

Watchers for Impact — Terms & Conditions

Last updated: 1.09.2026

These Terms & Conditions (“Terms”) govern participation in the **Watchers for Impact** program (the “Program”), operated by Watchers App Ltd (“Watchers”, “we”, “us”).

By submitting an application to the Program, the applicant confirms that it has read and accepted these Terms.

1. About the Program

Watchers for Impact is a pro bono initiative designed to support nonprofit and social-impact organisations by providing selected participants with access to certain Watchers services at no cost.

Watchers intends to select one organisation each month. However, Watchers reserves the right not to select an organisation in a particular month if no application is considered suitable for the Program or if other circumstances prevent Watchers from making a selection.

Participation in the Program is subject to these Terms and to the specific scope of services agreed between Watchers and the selected organisation.

2. Eligibility

Applications are open to organisations that operate primarily for a nonprofit, charitable, social, community, environmental, educational, humanitarian, cultural, animal-welfare or other public-benefit purpose.

Eligible organisations may include:

- registered nonprofit organisations;
- charities;
- foundations;
- non-governmental organisations;
- associations;
- social enterprises with a clear social-impact mission
- other organisations that Watchers considers eligible for the Program.

Watchers may request reasonable evidence of an organisation’s legal status, activities or eligibility before confirming participation.

Submitting an application does not guarantee selection or participation in the Program.

3. Selection

Applications are reviewed by the Watchers team.

Watchers intends to select one organisation each month. However, Watchers reserves the right not to select an organisation in a particular month if no application is considered suitable for the Program or if other circumstances prevent Watchers from making a selection.

Selection may take into account factors including:

- the organisation's mission and social impact;
- the community it serves;
- the organisation's current needs;
- the relevance of Watchers services to those needs;
- the potential impact of the collaboration;
- the organisation's ability to implement and use the services; and
- any other factors Watchers considers relevant.

All selection decisions are made at Watchers' discretion and are final. All selection decisions are made at Watchers' sole discretion and are final. Watchers is not required to provide reasons for selecting or not selecting an applicant, or for deciding not to select any organisation in a particular month.

Watchers may, at its discretion, retain and consider an unsuccessful application for future selection rounds, subject to applicable data protection laws and the Watchers Privacy Policy.

4. Program Benefits

A selected organisation will receive 12 months of access to an agreed set of Watchers services at no charge.

The exact services, features, usage limits, integrations and other elements included in the Program will be agreed between Watchers and the selected organisation before activation.

Only the services expressly agreed as part of the Program are provided free of charge.

During the 12-month participation period, Watchers will not charge the selected organisation any subscription or service fees for the agreed services.

Any additional products, services, custom development, integrations, third-party services or work outside the agreed scope may require a separate agreement and may be subject to additional fees. Watchers will not provide chargeable additional services without prior agreement with the organisation.

At the end of the 12-month participation period, the selected organisation must choose whether to continue using the Watchers services on the commercial terms offered by Watchers at that time or discontinue use of the services. There is no obligation to continue on a paid basis. Unless otherwise

agreed in writing, free access provided under the Program will end automatically upon expiry of the 12-month participation period.

5. Support

During the 12-month participation period, Watchers will provide reasonable onboarding, implementation and product support relating to the agreed services.

The scope, format and availability of support may depend on the services provided and the needs of the selected organisation.

Unless otherwise agreed in writing, participation in the Program does not include dedicated development resources, custom functionality or guaranteed response or resolution times.

6. Participation Period

The Program benefits are provided for a period of **12 months** from the activation date agreed between Watchers and the selected organisation.

Before the end of the 12-month period, Watchers and the organisation may discuss whether and on what terms the use of Watchers services may continue.

Participation in the Program does not automatically renew and does not create an obligation for the selected organisation to purchase Watchers services after the Program ends.

Any continued use after the 12-month period will be subject to a separate agreement between Watchers and the organisation.

7. Publicity and Communication

As part of the Program, Watchers may announce and communicate the selected organisation's participation through Watchers-owned communication channels.

These may include:

- the Watchers website;
- Watchers social media accounts;
- newsletters;
- blog posts;
- press releases;
- presentations;
- other Watchers communication channels.

Watchers may use the organisation's name, logo and publicly available information for the purpose of communicating its participation in the Program.

Where Watchers wishes to publish a more detailed case study, interview, testimonial, photographs, or information that is not already publicly available, the content will be coordinated with the organisation before publication.

The organisation may also communicate publicly about its participation in Watchers for Impact.

8. Organisation Responsibilities

Selected organisations agree to:

- provide accurate information during the application and onboarding process;
- use Watchers services in accordance with applicable laws and Watchers' standard product terms and acceptable-use requirements;
- provide reasonable cooperation necessary to implement the agreed services;
- maintain appropriate rights and permissions for any data or content provided to Watchers;
- notify Watchers if circumstances materially affecting eligibility for the Program change.

9. Privacy and Personal Data

Watchers collects and processes personal information provided in connection with an application to the Watchers for Impact Program.

This may include names, contact details, professional information, information about the applicant organisation and other information submitted through the application form.

