

# RAMP Platform

## Terms of Use

*Raptor Marketing Limited*

*Last updated: March 2026*

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**IMPORTANT: Please read these Terms of Use carefully before accessing or using the RAMP platform. By registering for or logging into RAMP, you confirm that you have read, understood, and agree to be bound by these Terms. If you do not agree, you must not use the platform.**

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### 1. Introduction

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These Terms of Use (“Terms”) govern your access to and use of the RAMP platform (“RAMP” or the “Platform”), operated by Raptor Marketing Limited (“Raptor”, “we”, “us”, or “our”), a company registered in England and Wales (company number 09770190), whose registered office is at Zetland House, Unit 1D, 5–25 Scrutton Street, Shoreditch, London EC2A 4HJ.

RAMP is a proprietary platform providing access to social listening insights, campaign analytics, influencer data, and market research outputs. Access is granted by invitation only.

These Terms apply to all users of RAMP, including Raptor staff, brand clients, agency partners, and influencers or creators. Where specific provisions apply to a particular user type, this is made clear in the relevant section.

### 2. Definitions

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In these Terms, the following words have the meanings set out below:

- “Account” means the unique login account created for you to access RAMP.
- “Authorised User” means any individual granted access to RAMP by Raptor, including staff, clients, agency partners, and influencers or creators.
- “Captiv8” means Captiv8, Inc., the third-party social listening and influencer marketing platform integrated with RAMP.
- “Client” means a brand or organisation that has engaged Raptor for market research or campaign services.
- “Confidential Information” means any data, insights, reports, or information accessed via RAMP that is not publicly available.
- “Content” means all data, reports, analytics, social listening outputs, and other materials made available on RAMP.
- “Influencer/Creator” means an individual who has connected their social media profile via Captiv8 and is granted access to relevant sections of RAMP.
- “Intellectual Property Rights” means all patents, rights to inventions, copyright, trademarks, trade secrets, and all other intellectual property rights.

- “Services” means Raptor’s market research and campaign analytics services, of which RAMP forms part.

## **3. Access and Accounts**

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### **3.1 Eligibility**

Access to RAMP is by invitation only. You may only use RAMP if you have been granted access by Raptor and have accepted these Terms. By accessing RAMP, you represent that you are at least 18 years of age and, where you are acting on behalf of a business, that you have authority to bind that business to these Terms.

### **3.2 Account Registration**

To access RAMP, you must register for an Account using the details provided by Raptor. You agree to:

- Provide accurate, current, and complete information during registration.
- Keep your login credentials strictly confidential and not share them with any other person.
- Notify Raptor immediately at [hello@raptor-london.co.uk](mailto:hello@raptor-london.co.uk) if you suspect any unauthorised access to your Account.
- Take responsibility for all activity that occurs under your Account.

### **3.3 Access Levels**

Your access to RAMP is determined by your role and your relationship with Raptor. Different user types will have access to different features and data sets within the platform. Raptor reserves the right to adjust your access level at any time.

### **3.4 Raptor Staff**

Raptor staff access RAMP as part of their employment or engagement with Raptor. Staff use of RAMP is subject to these Terms in addition to any applicable employment contracts, internal policies, and confidentiality obligations.

## **4. Fees and Platform Access**

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Access to RAMP may be provided as part of Raptor’s wider Services under a separate client agreement, or it may be subject to a separate access fee, as agreed between Raptor and the relevant Client or agency at the time of engagement.

Where RAMP access is included within Raptor’s Services, it is provided for the duration of the relevant engagement only. Where access is subject to a separate fee, Raptor will confirm the applicable charges and payment terms in writing.

Raptor reserves the right to introduce or amend fees for RAMP access on reasonable notice. Continued use of the platform following such notice will constitute acceptance of the revised terms.

## **5. Acceptable Use**

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## 5.1 Permitted Use

You may use RAMP solely for the purpose for which access has been granted to you, namely:

- Accessing campaign analytics and social listening insights relevant to your engagement with Raptor.
- Reviewing influencer data and performance metrics in connection with a Raptor-managed campaign.
- Accessing market research outputs commissioned from Raptor.
- Performing your role as a member of Raptor's staff.

