

End User Licence Agreement

Imagine Education (trading as SJAI Education Ltd)

Last updated: 14 August 2026

This EULA governs your use of our course materials, software, tools and any digital assets delivered to you. It applies alongside our Terms of Service.

1. Two different things

Company Materials - our course content, modules, recordings, frameworks, templates, prompts, systems and tools. These remain ours. You get a licence to use them.

Delivered Assets - where your purchase includes them, digital assets created or allocated for you, such as an AI model and starter content. Ownership transfers to you, subject to sections 4 and 5.

2. Licence to Company Materials

We grant you a limited, personal, non-exclusive, non-transferable, revocable licence to access and use the Company Materials for your own business purposes, for the access period applicable to your purchase.

You may not:

- copy, republish, distribute or publicly display them
- share your login, or give any other person access
- use them to build, market or deliver a competing course, training programme or coaching service
- resell, sublicense or transfer access
- extract the underlying frameworks or methodologies for any of the above

This licence ends when your access period ends, or if we terminate it for breach.

3. Software and AI tools

Depending on the product you bought, we provide access to:

- the **education portal**, where the course, tasks and your progress are held
- **Imagine AI**, our assistant available inside the community

Access to these is part of the licence in section 2. It is personal to you, is not transferable, and ends when your access period ends.

Other products we sell are licensed separately under their own terms and are not included by buying any product covered by this agreement.

AI output is generated automatically and may be inaccurate. You are responsible for checking anything you rely on or publish. We are not liable for decisions you make based on AI output.

3A. Third-party integrations

On some products we connect your accounts to third-party services so that we can support you. Where your product includes analytics on your social media accounts, we use a third-party data provider to retrieve those metrics. We pay for that integration; you are not charged for it.

Connecting your account is optional and requires your authorisation. You can ask us to disconnect it at any time by emailing team@imagineeducation.io. How we handle the data is set out in our Privacy Policy.

Third-party tools we recommend or integrate are governed by their own terms and you are responsible for complying with them.

4. Delivered Assets

On **full payment** of all amounts due, ownership of your Delivered Assets transfers to you. They are yours. You may use, modify, monetise, sell or transfer them as you see fit, and we place no restriction on what you do with the specific assets delivered to you.

Until full payment is received, Delivered Assets remain our property and are provided to you under a limited, revocable licence for your use while the plan is being paid.

If you do not complete payment, that licence ends. Any continued use of the Delivered Assets after that point, in particular any commercial use, is unlicensed and may infringe our rights. We may also stop delivering any assets not yet provided and suspend your access to the portal and community until the account is brought up to date.

Ownership of your Delivered Assets does **not** extend to the Company Materials, to the underlying techniques, prompts or processes used to create them, or to any right to use our materials or methods to produce further assets for sale to third parties as a business.

If you sell or transfer a Delivered Asset, you remain responsible for anything you published or did with it while it was yours, and section 5 continues to apply to your own use.

5. Restrictions on all use

You must not use the Company Materials or any Delivered Asset to create, distribute or monetise content that:

- depicts, sexualises or involves anyone under 18, or anyone appearing to be under 18
- is non-consensual intimate imagery, or depicts a real identifiable person without their consent
- impersonates a real person, living or dead
- is unlawful, fraudulent, harassing, defamatory, or promotes violence, hatred or discrimination
- infringes any third party's intellectual property
- breaches the terms of service of any platform on which it is published

You are responsible for your own compliance with the rules of every platform you publish on, including any age verification, content and payment obligations those platforms impose on you.

Breach of this section terminates this licence and your ownership rights immediately, and we may report unlawful activity to the relevant authorities.

6. Feedback

If you send us suggestions or feedback we may use them without obligation or payment to you.

7. Termination

This licence ends automatically if you breach it. On termination you must stop using the Company Materials and delete any copies in your possession. Sections 4, 5, 6 and 8 survive termination.

8. Liability

The Company Materials are provided for education. We do not warrant that they will produce any particular result. Our liability is limited as set out in our Terms of Service.

9. Contact

team@imagineeducation.io

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