

FERDIOX PRO

SERVICE TERMS & PRODUCT INFORMATION

Version 1.0

Effective from: 24/09/2026

Provider: Astronomica Ltd trading as Ferdiox ("Ferdiox", "we", "us")

Customer: the person or organisation purchasing or using a Ferdiox Pro service ("you")

1. ABOUT FERDIOX PRO

Ferdiox Pro is a commercial press release submission, publishing and distribution service.

When you purchase a Ferdiox Pro package, you are purchasing access to the Ferdiox Pro submission service together with the publishing, distribution, syndication, reporting and other services included in the package you select.

Your purchase provides the right to make one eligible submission through Ferdiox Pro for editorial consideration.

Payment does not purchase editorial control, favourable coverage, endorsement by Ferdiox or any third-party publication, or an unrestricted right to publish material on any Ferdiox or partner publication.

2. EDITORIAL REVIEW

All submissions are subject to editorial review.

Ferdiox may accept, reject, edit, shorten, reformat, retitle, classify, correct, fact-check or request amendments to submitted material before publication or distribution.

Ferdiox retains final editorial discretion over material appearing on publications operated by Ferdiox.

You may provide factual corrections, preferences and supporting information, but purchasing a Ferdiox Pro service does not provide you with final editorial control over material published by Ferdiox.

Acceptance of a submission by Ferdiox does not require any independent publication, distribution partner, platform or other third party to accept or publish that material.

3. REJECTION AND REFUNDS

Ferdiox may reject a submission where it does not meet our editorial, legal, quality or subject-matter requirements.

If Ferdiox rejects your submission before fulfilment of the purchased service has begun, you will normally be entitled to a refund of the amount paid for that submission package.

We may alternatively offer you the opportunity to:

- amend and resubmit the material;
- replace the submission with another eligible announcement; or
- retain the amount paid as account credit.

You are not required to accept credit instead of a refund where Ferdiox has rejected the original submission before fulfilment.

A third-party publication, partner or distribution platform declining to publish material does not by itself constitute rejection by Ferdiox and does not create an automatic entitlement to a refund where Ferdiox has otherwise carried out the services included in your package.

4. RELEASE PACKAGE

The Release package provides one submission to Ferdiox for review.

Where accepted, Ferdiox will ordinarily publish the release, or an editorially prepared version of it, on an appropriate Ferdiox publication and associate it with an appropriate Ferdiox newsroom.

The Release package may also include distribution through Ferdiox-operated social media accounts, RSS feeds, Fediverse accounts or other distribution channels.

Accepted material may additionally be submitted to, shared with or published through Ferdiox partner publications where Ferdiox considers this appropriate.

Unless specifically stated otherwise in your order, complimentary partner publication is discretionary and is not guaranteed.

Any newsroom described as permanent is intended to remain publicly available on an ongoing

basis and does not expire after a fixed promotional period.

However, “permanent” does not mean that Ferdiox guarantees that any webpage or service will remain available indefinitely. Continued availability remains subject to legal requirements, technical changes, these terms and the continued operation of the relevant publication.

5. REACH PACKAGE

The Reach package includes the applicable services provided under the Release package together with wider distribution through Ferdiox partner channels.

Reach is designed to provide substantially broader publication and distribution than the standard Release package.

Depending on the current product description, Reach may include submission or distribution to approximately five or more partner channels.

Unless your order or Service Schedule expressly guarantees a specified number of published placements, references to an estimated number of partner publications describe the expected distribution of a typical eligible submission rather than a guarantee that every partner will publish every submission.

Each partner publication retains its own editorial discretion.

A partner publication may:

- accept or reject material;

- edit or rewrite material;
- change the headline;
- alter formatting;
- publish only part of the material;
- choose a different publication format;
- subsequently amend or remove material.

Partner publication may take the form of a news article, press release, republication, adapted report, Medium post, Substack post, social post, newsletter item or another appropriate format.

Where partner publications operate their own social media, RSS, Fediverse or other distribution systems, publication may also result in automatic or manual distribution through those channels.

6. AUTHORITY PACKAGE

The Authority package includes the applicable services provided under the Release and Reach packages together with substantial external media distribution.

Authority may include distribution through one or more third-party newswire, media syndication, press release distribution or publication services selected by Ferdiox.

For the principal syndication component of Authority, Ferdiox will ordinarily distribute the final release supplied or approved for syndication without substantive editorial rewriting by Ferdiox.

Third-party distribution networks and receiving publications may nevertheless make changes required for:

- formatting;
- metadata;
- headlines;
- technical compatibility;
- compliance;
- editorial policy;
- publication standards.

External networks and publications may also reject, truncate, amend or remove material in accordance with their own rules.