Watchers may use this information to:

- receive, review and evaluate applications;
- verify eligibility for the Program;
- contact applicants regarding their application;
- inform applicants about the status and outcome of their application;
- communicate information and updates relating to the Program;
- contact selected organisations regarding their participation;
- organise onboarding and implementation;
- provide support and the agreed Watchers services;
- administer and manage the Program;
- maintain appropriate business and administrative records; and
- comply with applicable legal and regulatory requirements.

Information submitted through the application will not be used for unrelated marketing purposes solely on the basis of submitting an application to the Program.

Personal information will be handled in accordance with the Watchers Privacy Policy and applicable data protection and privacy laws.

Where required by applicable law, Watchers will rely on an appropriate legal basis for processing personal information.

Because Watchers operates internationally, personal information may be processed or stored in countries other than the country in which it was originally collected. Where required by applicable law, Watchers will use appropriate safeguards for international transfers of personal information.

Further information about how Watchers collects, uses, stores, shares and protects personal information, as well as applicable privacy rights, is available in the Watchers Privacy Policy.

10. Intellectual Property

All intellectual property rights in and to the Watchers services, software, technology, platform, features, designs, interfaces, documentation, content and other materials provided by Watchers, including all copyrights, trademarks and other intellectual property rights, are and will remain the exclusive property of Watchers or its licensors.

Participation in the Program does not transfer any ownership of Watchers' intellectual property to the selected organisation.

During the 12-month participation period, Watchers grants the selected organisation a limited, non-exclusive, non-transferable and non-sublicensable right to access and use the agreed Watchers services solely for the organisation's own activities and in accordance with these Terms and any applicable Watchers product terms.

Unless expressly permitted by Watchers or applicable law, the organisation may not copy, modify, reproduce, distribute, sell, sublicense, reverse engineer or otherwise exploit the Watchers services, software, technology, documentation or other proprietary materials.

Each organisation retains ownership of its own name, trademarks, logos, content, data and other intellectual property.

For the duration of the Program and solely for purposes related to the Program, the selected organisation grants Watchers a non-exclusive, royalty-free right to use its name and logo to identify the organisation as a participant in Watchers for Impact and to communicate its participation through the channels described in Section 7.

Any broader use of the organisation's intellectual property will require its prior permission.

11. No Cash Alternative

Program benefits are provided in the form of Watchers services and support, cannot be exchanged for cash, and cannot be transferred or sold to another organisation.

12. Suspension or Termination

Watchers may suspend or terminate an organisation's participation in the Program if the organisation:

- provides materially inaccurate or misleading information;
- no longer meets the eligibility requirements;
- misuses Watchers services;
- violates applicable law or Watchers' product terms;
- engages in unlawful, fraudulent, abusive, discriminatory, hateful, violent or otherwise seriously inappropriate conduct;
- engages in conduct or activities that, in Watchers' reasonable opinion, may cause material reputational harm to Watchers or undermine the purpose, integrity or values of the Watchers for Impact Program;
- becomes involved in circumstances that would make Watchers' continued public association with the organisation reasonably inappropriate or damaging to Watchers' reputation;
- engages in activity that may materially harm Watchers, its users or third parties; or
- otherwise materially breaches these Terms.

Watchers reserves the right to suspend participation while it reviews circumstances that may give rise to termination.

Where reasonably possible and appropriate, Watchers will communicate with the organisation before terminating its participation. However, Watchers may suspend or terminate participation with immediate effect where the circumstances reasonably require it.

If participation is terminated, the organisation's free access to Watchers services under the Program may also be terminated.

An organisation may choose to end its participation at any time by notifying Watchers.

13. Availability and Changes to Services

Watchers may update, improve, replace or discontinue individual features of its services in the normal course of operating its products.

Watchers will use reasonable efforts to ensure that such changes do not materially undermine the purpose of the agreed Program support.

The Program does not guarantee that any particular feature or functionality will remain available indefinitely.

14. No Guarantee of Results

Watchers provides technology and support to help selected organisations engage and communicate with their communities.

However, Watchers does not guarantee any particular outcome, including increases in engagement, membership, donations, volunteer participation, audience growth or other organisational results.

15. Liability

To the maximum extent permitted by applicable law, Watchers will not be responsible for indirect, incidental, consequential or special losses arising from participation in the Program or use of the services.

Nothing in these Terms excludes or limits liability where such exclusion or limitation is not permitted by applicable law.

Any additional liability terms contained in the applicable Watchers product or service agreement will continue to apply.

16. Changes to the Program

Watchers may modify, pause or discontinue the Program in the future.

Any such change will not normally affect an organisation that has already been selected and begun its agreed 12-month participation period, unless continuation becomes impossible for legal, technical or other material reasons outside Watchers' reasonable control.

Watchers may update these Terms. The version applicable to a selected organisation will normally be the version accepted at the time its participation is confirmed.

17. Governing Law

These Terms are governed by the laws of the United Kingdom

Any dispute arising in connection with these Terms or the Program will be subject to the jurisdiction of the courts of London, UK, unless otherwise required by applicable law.

18. Contact

Questions regarding the Watchers for Impact Program or these Terms may be sent to:

Watchers App Ltd
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