## 5.2 Prohibited Use

You must not:

- Use RAMP for any purpose other than as described in these Terms or as expressly agreed with Raptor in writing.
- Share your login credentials with any other person or allow any third party to access RAMP using your Account.
- Export, copy, screenshot, download, or reproduce any Content from RAMP except as expressly permitted by Raptor.
- Use any Content accessed via RAMP for any commercial purpose other than in connection with your engagement with Raptor.
- Attempt to access data or sections of the platform for which you have not been granted permission.
- Reverse engineer, decompile, disassemble, or otherwise attempt to derive the source code of RAMP.
- Introduce any virus, malware, or other malicious code into the platform.
- Use RAMP in any way that violates applicable law or regulation.
- Attempt to scrape, harvest, or systematically extract data from the platform by automated means.

## 6. Social Listening Data and Captiv8

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RAMP integrates with Captiv8, a third-party platform, to provide social listening data including social media posts and engagement metrics, audience demographics, influencer and creator data, and brand mentions and sentiment analysis.

By using RAMP, you acknowledge and agree that:

- Social listening data displayed on RAMP is sourced from Captiv8 and is subject to Captiv8's own terms and privacy policy.
- You will only use social listening data for the permitted purposes described in these Terms and as agreed with Raptor.
- You will not attempt to identify, contact, or engage directly with any individual whose data appears in social listening outputs, other than in the ordinary course of a Raptor-managed campaign.
- Raptor does not guarantee the accuracy, completeness, or timeliness of data sourced from Captiv8 and accepts no liability for errors or omissions in that data.

## 7. Confidentiality

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All Content accessed via RAMP constitutes Confidential Information. You agree to:

- Keep all Confidential Information strictly confidential and not disclose it to any third party without Raptor's prior written consent.
- Use Confidential Information solely for the purpose for which access was granted.
- Not use any insights, data, or outputs accessed via RAMP to benefit any competitor of the relevant Client or of Raptor.
- Ensure that any members of your team who are given access to RAMP are made aware of and comply with these confidentiality obligations.

These confidentiality obligations will survive the termination or expiry of your access to RAMP.

## 8. Intellectual Property

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All Intellectual Property Rights in RAMP, including its design, software, structure, and the reports and outputs generated by Raptor, are owned by or licensed to Raptor. Nothing in these Terms transfers any ownership of Intellectual Property Rights to you.

Subject to your compliance with these Terms, Raptor grants you a limited, non-exclusive, non-transferable, revocable licence to access and use RAMP and the Content available to you solely for the permitted purposes described in these Terms.

Clients may use insights and reports generated by Raptor and made available via RAMP for their own internal business purposes. Clients may not resell, sublicense, or commercially exploit those outputs without Raptor's prior written consent.

Any feedback, suggestions, or ideas you provide to Raptor about RAMP may be used by Raptor freely and without obligation to you.

## 9. Data Protection

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The collection and use of personal information in connection with RAMP is governed by Raptor's Privacy Policy, available at [raptor-london.co.uk](https://raptor-london.co.uk). By using RAMP, you confirm that you have read and understood our Privacy Policy.

Where you access personal data of others via RAMP (including influencer or audience data), you agree to handle that data in accordance with applicable data protection law, including the UK GDPR and the Data Protection Act 2018, and to use it only for the purposes permitted under these Terms.

## 10. Platform Availability and Changes

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Raptor will use reasonable endeavours to make RAMP available to you, but does not guarantee uninterrupted or error-free access. RAMP may be temporarily unavailable due to scheduled maintenance, unplanned outages, or circumstances outside Raptor's reasonable control.

Raptor reserves the right to:

- Modify, update, or discontinue any feature or functionality of RAMP at any time.
- Suspend or restrict access to RAMP for operational, security, or maintenance reasons.
- Retire or replace RAMP with a successor platform.

Raptor will endeavour to give reasonable notice of any significant changes where practicable.

