

Terms and Conditions

Endless Pleasure Limited

Effective Date25/06/2025

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1. Introduction and Acceptance

Welcome to Endless Pleasure, the premier destination for sexual wellness products and accessories in the United Kingdom. These Terms and Conditions ("Terms") constitute a legally binding agreement between you ("Customer," "user," or "you") and Endless Pleasure Limited ("Company," "we," "us," or "our") regarding your use of our website www.endlesspleasure.co.uk (the "Website") and the purchase of products and services offered through the Website.

By accessing, browsing, or using our Website, creating an account, placing an order, or otherwise engaging with our services, you acknowledge that you have read, understood,

and agree to be bound by these Terms in their entirety. If you do not agree with any part of these Terms, you must not use our Website or services.

These Terms apply to all visitors, users, and customers of our Website, including without limitation users who are browsers, vendors, customers, merchants, and contributors of content. Please read these Terms carefully before accessing or using our Website.

We may to update, change, or replace any part of these Terms by posting updates and changes to our Website. It is your responsibility to check our Website periodically for changes. Your continued use of or access to our Website following the posting of any changes constitutes acceptance of those changes.

2. Company Information

Company Name: Endless Pleasure Limited

Registered Office: C/O Shaw & Co, 3 Colegate, Norwich, Norfolk, England, NR3 1BN

Company Registration Number: 12345678

VAT Registration Number: 12345678

Email: support@endlesspleasure.co.uk

Website: www.endlesspleasure.co.uk

Endless Pleasure Limited is a company incorporated and registered in England and Wales. Our registered office address serves as our official business address for all legal and administrative purposes. All correspondence should be directed to our customer service email address unless otherwise specified.

We aim to provide exceptional customer service and maintain the highest standards of business conduct. Our team is dedicated to ensuring your shopping experience is discreet, secure, and satisfactory. We understand the sensitive nature of our products and treat all customer interactions with the utmost confidentiality and professionalism.

3. Definitions

For the purposes of these Terms, the following definitions apply:

“Account” means the personal account created by a Customer on our Website, which allows access to certain features and services.

“Customer” or “User” means any individual who accesses or uses our Website, creates an account, or purchases products or services from us.

“Content” means all text, graphics, images, music, software, audio, video, information, or other materials appearing on or emanating from the Website.

“Order” means a request by a Customer to purchase one or more products from our Website, which becomes a binding contract upon our acceptance.

“Personal Data” means any information relating to an identified or identifiable natural person, as defined under applicable data protection laws.

“Products” means all goods, merchandise, and items offered for sale through our Website, including but not limited to sexual wellness products, adult toys, accessories, and related items.

“Services” means all services provided by us through our Website, including but not limited to customer support, product recommendations, and account management.

“Website” means www.endlesspleasure.co.uk and all associated subdomains, mobile applications, and digital platforms operated by us.

“Working Days” means Monday to Friday, excluding public holidays in England and Wales.

These definitions are provided to ensure clarity and understanding throughout these Terms. Where context requires, singular terms include the plural and vice versa.

4. Age Restrictions and Verification

4.1 Minimum Age Requirement

Our Website and all products offered through it are intended exclusively for adults aged 18 years and over. By using our Website or purchasing our products, you represent and warrant that you are at least 18 years of age and have the legal capacity to enter into binding contracts under applicable law.

The sale and purchase of sexual wellness products to persons under the age of 18 is prohibited by law. We take our legal obligations seriously and have implemented robust age verification measures to prevent underage access to our Website and products.

4.2 Age Verification Process

Upon accessing certain areas of our Website or attempting to make a purchase, you may be required to verify your age through our secure age verification system. This process may include:

- Declaration of age through electronic confirmation
- Verification through third-party age verification services
- Request for identification documents where legally permitted and necessary
- Credit card verification as an additional age confirmation method

We may request additional age verification at any time and to refuse service to anyone who cannot adequately prove they meet our age requirements. Failure to provide satisfactory age verification will result in immediate termination of access to our Website and cancellation of any pending orders.

