

Website Terms of Use

Rules for accessing plinical.com and using its public content

WEBSITE OPERATOR	MTX STUDIO Ltd (trading as Plinical)
REGISTERED IN	England and Wales
COMPANY NUMBER	15856187
REGISTERED OFFICE	Princess House The Square, 3rd Floor, Shrewsbury, Shropshire, England, SY1 1JZ
CONTACT	Sales: hello@mtxstudio.com Legal and security: support@mtxstudio.com
EFFECTIVE DATE	1 September 2026

Important scope

These Terms apply to the public Plinical Website and its public content. They do not govern the authenticated Plinical application, a free trial, a paid subscription, support services or processing of clinic and patient data. Those matters are governed by the Plinical SaaS Terms of Service, the applicable Order and the Data Processing Agreement.

Version 2.1 | Last updated 4 September 2026

Website Terms of Use

These Website Terms of Use (the **Terms**) govern access to and use of <https://plinical.com>, <https://www.plinical.com> and any official Plinical public subdomain or page that links to them (together, the **Website**). Please read them before using the Website.

1. Acceptance and scope

- 1.1 By accessing or using the Website, you agree to comply with these Terms. If you do not agree, do not use the Website.
- 1.2 These Terms govern only public Website access and content. Creating a trial or Account, accessing the authenticated application, purchasing a subscription or processing Customer Data is subject to the separate SaaS Terms of Service, applicable Order and DPA. Those documents prevail for the Service.
- 1.3 The Website may be viewed by individuals and businesses. The Plinical Service itself is offered only to clinics, practitioners and other persons acting wholly or mainly for business, trade, craft, professional or organisational purposes, not to patients or consumers for personal or domestic use.
- 1.4 If you use the Website for an organisation, you confirm that you are authorised to do so. No Website statement creates a clinical relationship, duty of care, agency, partnership or professional engagement between you and Plinical.

2. Who we are

- 2.1 Plinical is a trading and service name of MTX STUDIO Ltd, a private company limited by shares registered in England and Wales under company number 15856187.
- 2.2 Our registered office is Princess House The Square, 3rd Floor, Shrewsbury, Shropshire, England, SY1 1JZ. Sales and general Website enquiries may be sent to hello@mtxstudio.com. Legal, security and intellectual-property notices may be sent to support@mtxstudio.com.
- 2.3 The company details in clause 2 are provided as statutory trading disclosures. They do not make the registered office a walk-in support location.

3. About Plinical

- 3.1 Plinical is a cloud-based B2B clinic-management service currently offered to business clinics in the United Kingdom (England, Scotland, Wales and Northern Ireland). Depending on the applicable plan, it may support patient and clinic records, appointments, rooms, therapists, services, assessments, treatment plans, clinical and communication notes, consent forms, referral letters, invoices, reports, exports and clinic-instructed communications.
- 3.2 Patients do not have Plinical Accounts, do not sign in to a patient portal and cannot self-book or manage their records through the current Service. A clinic may send a patient a time-limited invoice link or other clinic-generated communication.
- 3.3 Patients do not pay through Plinical. Clinics may create invoices and record payments received externally by cash, card, bank transfer or another method outside the Service.
- 3.4 Plinical is administrative software only. It does not provide healthcare, diagnosis, medical advice, clinical monitoring, triage, prescriptions, dosage calculations, treatment recommendations, risk scoring or automated clinical decisions.

4. Website information is not advice

- 4.1 Website articles, FAQs, documentation, examples and other content are general information. Nothing on the Website is medical, clinical, legal, regulatory, financial, tax or other professional advice.
- 4.2 Clinics and practitioners remain responsible for professional judgement, patient care, informed consent, privacy, safeguarding, records, billing, regulatory duties and checking information against authoritative sources applicable to their circumstances.
- 4.3 Do not use the Website for urgent or emergency matters. Patients should contact their clinic or an appropriate emergency service through normal channels.

5. Changes to product information

- 5.1 Website descriptions, screenshots, plans, prices, integrations, technical requirements, availability and release information may change and may refer to features that are planned, optional, in beta or not included in every plan.
- 5.2 The features, Fees, commitments and limits that apply to a Customer are those in its accepted Order, SaaS Terms and Account, not a general Website description.