## **11. Limitation of Liability**

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To the fullest extent permitted by law:

- RAMP and all Content are provided “as is” and “as available”. Raptor makes no warranties, express or implied, as to the accuracy, completeness, fitness for purpose, or availability of the platform or any Content.
- Raptor shall not be liable for any indirect, incidental, special, or consequential loss or damage arising from your use of or inability to use RAMP, including loss of profits, loss of data, or reputational damage.
- Raptor’s total aggregate liability to you in connection with these Terms shall not exceed the fees paid by you (if any) for access to RAMP in the twelve months preceding the event giving rise to the claim.

Nothing in these Terms excludes or limits Raptor’s liability for death or personal injury caused by its negligence, fraud or fraudulent misrepresentation, or any other liability that cannot be excluded by law.

## **12. Suspension and Termination**

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Raptor may suspend or permanently revoke your access to RAMP at any time, with or without notice, if:

- You breach any provision of these Terms.
- Your engagement or contract with Raptor comes to an end.
- Raptor reasonably believes your Account has been compromised or used unauthorisedly.
- Raptor discontinues the platform.

You may request that your Account be closed at any time by contacting [hello@raptor-london.co.uk](mailto:hello@raptor-london.co.uk).

Upon termination or suspension of your access, your right to use RAMP ceases immediately. Provisions of these Terms that by their nature should survive termination (including confidentiality, intellectual property, and liability) will continue to apply.

## **13. Additional Terms for Influencers and Creators**

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This section applies specifically to influencers and creators who have been granted access to RAMP. In the event of any conflict between this section and the general Terms above, this section will take precedence for influencers and creators.

### **13.1 Scope of Access**

As an influencer or creator, your access to RAMP is limited to:

- Viewing your own campaign performance data and analytics.
- Accessing content briefs, deliverables, or campaign materials shared with you by Raptor.
- Reviewing payment or deliverable status where applicable.

You will not have access to other users' data, client information, or platform-wide social listening insights.

### **13.2 Data from Captiv8**

By accessing RAMP, you acknowledge that Raptor receives data about your social media performance and audience from Captiv8, to which you have previously provided consent. This data is used by Raptor and its clients solely for campaign measurement and reporting purposes.

If you wish to withdraw your consent to Captiv8 collecting your data, you must do so directly with Captiv8. Please note that withdrawal of consent may affect your ability to participate in campaigns managed via RAMP.

### **13.3 Confidentiality**

You must keep confidential any campaign briefs, brand information, or other materials shared with you via RAMP. You must not disclose the existence or content of any campaign brief to third parties without Raptor's prior written consent.

### **13.4 No Employment or Agency Relationship**

Your access to RAMP does not create any employment, agency, or partnership relationship between you and Raptor. Any commercial engagement between you and Raptor will be governed by a separate agreement.

## **14. General**

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### **14.1 Amendments**

Raptor may update these Terms from time to time. We will notify you of material changes by email or via a notice on RAMP. Your continued use of the platform after such notice constitutes acceptance of the updated Terms.

### **14.2 Entire Agreement**

These Terms, together with Raptor's Privacy Policy and any separate written agreement between you and Raptor, constitute the entire agreement between the parties in relation to RAMP and supersede all prior representations, agreements, or understandings.

### **14.3 Severability**

If any provision of these Terms is found to be invalid or unenforceable, that provision will be modified to the minimum extent necessary to make it enforceable, or severed if modification is not possible, without affecting the remaining provisions.

### **14.4 Waiver**

Raptor's failure to enforce any provision of these Terms will not constitute a waiver of its right to do so in the future.

#### **14.5 Third Party Rights**

These Terms do not confer any rights on any third party under the Contracts (Rights of Third Parties) Act 1999.

#### **14.6 Governing Law and Jurisdiction**

These Terms are governed by the law of England and Wales. Any dispute arising out of or in connection with these Terms shall be subject to the exclusive jurisdiction of the courts of England and Wales.

### **15. Contact Us**

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If you have any questions about these Terms or your use of RAMP, please contact us at:

#### **Raptor Marketing Limited**

Email: [hello@raptor-london.co.uk](mailto:hello@raptor-london.co.uk)

Address: Zetland House, Unit 1D, 5–25 Scrutton Street, Shoreditch, London EC2A 4HJ

Registered in England and Wales. Company number: 09770190.

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