Authority may result in syndication or republication across a large number of websites, news databases, media properties or other destinations.

Where Ferdiox describes Authority as providing distribution to “100+”, “hundreds of publications” or similar, this refers to the distribution service and network ordinarily used for that package.

Unless a specific publication is expressly stated to be guaranteed in the applicable Service Schedule, references to publications such as Yahoo, Business Insider or other major media brands are examples of the type of outlets that may participate in relevant distribution networks and do not constitute a guarantee of publication by that particular outlet.

7. EXTERNAL PUBLISHERS AND

SERVICE PROVIDERS

Ferdiox may use:

- Ferdiox-operated publications;
- affiliated publications;
- independent partner publications;
- newswire services;
- syndication networks;
- distribution providers;
- subcontractors;
- specialist agencies;
- other third-party service providers

in order to fulfil Ferdiox Pro services.

Ferdiox is not required to disclose the identity of every subcontractor, supplier or distribution provider used internally to fulfil a service.

Ferdiox is responsible for arranging the services that it expressly promises to provide.

Ferdiox does not control the editorial decisions, indexing, continued availability, website operation, ranking, policies or future actions of genuinely independent third-party publishers and platforms.

8. ELIGIBLE AND RESTRICTED CONTENT

Ferdiox reserves the right to reject any submission that it considers unsuitable for publication or distribution.

Ferdiox does not accept submissions involving or primarily promoting:

- financial promotions;
- investments or securities;
- cryptocurrency, tokens or similar financial products;
- gambling or betting;
- CBD or cannabis products;
- prescription medicines;
- unsubstantiated medical, therapeutic or health claims;
- political parties;
- political candidates;
- elections or political campaigning;
- pornography or sexual services;
- weapons or restricted weapons;
- illegal goods or services;
- fraudulent or misleading schemes;
- defamatory allegations;
- harassment;
- hate or extremist material;
- unlawfully obtained confidential information;
- material that infringes copyright, trademarks or other intellectual-property rights;
- material that creates disproportionate legal or regulatory risk.

Ferdiox may also reject

submissions primarily concerning third parties who have no meaningful relationship to the person or organisation making the submission.

In particular, Ferdiox will normally reject submissions that contain criticism, allegations, accusations, adverse claims or personal information about unrelated people or organisations.

Material concerning an organisation's own directors, officers, employees, contractors, customers, partners or other participants may be where there is a legitimate connection to the announcement and the submitting party has the necessary authority or lawful basis to provide the information.

Ferdiox may reject material that it considers:

- insufficiently newsworthy;
- unverifiable;
- materially misleading;
- excessively promotional;
- unsuitable for the relevant publication;
- outside the scope of Ferdiox Pro;
- inconsistent with Ferdiox editorial standards.

9. CUSTOMER RESPONSIBILITIES

By making a submission, you confirm that:

- the information supplied is materially accurate to the best of

your knowledge;

- you are authorised to make the submission;
- you have the necessary rights to all text, photographs, logos, graphics and other supplied material;
- quotations supplied by you are genuine and appropriately authorised;
- you have not knowingly omitted information in a way that makes the submission materially misleading;
- publication will not knowingly infringe another person's privacy, confidentiality, intellectual-property or other legal rights;
- any person presented as speaking on behalf of an organisation is authorised to do so.

You grant Ferdiox a non-exclusive licence to reproduce, store, edit, format, distribute, syndicate and provide submitted material to publishing and distribution partners to the extent reasonably necessary to provide the service you purchased.

10. PUBLICATION AND DISTRIBUTION RESULTS

Ferdiox provides publishing and distribution services.

Ferdiox does not guarantee any particular commercial, reputational, search, media or audience result.

In particular, Ferdiox does not guarantee:

- website traffic;
- enquiries;
- sales;
- revenue;
- reputation changes;
- search-engine rankings;
- search-engine indexing;
- Google News inclusion;
- any specific number of backlinks above one;
- increases in Domain Rating or Domain Authority;
- journalist interest;
- independent media pickup;
- social media engagement;
- AI citations;
- inclusion in AI-generated answers;
- recommendations by AI systems;
- any particular level of readership.

References to search visibility, AI discoverability, GEO, AIO or similar concepts describe purposes for which Ferdiox services may be useful or where Ferdiox has done those things in the past.

They do not constitute a promise that a particular search engine, AI system or other platform will index, cite, rank, recommend or reproduce the material.

11. REPORTING

Where included in your package, Ferdiox may provide a publication or distribution report.

Reports may contain:

- published URLs;
- publication names;
- syndication results;
- social media posts;
- distribution destinations;
- other information available to Ferdiox at the time the report is prepared.

Third-party metrics such as Domain Rating, Domain Authority, traffic estimates and search-index information are generated by external services.