6. Permitted use

- 6.1 You may browse the Website and view, download or print reasonable extracts for personal information or your organisation's internal evaluation of Plinical, subject to these Terms.
- 6.2 You may share an unmodified link to a public Website page, provided you do so lawfully, fairly and without implying endorsement, approval, association or partnership.
- 6.3 Any permission in these Terms is limited, revocable, non-exclusive and non-transferable. It does not transfer ownership or grant a licence to use Plinical branding except as expressly stated.

7. Prohibited use

- 7.1 You must not use the Website unlawfully, fraudulently, abusively or in a way that infringes another person's rights.
- 7.2 You must not: gain or attempt unauthorised access; bypass authentication or security controls; probe, scan or test systems without prior written permission; introduce malware or harmful code; disrupt, overload or impair the Website; intercept data; or assist another person to do any of those things.
- 7.3 You must not scrape, harvest, crawl, mirror, frame, reproduce, republish, distribute, sell, license or commercially exploit Website content except where applicable law does not permit us to restrict the activity, legitimate search-engine indexing is involved, or MTX STUDIO Ltd has given prior written permission.
- 7.4 You must not use Website content, documentation, screenshots or data to build, train, benchmark or market a competing product; misrepresent your identity or authority; remove legal or proprietary notices; or use Plinical branding in a misleading manner.
- 7.5 Automated access must respect published technical controls and instructions. Permission to index public pages does not authorise access to non-public systems, authenticated areas, personal data or restricted files.

8. Intellectual property

- 8.1 MTX STUDIO Ltd or its licensors own the intellectual-property rights in the Website and its content, including software, text, graphics, articles, documentation, interface elements, demonstrations, logos and the Plinical name and branding.
- 8.2 The Website is protected by copyright, trade-mark, database and other intellectual-property laws. All rights not expressly granted are reserved.
- 8.3 You must not modify permitted extracts or use illustrations, photographs, video, audio or graphics separately from accompanying text. If you breach this section, your permission ends and you must delete or return copies at our request.
- 8.4 References to third-party names and marks remain the property of their owners and do not imply endorsement.

9. Demonstrations and screenshots

- 9.1 Product screenshots, examples and demonstrations on the Website must use demonstration or synthetic data. They do not represent a real patient record, clinical recommendation or promised configuration.
- 9.2 Production patient data must not be submitted through a public Website form or placed in public screenshots, demonstrations, testimonials, comments or support material not designated for secure Customer Data.
- 9.3 A Website demonstration does not create a trial Account or give access to the production Service unless you separately complete the applicable registration and acceptance process.

10. Linking to the Website

- 10.1 You may link to the Website home page or another stable public page in a fair and lawful way that does not damage our reputation or exploit it.
- 10.2 You must not suggest an association, approval or endorsement that does not exist; frame the Website; link from unlawful or infringing content; or use our logo as a link without written permission.
- 10.3 We may withdraw linking permission on reasonable notice. Please contact support@mtxstudio.com for uses not clearly permitted by this clause.

11. Third-party links and references

- 11.1 The Website may link to third-party sites, services, publications or resources. Links are provided for convenience or context and do not imply endorsement, recommendation, partnership or control.
- 11.2 Third parties apply their own terms and privacy notices. We are not responsible for their content, availability, accuracy, security, accessibility or privacy practices.
- 11.3 A reference to a product or provider does not mean it is included in every Plinical plan or that a live integration exists. Historic data may be imported from a third-party export without Plinical operating an integration with that provider.

12. Privacy, cookies and Website forms

- 12.1 We process personal data as described in the applicable Plinical Privacy Notice. Cookies and similar technologies are addressed in the Cookie Policy and consent interface.
- 12.2 Necessary technologies may be used for Website security, fraud and bot prevention, preferences and essential operation. Non-essential cookies or tracking technologies will be used only where permitted and, where required, after valid consent.
- 12.3 Information submitted through a Website enquiry, trial or registration form must be accurate and must not include patient records, clinical notes, medical documents or other unnecessary special-category data.
- 12.4 Public registration may use anti-bot controls that process limited browser and network signals. Registration form contents should not be intentionally included in anti-bot verification payloads.

13. Security and reporting

- 13.1 You are responsible for securing your device, browser, network and internet connection. Public Website access does not authorise access to the Service, its infrastructure or another person's Account or data.
- 13.2 If you identify a suspected vulnerability, compromised page, unlawful content or intellectual-property concern, notify support@mtxstudio.com promptly with enough information for investigation. Do not exploit a vulnerability, access personal data, disrupt service or publish details before a reasonable remediation opportunity.
- 13.3 We may preserve relevant evidence, investigate reports and cooperate with competent authorities where required by law. Reporting does not create a reward entitlement or authorise security testing.