4.3 Parental Responsibility

If you are a parent or guardian, you are responsible for ensuring that minors under your care do not access our Website or attempt to purchase our products. We recommend implementing appropriate parental controls and monitoring software to prevent unauthorised access by minors.

4.4 Consequences of Underage Access

If we discover that a person under the age of 18 has accessed our Website, created an account, or attempted to make a purchase, we will immediately:

- Terminate the account and block further access
- Cancel any pending orders and process full refunds
- Remove any personal data collected, subject to legal retention requirements
- Report the incident to relevant authorities if required by law

We may to pursue legal action against individuals who knowingly provide false age information or assist minors in accessing our Website or products.

5. Website Usage Terms

5.1 Permitted Use

You may use our Website solely for lawful purposes and in accordance with these Terms. Specifically, you may:

- Browse our product catalog and read product information
- Create a personal account for purchasing purposes
- Place orders for products in accordance with our ordering process
- Access customer support and account management features
- Download and print content for personal, non-commercial use

Your use of our Website must not infringe upon the rights of others or restrict or inhibit anyone else's use and enjoyment of the Website. You agree to use our Website responsibly and in compliance with all applicable laws and regulations.

5.2 Prohibited Activities

You are expressly prohibited from engaging in any of the following activities:

Data Mining and Automated Access: You shall not conduct, facilitate, authorize, or permit any text or data mining, web scraping, or automated data extraction in relation to our Website. This includes using any robot, bot, spider, scraper, or other automated device, program, tool, algorithm, code, process, or methodology to access, obtain, copy, monitor, or republish any portion of our Website or its content.

Commercial Exploitation: You may not use our Website or its content for any commercial purpose without our prior written consent. This includes reselling products, using our content for marketing purposes, or incorporating our materials into other commercial ventures.

Intellectual Property Infringement: You may not copy, reproduce, distribute, transmit, broadcast, display, sell, licence, or otherwise exploit any content from our Website without our express written permission.

Unauthorised Access: You may not attempt to gain unauthorised access to any portion of our Website, other accounts, computer systems, or networks connected to our Website through hacking, password mining, or any other means.

Malicious Activities: You may not introduce viruses, trojans, worms, logic bombs, or other material that is malicious or technologically harmful to our Website or its users.

5.3 Account Security

If you create an account on our Website, you are responsible for maintaining the confidentiality of your account credentials and for all activities that occur under your account. You agree to:

- Choose a strong, unique password for your account
- Keep your login credentials confidential and not share them with others
- Notify us immediately of any unauthorised use of your account
- Log out of your account when finished using our Website
- Update your account information to ensure it remains accurate and current

We may to suspend or terminate accounts that we reasonably believe have been compromised or are being used in violation of these Terms.

5.4 User-Generated Content

If our Website allows you to submit reviews, comments, or other content, you retain ownership of such content but grant us a worldwide, royalty-free, perpetual, irrevocable licence to use, reproduce, modify, adapt, publish, translate, distribute, and display such content in any media.

You represent and warrant that any content you submit:

- Is accurate and not misleading
- Does not infringe upon the rights of any third party
- Does not contain defamatory, obscene, or offensive material
- Complies with all applicable laws and regulations

We may to remove any user-generated content that violates these Terms or that we deem inappropriate for any reason.

6. Product Information and Availability

6.1 Product Descriptions

We aim to provide accurate and detailed descriptions of all products offered on our Website. Product information includes specifications, features, materials, dimensions, and other relevant details to help you make informed purchasing decisions.

However, we do not warrant that product descriptions, images, or other content on our Website are accurate, complete, reliable, current, or error-free. Product images are for

illustrative purposes only and may not reflect the exact appearance of the actual product due to variations in photography, lighting, and display settings.

6.2 Product Availability

All products are subject to availability. We make every effort to ensure that stock levels displayed on our Website are accurate, but we cannot guarantee that products will remain in stock between the time you view them and the time you place your order.

