Blue Lucy – Free Trial Terms and Conditions

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The short version

- The free trial lasts 28 days. It gives 1 user up to 1TB of storage, with standard workflows and metadata only.
- The trial is provided "as is". There is no guaranteed uptime and no service level for support.
- We do not back up trial data. Use demo content only, and keep your own copies.
- All platform data is deleted within 48 hours of the trial ending. You can download your uploaded media before then, but not metadata, comments or other platform data.
- We can suspend or end your trial at any time. You can end it early by emailing support@bluelucy.com.
- You must not upload illegal content, reverse engineer the platform or use it to build a competing product.
- Our total liability to you is limited to £100.
- How we handle personal data is explained in our Free Trial Data Usage Policy.

1. About these terms

These terms apply to the free trial of the Blue Lucy platform (the **trial**). By ticking the box to accept them when you request a trial, you agree to them.

Who we are. The trial is provided by Blue Lucy Media Limited, a company registered in England and Wales (company number 06687372). Our registered office is 20 Mortlake High St., London SW14 8JN. Our group company, Blue Lucy Media Inc. (a Delaware corporation), may help us run the trial. In these terms, **we**, **us** and **Blue Lucy** mean Blue Lucy Media Limited.

Who you are. The trial is for business use. **You** means the person requesting the trial and the organisation they work for. If you accept these terms on behalf of an organisation, you confirm you have authority to do so. If you are not using the trial for an organisation, these terms apply to you personally as a business user.

Related documents. These terms should be read with our Free Trial Data Usage Policy, which explains how we collect and use personal data. If these terms and that policy conflict about personal data, the policy applies. Paid Blue Lucy services are covered by a separate agreement, not by these terms.

2. What the trial includes

The trial lets you evaluate whether the platform suits your business. It is not for live or production work.

Item	What you get
Length	28 days from the day your trial starts, unless it ends earlier under section 9
Users	1 user per trial on sign up (contact to request additional users)

Item	What you get
Storage	Up to 1TB. Uploads stop when you reach the limit.
Features	Standard workflows and standard metadata only. We do not customise the platform for trials.
Hosting	Amazon Web Services (AWS), in the storage location you chose when requesting the trial
Backups	None
Support	Ad hoc, by email, with no service level. See section 8.
Availability	No guaranteed uptime. See section 8.
Cost	Free

We may change the platform's features during the trial. Your decision to try the platform should not depend on any future features we may have mentioned.

3. Your account

- Your trial account is for 1 named user. Do not share your login details with anyone else.
- Keep your login details secure. Tell us straight away at support@bluelucy.com if you think someone else has used your account.
- You are responsible for everything done through your account.
- The details you give us when requesting the trial must be accurate. We may refuse a trial request for any reason, including if we cannot confirm a work email address or business.
- You may only have one trial at a time. We keep a record of trial requests to prevent repeat or duplicate trials.

4. How you may use the platform

We give you a free, personal, non-transferable right to use the platform during the trial, only to evaluate it for your organisation's own use. We can withdraw this right at any time.

You must not, and must not help anyone else to:

- copy, modify, frame, mirror, resell or redistribute any part of the platform or its documentation;
- decompile, disassemble or reverse engineer the platform, except where the law allows this and cannot be excluded by agreement;
- use the platform, or any information you learn from it, to build, benchmark or improve a competing product or service;
- use the platform to provide services to anyone else, or to store or share files for people outside your organisation;
- upload, store or share anything that is illegal, infringes someone else's rights, or is harmful, abusive or offensive;
- upload viruses, malware or any code designed to damage or disrupt systems;

- try to access other customers' data, test or bypass our security, or access the platform other than through the normal interface; or
- use the platform in a way that places an unreasonable load on it.

We may check content and activity on the platform to keep it secure and to enforce these terms. We may remove any content, or suspend your access without notice, if we reasonably believe you have broken this section. We may report illegal content to the relevant authorities.

5. Your content

You own your content. Anything you upload stays yours (or your licensors'). You give us permission to store, copy, process and display it only as needed to run the trial, provide support, keep the platform secure and meet our legal obligations. This permission ends when your content is deleted.

We do not train AI on your content. We will not use your content to develop, train, fine-tune or test any artificial intelligence or machine learning model.

Use demo content only. The trial is an evaluation environment with no backups. You must not upload:

- confidential, sensitive or business-critical material;
- content containing other people's personal data (for example, identifiable people in footage, or names and contact details in metadata), unless you have the right to share it with us; or
- content you do not have the right to upload.

You are responsible for your content and for keeping your own copies of it.

