcomes depend on factors outside our control.

## **8. Payments and refunds**

Fees for services are stated in the applicable engagement agreement or payment link. Payments are processed by Stripe and are subject to that provider's terms. Unless the engagement agreement says otherwise, fees are non-refundable once payment has been submitted.

## **9. Information you submit**

You are responsible for the accuracy of information you submit through the Site. By submitting information, you grant us permission to use it to respond to you and to provide the services you request. Do not submit confidential or privileged information through Site forms.

## **10. Third-party sites and services**

The Site links to and relies on third-party services, including form, hosting, payment, and analytics providers. We are not responsible for the content, availability, or practices of third-party sites and services.

## **11. Disclaimer of warranties**

The Site is provided on an "as is" and "as available" basis. To the fullest extent permitted by law, LFN Consulting disclaims all warranties, express or implied, including warranties of merchantability, fitness for a particular purpose, and non-infringement. We do not warrant that the Site will be uninterrupted, secure, or error free.

## **12. Limitation of liability**

To the fullest extent permitted by law, LFN Consulting and its owners, employees, and contractors will not be liable for any indirect, incidental, special, consequential, or punitive damages, or for lost profits, revenue, data, or business opportunity, arising out of your use of the Site. Our total liability for any claim

relating to the Site will not exceed one hundred dollars (\$100) or the amount you paid us in the twelve (12) months preceding the claim, whichever is greater.

### **13. Indemnification**

You agree to indemnify and hold harmless LFN Consulting and its owners, employees, and contractors from any claims, damages, losses, and expenses, including reasonable attorney fees, arising from your use of the Site or your violation of these terms.

### **14. Governing law and disputes**

These terms are governed by the laws of the State of Tennessee, without regard to conflict of law rules. Any dispute will be resolved in the state or federal courts located in Williamson County, Tennessee, and you consent to that jurisdiction.

### **15. Changes to these terms**

We may update these terms from time to time. Changes take effect when posted, and the "Last updated" date will be revised. Continued use of the Site after changes are posted means you accept the updated terms.

### **16. Termination**

We may suspend or terminate access to the Site at any time, for any reason, without notice.

### **17. Contact**

Questions about these terms can be sent to [info@lfnconsulting.com](mailto:info@lfnconsulting.com).