These figures may be estimates, may change without notice and are not controlled by Ferdiox.

12. TIMESCALES

Any publication, review or distribution timeframe stated by Ferdiox is an estimate unless it is expressly described as guaranteed.

Publication or distribution may be delayed because of:

- editorial review;
- requests for additional information;
- external publisher processes;
- distribution networks;

- weekends;
- public holidays;
- technical issues;
- compliance checks;
- events outside Ferdiox's reasonable control.

13. CORRECTIONS, UPDATES AND REMOVAL

Ferdiox may correct factual errors at any time.

Ferdiox may amend, suspend or remove published material where:

- required by law;
- material subsequently appears inaccurate or misleading;
- a rights or ownership dispute arises;
- a customer breaches these terms;
- the material creates a material legal, regulatory or reputational risk;
- continued publication is no longer technically possible or commercially reasonable.

Independent publishers and distribution partners control amendments, corrections and removals on their own websites and services.

Ferdiox may request corrections or removals from external publishers but cannot guarantee that those requests will be accepted.

14. EDITORIAL INDEPENDENCE

Purchasing a Ferdiox Pro service does not constitute the purchase of an editorial opinion or endorsement.

Ferdiox and participating publications may distinguish submitted press releases from independently commissioned or independently produced editorial material.

The format, labelling and presentation of submitted material may be determined by Ferdiox or the relevant publication.

15. PAYMENT

Prices are those displayed at the time of purchase.

Payment must normally be received before a submission is processed.

Where a package includes external services that incur costs to Ferdiox, Ferdiox may begin purchasing or arranging those services after accepting the submission.

Once external fulfilment has begun, a customer will not ordinarily be entitled to cancel that part of the service merely because they subsequently decide they no longer want the distribution.

This does not affect any statutory rights that cannot legally be excluded.

16. CHANGES TO SERVICES

Ferdiox may change the

publications, suppliers, distribution networks, platforms or operational methods used to provide a package.

We may do so where the replacement service provides a reasonably comparable level or type of service.

Where a particular named placement or service was expressly guaranteed as a material part of an order, Ferdiox will not substitute it with something materially inferior without agreement or an appropriate remedy.

17. THIRD-PARTY METRICS AND PLATFORM CHANGES

Search engines, social networks, AI systems, news aggregators, SEO tools and media platforms operate independently of Ferdiox.

Their algorithms, indexing policies, metrics and services may change at any time.

Ferdiox is not responsible for losses resulting solely from such third-party changes.

18. LIMITATION OF LIABILITY

Nothing in these terms excludes or restricts liability where doing so would be unlawful.

Subject to that, Ferdiox will not be liable for indirect or consequential losses, loss of anticipated profits, loss of business opportunity, or losses resulting solely from the actions or policies of independent publishers, search engines, AI systems, social networks or other

third-party platforms.

Subject to any legal restriction on doing so, Ferdiox's aggregate contractual liability arising from an individual order will not exceed the amount paid by the customer for that order.

19. BUSINESS AND CONSUMER CUSTOMERS

Ferdiox Pro is principally intended for organisations, businesses, professionals, founders, creators and other persons purchasing publicity, publishing or distribution services in connection with professional or commercial activities.

Where a customer purchases as a consumer and mandatory consumer rights apply, nothing in these terms removes those rights.

Where applicable, a consumer may be asked to expressly request that Ferdiox begin providing the service before the end of any statutory cancellation period.

Where the service has been fully performed following such an express request, statutory cancellation rights may be affected in accordance with applicable law.

20. SERVICE SCHEDULES

Individual Ferdiox Pro packages may be accompanied by a Service Schedule.

A Service Schedule may specify:

- package price;

- included services;
- expected distribution;
- guaranteed distribution;
- estimated publication numbers;
- external syndication;
- reporting;
- review priority;
- additional package-specific conditions.

Where there is a conflict between a general statement in these Terms and a specific commitment contained in the Service Schedule applicable to your order, the specific Service Schedule will apply to that commitment.

21. VERSIONING

These terms and individual Service Schedules may be updated from time to time.

The version applicable to an order is the version presented or made available to the customer when that order was placed.

Ferdiox may retain records of previous versions for contractual and administrative purposes.

22. GOVERNING LAW

These terms and any contractual relationship arising from them are governed by the law of England and Wales, subject to any mandatory rights that apply to customers in another jurisdiction.

The courts of England and Wales will have jurisdiction except where applicable law gives a customer the right to bring proceedings elsewhere.

23. CONTACT

Ferdiox is operated by:

Astronomica Ltd

Trading as Ferdiox

Company number: 14642537

Email: hello@astronomica.uk

END OF FERDIOX PRO SERVICE
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