INSIGHT RECOVERY NETWORK · FOR TREATMENT CENTRES

Centre listing agreement and policies

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Insight Recovery Network Ltd, company number 16813825, 17 Cavendish Crescent, Newquay, United Kingdom, TR7 3DS · info@insightrecoverynetwork.com

The plan schedule, with current prices, is at insightrecoverynetwork.com/for-centres. The current version of this agreement is at insightrecoverynetwork.com/provider-terms.

- Claiming a listing is free and stays free.
- Paid plans are requested from the centre’s account, approved by IRN, then paid by card. Prices are in the plan schedule, not in this agreement.
- Monthly plans have a three-month minimum term. Annual plans cost ten monthly payments. Cancel from the account at any time, effective at the end of the paid period or minimum term.
- Sponsored placement is always labelled and never changes a regulator’s rating.

1. This agreement

This agreement is between Insight Recovery Network Ltd (IRN), company number 16813825, of 17 Cavendish Crescent, Newquay, United Kingdom, TR7 3DS, and the business that operates the treatment centre named in the centre account (the centre). It covers the centre’s listing in the IRN directory, the centre account used to manage that listing, and any paid plan the centre takes. It is a business-to-business directory and advertising service. It does not purchase treatment, clinical endorsement or referrals.

The agreement is made up of these terms, the plan schedule published at insightrecoverynetwork.com/for-centres on the day a plan is taken, the price shown at checkout, and any written offer IRN has made to the centre. A written offer takes priority only for the item it expressly changes. The provider privacy notice explains how personal information is used. Reading it is not a blanket consent to processing.

The person who registers a centre, or who requests a paid plan, must be authorised to act for the centre. Each listing covers one physical centre. Each additional centre needs its own listing and, where wanted, its own plan.

Sections 1, 2, 7, 8 and 10 to 13 apply to every claimed listing, free or paid. Sections 3 to 6 apply only when a paid plan is requested or held, and section 9 applies only to the Featured plan. IRN records which version of this agreement the centre accepted and when.

2. Centre accounts and the free listing

Registering a centre and claiming its listing is free and stays free. A person signs in with a one-time link sent to their work email address. There is no password. The centre is responsible for who can read that mailbox, and tells IRN promptly when a registered person leaves or should no longer have access.

IRN checks that each person who registers represents the centre. It may ask for evidence, decline a request or remove a person’s access. Confirming a representative means only that IRN accepts the person acts for the centre. It is not accreditation, an inspection, a

recommendation or approval of the centre’s services.

A confirmed centre can correct its phone number and website, which are published at once. On the free listing it can also write one short paragraph about the centre and add one photo. The fuller profile (programme, prices, therapies, funding, more photos and a video) belongs to the paid plans. IRN reviews text and video links before they are published. It may ask for changes, correct obvious errors or decline an item, for example an outcome claim it cannot check.

Every listing shows the centre’s own phone number and website first, above anything from IRN, whether or not the centre has registered or pays. On the free listing, IRN’s own guidance offer and other centres appear lower on the page, labelled as IRN’s, and the enquiry form in that section goes to IRN, as the page says. On a paid plan the page carries the centre’s own enquiry form in their place, and says that the centre pays for the listing.

A listing with a confirmed representative shows a mark saying that the centre has confirmed its details, with the date. The mark records that fact only. It is not a quality rating.

Where a listing is built from a public regulator’s register (for centres in England, the Care Quality Commission register), IRN publishes that register information whether or not the centre claims the listing or holds a paid plan. The centre cannot edit or hide regulator information through its account. A correction to register information is made with the regulator.

A listing for a centre that is not on such a register is created from what the centre supplies and IRN accepts. Licence and registration details on those listings are shown as stated by the centre, unless IRN says it has checked them, in which case it states what was checked and when.

The centre may close its account at any time by emailing IRN. When a listing no longer has a confirmed representative, the content the centre supplied is removed from it. A register-based listing returns to register information only. A listing the centre added is taken down.