If a product becomes unavailable after you have placed an order, we will notify you as soon as possible and offer you the following options:

- Wait for the product to be restocked (if applicable)
- Accept a substitute product of equal or greater value
- Cancel your order and receive a full refund

6.3 Pricing

All prices displayed on our Website are in British Pounds Sterling (GBP) and include Value Added Tax (VAT) at the applicable rate unless otherwise stated. Prices are subject to change without notice, but any changes will not affect orders that have already been confirmed.

We may to correct pricing errors on our Website, even after an order has been placed. If we discover a pricing error in your order, we will contact you to inform you of the correct price and give you the option to proceed with the order at the correct price or cancel your order for a full refund.

6.4 Product Safety and Standards

All products sold through our Website meet applicable safety standards and regulations. We work exclusively with reputable manufacturers and suppliers who adhere to strict quality control measures.

For electronic products, we ensure compliance with relevant safety standards including UKCA marking where required. We provide appropriate safety information and usage instructions with all products to ensure safe and proper use.

If you have any concerns about product safety or experience any issues with a product, please contact our customer service team immediately.

7. Ordering and Payment

7.1 Order Process

When you place an order through our Website, you are making an offer to purchase the selected products subject to these Terms. Your order constitutes an offer that we may accept or decline at our sole discretion.

The ordering process involves the following steps:

21. Product Selection: Browse our catalog and add desired items to your shopping basket
22. Account Creation/Login: Create an account or log in to your existing account
23. Delivery Information: Provide accurate delivery address and contact details
24. Payment Information: Enter valid payment details through our secure payment system
25. Order Review: Review your order details, including products, quantities, and total cost
26. Order Confirmation: Submit your order by clicking the final confirmation button

7.2 Order Acceptance

Your order represents an offer to purchase products from us. We may to accept or decline your order for any reason, including but not limited to:

- Product unavailability
- Pricing errors
- Suspected fraudulent activity
- Failure to meet age verification requirements
- Violation of these Terms

We will send you an order confirmation email once we have accepted your order. This confirmation constitutes acceptance of your offer and creates a binding contract between you and us. If we cannot accept your order, we will notify you and will not charge your payment method.

7.3 Payment Methods

We accept the following payment methods:

- Major credit cards (Visa, Mastercard, American Express)
- Debit cards
- PayPal
- Other secure payment methods as displayed at checkout

All payments are processed through secure, encrypted payment systems that comply with Payment Card Industry Data Security Standards (PCI DSS). We do not store your complete payment card details on our systems.

7.4 Payment Authorization

By providing payment information, you authorize us to charge the specified amount to your chosen payment method. You represent and warrant that:

- You are authorised to use the payment method provided
- The payment information you provide is accurate and complete
- You have sufficient funds or credit available to complete the transaction
- You will honour all charges incurred through your account

7.5 Payment Security

We take payment security seriously and employ industry-standard security measures to protect your financial information. However, you are responsible for:

- Keeping your payment information confidential
- Monitoring your accounts for unauthorised transactions
- Reporting any suspicious activity to us and your financial institution immediately

8. Delivery and Risk

8.1 Delivery Areas

We currently deliver to addresses within the United Kingdom only. We do not ship to international destinations, PO boxes, or military addresses. All deliveries must be to a physical address where someone can receive the package during normal delivery hours.

8.2 Delivery Methods and Timeframes

We offer several delivery options to meet your needs:

Standard Delivery (3-5 Working Days): Free for orders over £50, otherwise £4.95 Express Delivery (1-2 Working Days): £7.95 Next Working Day Delivery: £12.95 (orders placed before 2 PM)

Delivery timeframes are estimates and may vary due to factors beyond our control, including weather conditions, carrier delays, or high demand periods. We will make every effort to deliver your order within the estimated timeframe but cannot guarantee specific delivery dates.

8.3 Discreet Packaging

We understand the private nature of our products and ensure all orders are packaged discreetly. Our packaging features:

- Plain, unmarked outer packaging with no indication of contents
- Discrete return address that does not identify the nature of our business
- No external labeling or branding that could reveal the contents
- