

SIGNATURE SELECTION TERMS

1. Introduction

- 1.1. These Signature Selection Terms apply to your purchase of Signature Selection (£29.99) (the “Service”) from ALFA Prestige LTD (“we”, “us”, or “ALFA Prestige”).
- 1.2. These terms explain what Signature Selection is, how your results are produced, and your right to cancel.
- 1.3. These Signature Selection Terms apply in addition to, and should be read alongside, our [Terms and Conditions of Use](https://alfaprestige.co.uk/documents/TermsAndConditions.pdf) (https://alfaprestige.co.uk/documents/TermsAndConditions.pdf) and our [Privacy Policy](https://alfaprestige.co.uk/documents/PrivacyPolicy.pdf) (https://alfaprestige.co.uk/documents/PrivacyPolicy.pdf), which continue to apply to your use of the Website and our customer portal generally. If there is a conflict between these Signature Selection Terms and our Terms and Conditions of Use in relation to the Service, these Signature Selection Terms will take precedence.
- 1.4. These Signature Selection Terms are dated 22 September 2026 (version 2026-09-22.1). We may update these terms from time to time; the version that applied at the point you purchased the Service is the version that governs that purchase, unless we are required by law to apply a later version to you.
- 1.5. These terms are written on the basis that you are purchasing the Service as a consumer — that is, an individual acting wholly or mainly for purposes outside your trade, business, craft or profession. If you are purchasing the Service for or on behalf of a business, the consumer protections described in these terms, including the cancellation rights in clause 4, will not apply to you, and your purchase will instead be governed by these terms to the extent they are capable of applying to a business purchase.

2. What This Service Is

- 2.1. You complete an in-depth questionnaire about your budget, lifestyle and priorities. Based on your answers, our proprietary rating algorithm analyses data points from a fixed internal dataset and selects three personalised vehicle recommendations. For each recommendation you receive: a make, model and year range; a rough price range and a comparison against typical market selling prices; any commonly known issues and reliability data for that model; a suitability score showing how closely it matches your stated requirements; an overview of typical technical specifications and trims; and an overview of finance options that may be available. No ALFA Prestige team member reviews or selects your results before they are sent to you.
- 2.2. The written explanation you receive alongside your results is generated by an AI system. It is generated using the information produced by our matching algorithm and is intended to explain those results in plain English; it does not perform its own matching. AI-generated wording may occasionally contain inaccuracies or oversimplifications, so the make, model, year range, price range and identified issues shown in your results are the primary output; treat the written explanation as a helpful summary of them, not as a separate source of fact.
- 2.3. Your results describe types of vehicle that may suit your brief — they are not a search, review or verification of any specific vehicle for sale, and we do not check whether a matching vehicle is currently available to buy. If you go on to view or buy a vehicle matching your results, that purchase is between you and the seller; we are not involved in it, are not your agent, and you are responsible for checking the vehicle's identity, history, condition, documentation and suitability yourself.

3. Your Results

- 3.1. You will receive three vehicle recommendations based on the information submitted in your questionnaire. If, due to an error in our system, your results materially fail to reflect the information you submitted, please contact us and we will either regenerate the results at no additional cost or provide an appropriate refund.

4. Your Right to Cancel

- 4.1. This clause applies only where you are purchasing the Service as a consumer, as described in clause 1.5. Under the Consumer Contracts Regulations, you normally have 14 days to cancel a service bought at a distance and receive a full refund.
- 4.2. Because your results are generated instantly, before we produce them we ask you to expressly request that we begin immediately, and to acknowledge that once your results have been delivered to you, you lose your right to cancel. We record that acknowledgement against your order at the moment you give it.
- 4.3. Until you make that request, nothing has been produced for you and your standard cancellation rights are unaffected. Once your results have been delivered, the service is complete; the guarantee in clause 3.1 above continues to apply, but there is no separate part-refund for cancelling after delivery.

5. Our Liability

- 5.1. Nothing in these Signature Selection Terms excludes or limits our liability for:
 - a. death or personal injury caused by our negligence;
 - b. fraud or fraudulent misrepresentation; or
 - c. any other liability which cannot be excluded or limited under English law, including your rights under the Consumer Rights Act 2015.
- 5.2. Subject to the exceptions set out above, our total liability to you arising out of or in connection with the Service, whether in contract, tort (including negligence), or otherwise, is limited to the amount you paid us for it.
- 5.3. Subject to the exceptions set out above, we are not liable to you for any loss of profit, loss of opportunity, or other indirect or consequential loss arising out of or in connection with the Service.

6. Your Data

- 6.1. The information you give us in your questionnaire, and the results and written explanation we produce for you, are stored securely and kept only as long as needed to provide this service and to meet our record-keeping obligations, as set out in our Privacy Policy.

7. Questions About These Terms

- 7.1. If anything in these Signature Selection Terms is unclear, or you want to discuss your results, contact us using the details below and we will deal with it directly.
- 7.2. ALFA Prestige LTD is a company registered in England and Wales under company number 17470174, whose registered office is at 29 Ascough Wynd, Aiskew, Bedale, England, DL8 1AT.
- 7.3. You can contact ALFA Prestige by email at alfiehill@alfaprestige.co.uk or through our official social media channels and contact forms provided on the Website.