

WELD LEADS – B2B TERMS AND CONDITIONS

PAY-PER-LEAD SERVICE AGREEMENT

Last Updated: May 2026

This Service Agreement (the "Agreement") is entered into by and between **Weld Leads** ("the Provider", "we", "us") and the business entity registering for or purchasing our lead generation packages ("the Client", "you").

By purchasing a pre-paid lead package, clearing your initial deposit, or utilizing our services, you agree to be bound by the following terms and conditions. This is a legally binding B2B contract.

1. DEFINITIONS AND SCOPE OF SERVICE

- **"Service"** refers to the B2B lead generation, qualification, and automated delivery system operated by Weld Leads.
- **"Lead"** refers to a commercial inquiry from a third-party individual or business entity seeking fabrication, welding, or structural steel services within the UK.
- **"Tier 1 Lead"** refers to Light Commercial inquiries with a target project contract value of £5,000 to £15,000, priced at **£45 per lead**.
- **"Tier 2 Lead"** refers to Mid-Range Fabrication or structural steel inquiries with a target project contract value of £15,000 to £50,000, priced at **£85 per lead**.
- **"Delivery"** occurs the exact millisecond a Lead's data is automatically populated into the Client's dedicated Trello CRM dashboard.

2. THE PRE-PAID DEPOSIT SYSTEM & PAYMENT TERMS

- **Pre-Paid Package Structure:** All Pay-per-Lead tiers operate strictly on a pre-paid deposit system. Leads cannot be delivered on credit or post-delivery invoicing terms.
- **Minimum Balance & Activation:** Clients must purchase a bundle of either **5 or 10 leads** upfront. Your custom marketing campaigns and pipeline will only be switched on once the initial deposit payment has fully cleared into the Provider's bank account.
- **Topping Up:** When your pre-paid lead balance reaches zero, delivery will automatically pause. You must top up your balance by purchasing a new bundle to keep the pipeline active.

3. EXCLUSIVITY GUARANTEE

- **Strict 100% Exclusivity:** We enforce a strict non-shared policy. Once a Lead drops into your dedicated Trello CRM, it is permanently locked to your workshop.
- The Provider guarantees that the exact same lead data will never be resold, shared, or distributed to any of your direct competitors.

4. FAIR REPLACEMENT POLICY

We stand by the quality of our B2B data. However, in lead generation, invalid data can occasionally happen. We protect your investment with the following strict guidelines:

- **What Qualifies for a Free Replacement:**
 1. A completely disconnected or non-functioning phone number.
 2. A completely invalid, bouncing, or non-existent email address.
 3. The inquiry falls entirely outside your pre-agreed workshop structural capacity or target tier criteria.
- **The 48-Hour Reporting Window:** You have exactly **48 hours** from the exact timestamp of Lead Delivery to flag an invalid lead inside your Trello dashboard. Any replacement request made after 48 hours will be automatically rejected.
- **The 24-Hour Resolution Turnaround:** Once an invalid lead is flagged within the 48-hour window and verified by our team, Weld Leads will replace the lead credit free of charge within **24 hours**.
- **Disallowed Reasons for Replacement:** A lead *cannot* be replaced if the prospect changes their mind, does not award you the contract, postpones their build timeline, or fails to answer your follow-up calls despite the contact details being completely valid. We sell qualified B2B commercial opportunities; we do not guarantee closed sales.

5. NO LONG-TERM LOCK-INS & PAUSING POLICY

- **Zero Long-Term Contracts:** For all pay-per-lead packages, there are zero fixed-term monthly commitments or lock-ins.
- **Capacity Pausing:** If your fabrication bays are full and you cannot take on more work, you have the right to temporarily pause your live campaign. You must give the Provider a **24-hour notice via email** to pause the pipeline, ensuring no extra leads are generated while your floor is at capacity. Your remaining pre-paid lead credits will sit safely in your balance until you are ready to resume.

6. LIMITATION OF LIABILITY AND DISCLAIMER

- Weld Leads acts strictly as a B2B marketing and lead generation provider. We do not guarantee that any delivered Lead will result in a signed commercial contract or a profitable project for your workshop.
- The Client accepts full professional liability for their own pricing, quoting, engineering execution, and commercial negotiations with the prospects provided.
- Weld Leads shall not be held liable for any loss of profits, business interruption, or consequential damages arising from empty workshop bays or delayed project timelines on the client's end.

7. GOVERNING LAW

This Agreement and any dispute arising out of it shall be governed by and construed in accordance with the laws of the **United Kingdom**, and both parties submit to the exclusive jurisdiction of the UK courts.