A centre that does not want a register-based listing may ask IRN to take it down by emailing from an address at the centre. IRN takes the page down within two working days and does not ask for a reason. IRN’s reports on the public register may still count the service and state its published rating.

3. Paid plans: request, approval and payment

Paid plans are available from 14 November 2026. The plans, what each includes and their current prices are published in the plan schedule at insightrecoverynetwork.com/for-centres. Prices are not set out in this agreement. The price the centre pays is the price shown at checkout when it subscribes, and that price is fixed for the period paid for.

The centre requests a paid plan from its account and accepts this agreement when it does. IRN reviews every request before any payment can be made. IRN may decline a request, for example where it cannot confirm the centre’s licensing or has an unresolved concern about the listing. Approval allows the centre to subscribe. It is not accreditation or a recommendation.

Payment is by card through Stripe, IRN’s payment provider. By completing checkout the centre authorises each renewal payment to be collected from that card until the plan is cancelled. IRN does not see or store full card details. A receipt is sent for each payment.

The plan’s features are switched on when the first payment is confirmed. An issued invoice or a pending payment is not confirmation. Text, photos and video remain subject to the review

described in section 2 on every plan.

A paid plan includes a monthly report of how many times the centre’s page was viewed, how many times its call and website buttons were pressed, and how many enquiries were sent from it. These are counts. IRN does not guarantee any number of views, calls, enquiries or admissions.

Where the checkout or IRN’s written offer states a founding rate, that price applies for twelve months from the first payment for as long as the plan stays continuously active. After that the price current at the time applies, with the notice required by section 5. A plan that is cancelled, or that ends for non-payment, loses its founding rate.

A change of plan is a new request. An upgrade starts when its payment is confirmed, and the unused part of the current period is credited against it. A downgrade takes effect at the end of the period already paid for or the end of the minimum term, whichever is later.

4. Minimum term, renewal and cancellation

A monthly plan is paid monthly in advance and has a minimum term of three months from the first payment. After the minimum term it continues month by month until it is cancelled.

An annual plan is paid in advance for twelve months at the price of ten monthly payments. It renews for a further twelve months on each anniversary unless it is cancelled first. A reminder is sent to the billing email address at least 14 days before an annual plan renews.

The centre can cancel at any time from its account or by emailing info@insightrecoverynetwork.com. Cancellation takes effect at the end of the period already paid for or the end of the minimum term, whichever is later. Paid features stay on until then. No further notice period applies.

During the minimum term of a monthly plan the remaining monthly payments stay payable, except where section 5 or section 6 allows the centre to leave early. The minimum term runs once for each listing, from the first payment. It does not restart when the centre changes plan.

When a paid plan ends, the listing returns to the free Claimed plan. Features that belong only to the paid plan are switched off, and the sections, photos and video beyond the free listing stop being shown. They are kept and return if the centre takes a plan again. The centre’s account and its confirmed status remain.

5. Prices, tax and failed payments

All prices are in pounds sterling. IRN is not currently VAT registered and does not charge VAT. If VAT becomes chargeable, IRN will explain the revised total in advance.

IRN may change the price of a plan by giving the centre at least 45 days’ notice by email. A change never applies to a period already paid for, during a minimum term or during a founding-rate period. The centre may cancel before a change takes effect, and nothing further is payable for leaving. A tax change required by law may apply sooner, in which case the centre may end its plan without paying the rest of a minimum term.

The centre bears any charge made by its own card issuer or bank, including for currency conversion, so that IRN receives the stated amount in pounds.

If a renewal payment fails, the card is retried and the centre is told by email. If the payment is still outstanding after seven days, IRN may pause the plan’s paid features. If it is still

outstanding after 30 days, IRN may end the plan and the listing returns to the free Claimed plan. IRN does not add collection fees and does not charge any other card.

There are no admission commissions, percentages of treatment fees or charges per enquiry under this agreement. Advertising budgets, additional centres and any placement not described in the plan schedule need a separate written agreement. IRN’s placement guidance for members of the public is a separate service and is not part of this agreement.

6. Refunds and service problems

A payment taken in error or taken twice is refunded in full.

