THE AUCTION COMPANY (UK) LTD

Website Acceptable Use Policy

Version 2.0 · Effective 23 November 2026

Document	Website Acceptable Use Policy
Version	2.0
Status	Approved by Ray Purchase, Managing Director.
Effective date	23 November 2026
Supersedes	Acceptable Use Policy dated 21 November 2022

This acceptable use policy sets out the terms on which you may access and use our website, www.theauctioncompany.co.uk (**our site**). It applies to all users of, and visitors to, our site.

By using our site, you accept and agree to comply with this acceptable use policy. It forms part of, and should be read with, our **Website Terms of Use**, which are available on our site or on request. Our Privacy Notice and Cookie Policy explain how we use personal data and cookies. Bidding and registration on our online auction platform, auctions.theauctioncompany.co.uk, which is provided by EIG, are also governed by that platform's own terms. If you do not agree, you must not use our site.

Who we are

www.theauctioncompany.co.uk is operated by The Auction Company (UK) Ltd (**we**, **us**, **our**). We are registered in England and Wales under company number 12043088, and our registered office and trading address is 5 Regent Street, Rugby, Warwickshire, CV21 2PE.

Prohibited uses

You may use our site only for lawful purposes. You may not use our site:

- in any way that breaches any applicable local, national or international law or regulation;
- in any way that is unlawful or fraudulent, or has any unlawful or fraudulent purpose or effect;
- for the purpose of harming or attempting to harm children in any way;
- to send, knowingly receive, upload, download, use or re-use any material that does not comply with our content standards (see below);
- to transmit, or procure the sending of, any unsolicited or unauthorised advertising or promotional material or any other form of similar solicitation (spam); or
- to knowingly transmit any data, or send or upload any material, that contains viruses, Trojan horses, worms, time-bombs, keystroke loggers, spyware, adware or any other harmful programs or similar computer code designed to adversely affect the operation of any computer software or hardware.

You also agree:

- not to reproduce, duplicate, copy or re-sell any part of our site in breach of our Website Terms of Use; and
- not to access without authority, interfere with, damage or disrupt any part of our site; any equipment or network on which our site is stored; any software used to provide our site; or any equipment, network or software owned or used by any third party.

Interactive services

Our site includes interactive features such as enquiry and offer forms and our auction quiz (**interactive services**). We do not currently provide chat rooms, forums or other services where users can publish content for others to see. If we introduce one, we will explain how it works and whether it is moderated before you use it.

Our site is intended for adults. Children should only use our interactive services with the consent of a parent or guardian.

Content standards

These content standards apply to any and all material that you contribute to our site (**contributions**), and to any interactive services associated with it. You must comply with the spirit and the letter of these standards, which apply to each part of any contribution as well as to the whole.

Contributions must:

- be accurate (where they state facts);
- be genuinely held (where they state opinions); and
- comply with applicable law in the UK and in any country from which they are posted.

Contributions must not:

- contain any material that is defamatory of any person;
- contain any material that is obscene, offensive, hateful or inflammatory;
- promote sexually explicit material;
- promote violence;
- promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age;
- infringe any copyright, database right or trade mark of any other person;
- be likely to deceive any person;
- be made in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence;
- promote any illegal activity;
- be threatening or abusive, invade another person's privacy, or cause annoyance, inconvenience or needless anxiety;
- be likely to harass, upset, embarrass, alarm or annoy any other person;
- be used to impersonate any person, or to misrepresent your identity or affiliation with any person;
- give the impression that they come from us, if this is not the case; or
- advocate, promote or assist any unlawful act, such as (by way of example only) copyright infringement or computer misuse.

Suspension and termination

We will decide, in our discretion, whether there has been a breach of this acceptable use policy through your use of our site. Where a breach has occurred, we may take such action as we consider appropriate.

Failure to comply with this acceptable use policy is a material breach of the Website Terms of Use on which you are permitted to use our site, and may result in our taking all or any of the following actions:

- immediate, temporary or permanent withdrawal of your right to use our site;
- immediate, temporary or permanent removal of any posting or material you have uploaded to our site;
- issuing a warning to you;
- legal proceedings against you for reimbursement of all costs on an indemnity basis (including, but not limited to, reasonable administrative and legal costs) resulting from the breach;
- further legal action against you; and
- disclosure of such information to law enforcement authorities as we reasonably feel is necessary.

We exclude our liability for all action we may take in response to breaches of this acceptable use policy. The actions described above are not exhaustive, and we may take any other action we reasonably consider appropriate.

Governing law

This acceptable use policy, and any dispute or claim arising out of or in connection with it, is governed by the law of England and Wales, and the courts of England and Wales have jurisdiction, as set out in our Website Terms of Use.

Changes to this acceptable use policy

We may revise this acceptable use policy at any time by publishing a new version on our site. Please check it from time to time to take note of any changes we make, as they are legally binding on you. Some of the provisions in this acceptable use policy may also be superseded by provisions or notices published elsewhere on our site.

Contact us

If you have any concerns or questions about this policy, please email compliance@theauctioncompany.co.uk, call 0333 207 2707, or write to:

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