14. Availability and changes

- 14.1 The Website is provided on an availability basis. We do not promise that it or every item of content will always be available, uninterrupted, secure, complete or error-free.
- 14.2 We may update, correct, suspend, restrict, withdraw or change the Website or content for maintenance, security, operational, legal or commercial reasons. Where practicable, material planned interruptions will be communicated appropriately.
- 14.3 We may restrict Website availability by location or device where reasonably necessary for law, security or service operation.

15. Accuracy and reliance

- 15.1 We use reasonable efforts to keep material information current, but Website content may become incomplete, outdated or inaccurate. Publication dates and update dates should be considered when relying on an article or guide.
- 15.2 You should verify material product, legal, regulatory or clinical information before acting. Website content is not a guarantee, offer or contractual commitment unless an accepted Order or the SaaS Terms expressly incorporates it.
- 15.3 Where the Website contains user or third-party statements, those views belong to their authors and are not necessarily ours.

16. Liability

- 16.1** Nothing in these Terms excludes or limits liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation, or any other liability that cannot lawfully be excluded or limited. Nothing affects mandatory consumer rights that may apply to you.
- 16.2** If you use the Website for business purposes, then, to the fullest extent permitted by law: all implied conditions, warranties and representations relating to the Website are excluded; we are not liable for loss of profit, revenue, business, opportunity, anticipated savings, goodwill, reputation or data, business interruption, or indirect or consequential loss; and we are not liable for loss caused by reliance on general Website content where you did not carry out reasonable verification.
- 16.3** If you use the Website as a consumer, we are responsible only for loss or damage that is a foreseeable result of our breach of these Terms or failure to use reasonable care and skill. We are not responsible for business losses, and nothing on the Website is supplied for personal clinical treatment or decision-making.
- 16.4** We are not responsible for loss caused by your breach, device or network insecurity, unauthorised security testing, third-party websites, or events beyond our reasonable control. This does not exclude liability where doing so would be unlawful.
- 16.5** Liability relating to an Account, trial, subscription, Customer Data, support or the authenticated Service is governed by the SaaS Terms and DPA, not this section.

17. Restriction and termination

- 17.1** We may block, suspend or terminate Website access, remove submitted material or take proportionate protective action if we reasonably believe you have breached these Terms, created a security or legal risk, infringed rights or harmed the Website, Plinical, another user or a third party.
- 17.2** Where reasonable and lawful, we will limit action to what is necessary and may give an opportunity to remedy. Serious unlawful conduct, deliberate compromise or urgent risk may require immediate action without notice.
- 17.3** Restriction of public Website access does not automatically terminate a Customer's Service Agreement. Account or Service suspension is governed by the SaaS Terms.
- 17.4** Provisions intended to continue after access ends survive, including intellectual property, liability, governing law and accrued rights.

18. Changes to these Terms

- 18.1** We may update these Terms to reflect changes in law, the Website, security, business operations or good practice. The current version will show its last-updated date.
- 18.2** Material changes apply from the stated effective date. Continued use after that date constitutes acceptance. If you do not agree, stop using the Website.
- 18.3** Changes to a Customer's subscription relationship are governed by the change provisions in the SaaS Terms and cannot be made merely by changing these Website Terms.

19. General

- 19.1** If a provision is invalid or unenforceable, it will be modified to the minimum extent necessary or deleted, and the remaining provisions continue.
- 19.2** A delay or failure to enforce a right is not a waiver. No person other than you and MTX STUDIO Ltd has a right under the Contracts (Rights of Third Parties) Act 1999 to enforce these Terms.
- 19.3** These Terms and any non-contractual obligations arising from them are governed by the law of England and Wales. The courts of England and Wales have exclusive jurisdiction for business users. If you are a consumer, mandatory law and any court rights available where you live are unaffected.
- 19.4** These Terms are the entire agreement about public Website access. They do not replace the Privacy Notice, Cookie Policy, SaaS Terms, Order or DPA for their respective subject matter.

20. Contact and document control

- 20.1** Sales and general Website enquiries may be sent to hello@mtxstudio.com. Legal, security and intellectual-property notices may be sent to support@mtxstudio.com or by post to MTX STUDIO Ltd at the registered office in clause 2.
- 20.2** Document control: Version 2.1. Last updated 4 September 2026. Effective 1 September 2026. This version replaces Version 2.0 from its effective date.

End of Terms