Otherwise, a period that has started is not refunded because the centre changes its mind, except as set out in this section.

If IRN materially fails to provide a paid plan, the centre can ask in writing for the failure to be corrected. If IRN does not correct it within 14 calendar days, or it cannot reasonably be corrected, the centre may end the plan at once. The centre then owes nothing further for a minimum term and receives a refund for the part of the paid period that was not delivered.

If a paid feature is not delivered for a material part of a paid period for a reason attributable to IRN, the centre may choose a proportionate credit or a proportionate refund.

If IRN ends a paid plan for a reason that is not the centre’s breach, it refunds the unused part of the period paid for and no further minimum-term payment is due.

IRN confirms the calculation in writing and pays an agreed refund within 14 calendar days to the card that was used. IRN does not deduct a processing fee. These remedies do not remove rights that cannot lawfully be excluded.

7. Content and image licence

The centre grants IRN a non-exclusive, worldwide, royalty-free licence, for as long as the content is on the listing, to reproduce, display, distribute and adapt the text and images the centre adds through its account or sends to IRN for publication. The licence is solely to operate and promote the centre’s listing and the IRN directory. It covers the IRN website and, where the centre’s plan includes them, IRN’s newsletter and social channels. Ownership stays with the existing rights holder.

IRN resizes and compresses images, removes embedded data such as location and camera details, and may edit text for length, clarity, accessibility and accuracy. IRN must not misrepresent the centre, invent clinical claims or imply an endorsement that has not been given.

The centre confirms that it owns each item or holds permission wide enough to grant this licence, including the photographer’s rights. Photos must show the centre itself. They must not show anyone receiving treatment, and may show an identifiable member of staff only with that person’s agreement. A stock image must not be presented as the centre.

IRN may remove a photo or text at any time where it has a credible concern about rights, privacy, accuracy or safety, and tells the centre when it does.

IRN’s hosting, storage and email suppliers handle the content only to deliver these purposes. The licence does not allow resale, unrelated endorsements or licensing the content to train AI models. Published pages are public and may be copied or indexed by search engines and other

third parties outside IRN’s control.

When the centre removes an item, or a listing loses its confirmed representative, IRN stops publishing that content and deletes stored photos within 30 calendar days. Emails already sent and copies made by third parties cannot be recalled. IRN may keep a private record of what was published and of the centre’s acceptance of this agreement.

8. Centre standards and notification

The centre remains responsible for its own suitability assessments, admissions, clinical treatment, staffing, safeguarding, insurance, licensing and compliance with the law where it operates. A listing or a paid plan does not make IRN the centre’s clinical supervisor, agent or regulator. IRN remains responsible for its own services and statements.

Everything the centre publishes through its account must be accurate and kept current, including prices, what they include and exclude, and the services offered. The centre updates its listing promptly when a material fact changes, and does not advertise a place or service it knows is unavailable.

Where the centre’s plan sends enquiries to the centre, the centre gives a meaningful first response to each valid enquiry as soon as practicable and within one working day in its own time zone. An automatic acknowledgement is not enough. The centre must not suggest that its admissions inbox or the IRN directory is an emergency service.

The centre tells IRN without undue delay, and within 24 hours of becoming aware, of a serious incident or restriction that materially affects safety, licensing, lawful operation, admissions or the accuracy of its listing. Examples are a licence suspension, a serious safeguarding concern affecting the safety of the service, closure, a regulatory prohibition or the loss of essential clinical cover. The 24-hour limit applies at weekends. Telling IRN does not replace any report the centre must make by law or to a regulator.

The notice states the centre, what has happened and when, the effect on the service, the action taken and a contact. It must not include patient names, medical records or unnecessary personal details. IRN may pause promotion or the listing while it checks the implications. Staff follow their own emergency and safeguarding procedures and do not wait for IRN to respond.

The centre must not send IRN patient records, identifiable images of patients, identity documents or payment card details, through its account or by email.

IRN working days are Monday to Friday, excluding public holidays in England. The centre’s working days follow its own local business calendar. Safety and restriction notices use the 24-hour rule, not a working-day calculation.

