



Copyright Policy

Estalytics Ltd trading as Stalytics

Last Updated: 2026/07/17

Document Version: 1.0

For an accessible HTML version of this document, visit:

<https://stalytics.com/privacy/copyright-policy.php>

1. Our Commitment to Intellectual Property

- 1.1 Estalytics Ltd (trading as Stalytics) respects Intellectual Property Rights. This policy explains how copyright and related Intellectual Property Rights apply to Content on the Website and to work we produce for Clients.
- 1.2 Capitalised terms used in this Copyright Policy, including "Agreement", "Client", "Client Materials", "Content", "Deliverables", "Fees", "Intellectual Property Rights", "Master Terms & Conditions", "Proposal", "Service", "Service Agreement", "Statement of Work", "Website" and "Website Terms & Conditions", have the meanings given to them in Stalytics' [Master Terms & Conditions](#), [Website Terms & Conditions](#) or other relevant incorporated policy where applicable, unless the context requires otherwise. Words in the singular include the plural and words in the plural include the singular.

2. Copyright in Content on the Website

- 2.1 We are the owner or licensee of all Intellectual Property Rights in the Website, including all text, graphics, branding, logos, documentation, downloads, and design elements.
- 2.2 These materials are protected under the Copyright, Designs and Patents Act 1988 and other applicable intellectual property laws. Our materials may also be protected as databases under the Copyright and Rights in Databases Regulations 1997. Systematic or substantial extraction of data from our reports, evidence compilations or other database materials without our prior written consent is prohibited.

- 2.3 You may access, view, print or download Content on the Website for lawful internal business use only. You must not copy, reproduce, distribute, modify, republish, resell, redistribute, scrape, adapt, commercially exploit or use any part of the Content for public, competing or unauthorised commercial purposes without our prior written consent.
- 2.4 Further terms governing use of the Website are set out in our [Website Terms and Conditions](#).

3. Intellectual Property in Deliverables

- 3.1 Ownership and licensing of Intellectual Property Rights in Deliverables provided to Clients is governed by the applicable Service Agreement, Proposal, Statement of Work and the [Master Terms & Conditions](#) (MTC).
- 3.2 Subject to full payment of all applicable Fees, Clients receive only the rights or licence expressly granted in the applicable Agreement.
- 3.3 Unless expressly agreed in writing, Stalytics retains ownership of its pre-existing materials, templates, systems, methods, processes, know-how, working papers, internal notes, internal tools, draft materials, document structures, report structures, evidence methods, audit methods, checklists, trade secrets, workflows, policies, contract templates, spreadsheets, design systems and business materials.
- 3.4 Unless expressly agreed in writing, Clients do not receive ownership of Stalytics' internal working files, templates, systems, methods, trade secrets, evidence processes, draft materials or background Intellectual Property Rights.
- 3.5 Except in relation to testimonials, reviews, endorsements and feedback (which are governed by clause 17 of the [Master Terms & Conditions](#)), Stalytics shall not publicly use the Client's name, logo, report, case study, screenshots, findings, Deliverables or non-public project details for marketing purposes without the prior written consent of the Client.
- 3.6 Stalytics may use anonymised or aggregated learning, examples, patterns, observations or non-Client-specific insights from Services for internal improvement, content development, Service refinement, templates, methodologies or business development, provided that Stalytics does not disclose confidential information, personal data or identifiable non-public Client information.

4. Third-Party Materials

- 4.1 Where Content, Deliverables, reports, evidence, documents or Service materials refer to or contain third-party materials, platforms, tools, screenshots, extracts, logos, content, policies, software or other third-party rights, those materials remain subject to the rights and licence terms of their respective owners.
- 4.2 Clients are responsible for ensuring that they have the necessary rights, permissions, licences and authority to provide Client Materials to Stalytics and to use any third-party materials, platforms or services connected with their own website, business or systems.

5. Reporting Suspected Copyright Infringement

- 5.1 If you believe that content published on our Website or provided by Stalytics infringes your copyright, please contact us in writing with:
- 5.1.1 Your name and contact details;
 - 5.1.2 A description of the copyrighted work you believe has been infringed;
 - 5.1.3 The location (URL) of the material in question;
 - 5.1.4 A statement explaining why you believe the use is unauthorised.
- 5.2 Upon receiving a credible notice, we will investigate and, where appropriate, take reasonable action in accordance with applicable law and our contractual obligations. Our receipt of, or response to, a copyright notice shall not constitute any admission that the reported content infringes any third-party intellectual property rights. We reserve the right to take no action where we reasonably consider a notice to be invalid, unsubstantiated, or an abuse of process.

6. Contact Us

- 6.1 If you have any questions about this Copyright Policy, please contact us:
- 6.1.1 Estalytics Ltd (trading as Stalytics);
 - 6.1.2 General support and enquiries: support@stalytics.com;
 - 6.1.3 Registered Office: 65 Lansdown Crescent, Bath, United Kingdom, BA2 0JX;
 - 6.1.4 Registered in England and Wales;
 - 6.1.5 Company No: 16412155;
 - 6.1.6 VAT No: 494843934;
 - 6.1.7 Information Commissioner's Office registration number: ZB950355.