

Terms of Service

Last Updated: 16/02/2026

Welcome to **Spark Emotions**. These Terms of Service ("Terms") govern your access to and use of our website located at <https://sparkemotions.com/> (the "Site") and any services, content, or data provided by Spark Emotions (collectively, the "Services").

By accessing or using our Services, you agree to be bound by these Terms. If you do not agree to these Terms, please refrain from using the Site.

1. Description of Service

Spark Emotions is a global behavioural research agency. We use consumer psychology and behavioural science to decode human decision-making. Our Services include market research, data collection via our conversational AI probing, and the use of our proprietary **Spark Moments™** platform. **Spark Emotions operates as part of an integrated group alongside That Global View.**

2. Intellectual Property Rights

All content on this Site, including but not limited to text, graphics, logos, images, behavioural frameworks, data compilations, and software (specifically the **Spark Moments™** platform) is the property of Spark Emotions or its content suppliers.

- **Ownership:** This content is protected by United Kingdom and international copyright laws, database rights, and unregistered trademark rights under common law.
- **Limited Licence:** You are granted a limited, non-exclusive licence to access the Site for professional research and informational purposes.
- **Restrictions:** You may not reproduce, "scrape", or redistribute our behavioural datasets or proprietary methodologies without express written authorisation.

3. Use of the Site

You agree to use the Site only for lawful purposes. You are prohibited from:

- Using the Site to harvest data for the purpose of training third-party AI models without a specific commercial licence from us.
- Attempting to bypass any security measures or data integrity checks
- Post or transmit any material that is defamatory, offensive, or otherwise objectionable.

4. Professional Insights and "Emotional Truth"

The insights and psychological findings shared on this Site are based on our proprietary research and the "Sweet Spot" methodology (Emotion, Behaviour, and Context). While we strive for the highest academic and commercial precision, these insights are provided for general guidance and do not constitute a guarantee of specific commercial performance.

5. Group Companies and External Links

- **Group Companies:** As part of our group structure, this Site may link to or reference **That Global View**. While we operate as an integrated group, specific services provided by That Global View may be governed by their own respective terms.
- **Third-Party Links:** We may provide links to external websites (e.g. industry bodies like the MRS or social media platforms). We are not responsible for the content or privacy practices of these external sites.

6. Disclaimer of Warranties

The Services are provided on an "as is" and "as available" basis. To the maximum extent permitted by UK law, Spark Emotions disclaims all warranties, express or implied, regarding the accuracy or reliability of the content on this Site.

7. Limitation of Liability

Nothing in these Terms shall limit or exclude our liability for death or personal injury resulting from our negligence, or for fraud. Subject to that, Spark Emotions shall not be liable for any indirect or consequential loss, loss of profit, or loss of data arising out of your use of the Site or our research insights.

8. Data Protection and Privacy

We are committed to protecting the privacy of our clients and research participants. Please see our **Privacy Policy** (<https://sparkemotions.com/wp-content/uploads/2026/02/Spark-Emotions-Privacy-Policy.pdf>) for details on how we handle personal data in compliance with the UK GDPR and the Data Protection Act 2018.

9. Governing Law

These Terms and any dispute arising out of them shall be governed by and construed in accordance with the **laws of England and Wales**. The courts of England and Wales shall have exclusive jurisdiction.

10. Contact Us

For any queries regarding these Terms, please contact us:

- **Email:** hello@sparkemotions.com
- **Address:** The Courtyard, High Street, Ascot, SL5 7HP