9. Featured plan: sponsored placement

The Featured plan includes sponsored placement. Every sponsored placement is labelled “Sponsored”. It is advertising. It is not a clinical ranking, a recommendation, an exclusive territory or a permanent position, and it never changes a regulator’s rating or how that rating is shown.

For a centre in the United Kingdom, sponsored placement appears on the directory’s search and area pages for the centre’s region, and is shared in rotation with the other Featured centres for that region.

For a centre outside the United Kingdom, sponsored placement is a place in the panel of treatment options abroad that IRN shows on its United Kingdom centre and area pages. The panel shows a small number of centres at a time, with no more than one from each world region, and rotates evenly between the Featured centres in each region. The number of places in the panel is stated in the plan schedule.

So that each centre receives a meaningful share, IRN limits how many centres outside the United Kingdom can hold the Featured plan in each world region. The current limit is stated in the plan schedule. When a region is full, an approved request joins a waiting list in the order it was approved, and no payment is taken until a place is offered. IRN gives a Featured centre at least 45 days' notice before raising the limit for its region, and that centre may then cancel without paying the rest of a minimum term.

Each month IRN reports to a Featured centre how many times its sponsored placement was displayed and how many times it was followed to the centre's profile, where those figures are measured. IRN does not guarantee a number of displays, visits, enquiries or admissions.

IRN may change the design of its pages and where sponsored placements appear. If a change materially reduces the placement described in the plan schedule, IRN gives notice, and the centre may end the plan without paying the rest of a minimum term and receives a refund for the unused part of the period paid for.

A Featured centre's card is drawn larger, with a photo, wherever the centre is listed in the directory, and carries the same label.

The feature, newsletter and social mentions listed in the plan schedule are identified as promotional where they appear. IRN decides their wording and timing and checks the facts with the centre first. The centre does not have approval of IRN's wording.

Sponsored placement is separate from factual checks and does not determine IRN's individual treatment guidance.

10. Verification, advertising and claims

IRN distinguishes what a centre has stated from what IRN has checked. Where IRN displays a check, it states what was checked and the date. An IRN visit means a visit in person. A video tour is not described as a visit.

Payment does not buy clinical credibility, a confirmed mark or a favourable check. No plan certifies that a centre is suitable for a particular person.

Paid prominence is labelled as sponsored. Links from a paid listing to the centre's own website are marked as sponsored for search engines.

IRN works on accurate content, discoverability and useful routes to the centre. It does not guarantee search ranking, citation by AI services, traffic, enquiry volume, admissions, treatment outcomes or revenue.

IRN does not publish unsupported success rates, misleading accreditation claims, fabricated or selectively quoted reviews, fear-based claims or identifiable client stories.

The "Verified listing" badge for a centre's own website is optional. It means that IRN has confirmed who manages the listing. It does not mean that IRN has inspected, accredited or endorsed the centre, and a centre must not present it that way. Displaying it, or linking to IRN, is never a condition of any plan and makes no difference to where a centre appears. IRN may

stop the badge showing when a listing no longer has a confirmed representative.

11. Enquiries and personal information

On a free Claimed listing, the centre’s own phone number and website reach the centre directly, and an enquiry made through IRN’s own form goes to IRN, as the form tells the person enquiring. On a plan that sends enquiries to the centre, an enquiry made from the centre’s profile goes to the admissions email address the centre has registered, and the form tells the person that their details go to that centre before they send them.

An enquiry sent to a centre outside the United Kingdom contains the person’s name, their contact details and how they prefer to be contacted, and nothing else. The form does not ask about health and does not carry a free-text message, and it names the centre and its country. An enquiry sent to a centre in the United Kingdom may also include a short message written by the person.

IRN passes an enquiry to the centre by email and does not keep a copy. It keeps a count of enquiries sent, for the centre’s report. IRN does not send one enquiry to more than one centre unless the person has asked for that.

