

Terms and Conditions

1. Introduction

Welcome to Souster PR (“we”, “our”, “us”). These Terms and Conditions govern your use of our website and services. By accessing our website or engaging our services, you agree to comply with these terms.

2. Services

Souster PR provides public relations and communications services, including but not limited to:

- Media outreach and press relations
- Press release writing and distribution
- Brand and reputation management
- Strategic communications consultancy

Services may be delivered on a retainer or project basis, as agreed in writing prior to commencement.

3. Retainer Agreements

Our standard retainer agreements are subject to a minimum term of three (3) months. After the initial term:

- Agreements may continue on a rolling monthly basis unless otherwise agreed
- Either party may terminate with 30 days written notice following the initial term

Longer-term retainers may be agreed on a case-by-case basis.

4. One-Off Projects

We may accept one-off or short-term projects. These will:

- Be scoped and priced individually
- Require full or partial upfront payment unless otherwise agreed
- Be governed by these Terms in addition to any specific written agreement

5. Client Obligations

Clients (including entrepreneurs, businesses, influencers, and brands) agree to:

- Provide accurate, timely, and complete information
- Respond promptly to approvals and communications
- Ensure all materials provided do not infringe third-party rights

We are not responsible for delays or issues caused by incomplete or inaccurate client input.

6. Fees and Payment

- Fees will be agreed in writing prior to the start of work
- Invoices are payable within 30 days unless otherwise stated
- Late payments may incur additional fees and formal payment reminders

If payment remains outstanding:

- Work will automatically pause if an invoice becomes 14 days overdue
- We reserve the right to withhold deliverables and suspend services until payment is received

For retainers, fees are typically billed monthly in advance.

7. No Guarantee of Results

While Souster PR will use reasonable skill and care in delivering services, we do not guarantee:

- Media coverage
- Specific press placements
- Measurable outcomes such as sales, followers, or engagement

Media results are influenced by external factors beyond our control.

8. Media & Third-Party Responsibility

We are not responsible for:

- How media outlets, journalists, or third parties use, edit, or publish content
- Any inaccuracies introduced after the materials are approved and distributed

9. Results Usage & Publicity

Unless otherwise agreed in writing or subject to confidentiality obligations:

- Souster PR reserves the right to reference, display, and promote work undertaken for clients
- This may include the use of brand names, logos, campaign summaries, and media coverage achieved
- Such use may appear on our website, social media, marketing materials, and case studies

Clients may request confidentiality or non-disclosure in writing, which must be agreed in advance.

10. Intellectual Property

Unless otherwise agreed:

- Final paid-for materials created by Souster PR may be used by the client
- We retain the right to showcase non-confidential work in our portfolio

All website content remains the property of Souster PR and may not be reused without permission.

11. Confidentiality

We will keep all client information confidential and will not disclose it to third parties without consent, except where required by law.

12. Crisis Communications

Where services relate to crisis communications or reputation management:

- Souster PR will provide strategic advice and support based on available information
- Clients acknowledge that outcomes cannot be guaranteed due to the unpredictable nature of public, media, and online responses
- We are not liable for reputational, financial, or other impacts arising from crisis situations or public reaction

13. Limitation of Liability

To the fullest extent permitted by law, Souster PR shall not be liable for:

- Indirect or consequential losses
- Loss of profit, revenue, or business opportunities
- Reputational damage arising from third-party actions

Our total liability shall not exceed the total fees paid for the services in question.

14. Termination

We reserve the right to suspend or terminate services if:

- These Terms are breached
- Payments are not made on time
- Continued engagement would be unlawful or inappropriate

15. Website Use

You agree not to:

- Misuse the website or attempt unauthorised access
- Introduce malicious software
- Use the website in breach of applicable laws

16. Data Protection

We comply with applicable data protection laws, including the UK GDPR. Please refer to our Privacy Policy for full details on how we process personal data.

17. Third-Party Links

Our website may include links to third-party websites. We are not responsible for their content or practices.

18. Changes to Terms

We may update these Terms and Conditions at any time. Updates will be posted on this page with a revised date.

19. Governing Law

These Terms and Conditions are governed by the laws of England and Wales. Any disputes shall be subject to the exclusive jurisdiction of the courts of England and Wales.

20. Contact

For any questions regarding these Terms, please contact:

Souster PR
Email: contact@sousterpr.co.uk
Address: Bedfordshire, UK

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