6. Our platform and your feedback

Blue Lucy and its licensors own the platform, its documentation and all intellectual property rights in them. These terms do not give you any rights in them except the right to use the platform during the trial.

If you send us feedback or suggestions, we may use them freely and without paying you. Any improvements we make to the platform as a result belong to us.

7. Your data and privacy

Our Free Trial Data Usage Policy explains what personal data we collect, why, who we share it with and your rights. We do not offer a Data Processing Agreement for the trial.

Platform data means everything you upload or create in the platform, including media, metadata, comments and folders.

- We do not back up platform data. To the extent the law allows, we are not responsible for any loss, corruption or deletion of it.
- All platform data is permanently deleted within 48 hours of your trial ending, unless we have agreed otherwise with you in writing (for example, a transfer to a paid account).
- Before your trial ends, you can download the media files you uploaded. You cannot export metadata, comments, folders or other platform data.

- We keep a record of your trial request and our communications with you for 24 months after your trial ends. This does not include your platform data.

We never sell your personal details or share them with third parties for their own purposes.

8. Support and availability

Support. The trial is mainly self-serve, with an onboarding guide and help material in the platform. When your trial starts, we assign a trial owner and open a support ticket for you. You can contact us at support@bluelucy.com, and our replies will come from that ticket. Support is offered on an ad hoc basis. We do not promise any response or fix times, and there is no out-of-hours or on-call support.

Availability. We do not guarantee that the platform will be available, uninterrupted or error-free. We may carry out maintenance or updates at any time, with or without notice. The platform may also be affected by problems with AWS, other service providers or the internet, which are outside our control.

9. Ending, suspending or extending the trial

Situation	What happens
Trial reaches 28 days	Your access ends automatically.
You want to end early	Email support@bluelucy.com. Your trial ends once we confirm.
We suspend or end your trial	We can do this at any time, with or without notice, for example if we suspect misuse or a security risk.
You want more time	Extensions may be possible but are not guaranteed. Email support@bluelucy.com to ask.

However your trial ends, your right to use the platform stops, and all platform data is deleted within 48 hours as described in section 7. Sections 5 to 7 and 11 to 15 continue to apply after the trial ends.

10. Moving to a paid account

The trial does not commit you or us to a paid subscription. If you would like to continue after the trial, contact us. A paid subscription is covered by a separate written agreement.

If we agree in writing to transfer your platform data to a paid account, we will not delete it at the end of the trial. Without that written agreement, it is deleted as described in section 7.

11. No warranties

The trial is free and the platform is provided "as is" and "as available". To the extent the law allows, we make no promises about the platform, including that it will:

- meet your requirements;
- be available, secure, uninterrupted or free from errors; or
- keep your platform data safe from loss.

All terms that might otherwise be implied by law, such as satisfactory quality or fitness for purpose, are excluded to the extent the law allows.

12. Our liability

What we are not liable for. We are not liable for any:

- loss of profits, revenue, business, contracts or goodwill;
- loss, corruption or deletion of data, including platform data;
- business interruption; or
- indirect or consequential loss.

Our maximum liability. Our total liability to you for anything arising from the trial or these terms, whether in contract, negligence or otherwise, is limited to £100.

What we do not limit. Nothing in these terms limits or excludes our liability for death or personal injury caused by our negligence, for fraud or fraudulent misrepresentation, or for anything else that cannot be limited or excluded by law. Nothing in these terms limits your rights under data protection law.

13. Your responsibility to us

You will cover our reasonable losses and costs, including legal costs, if a third party makes a claim against us because:

- you broke section 4 (How you may use the platform); or
- content you uploaded infringes someone else's rights or breaks the law.

14. Changes to these terms

We may update these terms from time to time. The latest version will always be on our website. If we make a significant change during your trial, we will email you. If you do not agree with the change, you can end your trial by emailing support@bluelucy.com.

15. General

- **Whole agreement.** These terms and the Free Trial Data Usage Policy are the whole agreement between you and us about the trial.
- **Transfer.** You may not transfer your rights under these terms to anyone else. We may transfer ours, for example to another company in our group.
- **Events outside our control.** We are not responsible for delays or failures caused by events outside our reasonable control.
- **Export and sanctions.** You must not use the platform in breach of any export control or sanctions laws.
- **Third parties.** No one other than you and us has any rights under these terms.
- **If part of these terms is invalid.** The rest of the terms still apply.
- **Not enforcing a term.** If we do not enforce a term straight away, we can still enforce it later.
- **Governing law.** These terms are governed by the law of England and Wales. The courts of England and Wales have exclusive jurisdiction over any dispute about them.

16. Contact us

For questions about the trial or these terms, email **support@bluelucy.com**.