The centre may use an enquiry only to respond to it and to assess the service asked about. It must not sell it, add the person to a marketing list, or pass it to another centre or business. IRN and the centre are each an independent controller of the personal information they hold. Each decides its own purposes and is responsible for its own compliance with data protection law, including, for a centre outside the United Kingdom, the law that applies where it operates.

Both parties keep non-public commercial, verification and enquiry information confidential, restrict it to authorised people, protect it with appropriate security and disclose it only where authorised or required by law. A suspected incident affecting information received from the other party is reported to that party without undue delay and within 24 hours of discovery, with the facts available and later updates. This notice does not replace any legal reporting deadline.

The centre cooperates with corrections, rights requests and incident investigations. Clinical records stay in the centre’s own systems. A centre account gives access only to that centre’s own listing. It gives no access to IRN’s internal systems or to any other centre’s information.

12. Complaints, suspension and termination

Complaints, corrections and cancellation notices may be sent to info@insightrecoverynetwork.com. IRN aims to acknowledge an ordinary complaint within two IRN working days and to give a substantive response within ten. If an investigation takes longer, IRN explains why and gives a revised date. An urgent safety matter should be identified clearly and is handled under the centre’s own immediate safety duties.

IRN may temporarily remove misleading content, or suspend a listing or its promotion, where there is a credible safety, licensing, rights, confidentiality or legal concern. IRN tells the centre promptly, explains the reason so far as the law allows, and considers the centre’s response and evidence. A temporary suspension is not presented publicly as a finding of wrongdoing.

For a material breach that can be put right, IRN normally gives written notice and 14 calendar days to correct it. Immediate termination is reserved for a serious breach or one that cannot be put right, unlawful operation, a serious safety risk, fraud or misuse of confidential information. The centre may ask for a review by Craig Bilton and submit evidence. A disagreement over

commercial terms does not justify suppressing legitimate safety reporting.

During a precautionary suspension of a paid plan, the period lost is credited. If the concern is not borne out, the centre does not pay for service it did not receive. Any remedy for a proven breach is proportionate and documented, without double recovery.

IRN may withdraw the account features of a free listing on the same grounds. Register information continues to be published as described in section 2.

Termination ends future service and the use of content as set out in section 7. It does not remove payment obligations already due, refunds owed, confidentiality, rights in existing materials or responsibilities for information already lawfully received.

13. Liability, changes and governing law

Each party must use reasonable care and skill in its own obligations. Neither party excludes liability for death or personal injury caused by its negligence, for fraud or fraudulent misrepresentation, or for anything else that cannot lawfully be limited. IRN does not exclude responsibility for its own acts merely because the centre delivers clinical care.

Subject to those exceptions, each party’s total liability arising from this agreement is limited to the greater of £1,000 and the fees paid or payable under it in the twelve months before the claim arose. That limit does not apply to deliberate misuse of confidential or personal information or to infringement of the other party’s intellectual property rights. Neither party is liable for indirect or consequential loss where that can lawfully be excluded. Payments, refunds and service remedies expressly due under this agreement remain payable and are not reduced by the limit.

Neither party is responsible for a delay caused by an event reasonably outside its control, provided it gives prompt notice and takes reasonable steps to reduce the effect. If a paid plan cannot substantially resume within 30 calendar days, either party may end it and IRN refunds the unused part of the period paid for.

IRN may update this agreement. It publishes each version with its date and keeps earlier versions available. A change that materially reduces what a paid plan includes, or that adds to the centre’s obligations, is notified by email at least 30 days ahead. It does not apply to a paid plan before that plan’s next renewal unless the centre accepts it sooner, and the centre may cancel before it applies without paying the rest of a minimum term.

Neither party may transfer this agreement to another business without the other’s written consent, except as part of a lawful transfer of its business with equivalent protections and notice. No employment, agency, clinical partnership or exclusive relationship is created. No third party acquires a right under this agreement.

The parties first try to resolve a dispute through their named contacts and may agree to mediation. This agreement is governed by the law of England and Wales, and the courts of England and Wales have jurisdiction, subject to any mandatory law that cannot be displaced. If one provision is unenforceable, the rest continues so far as the law allows.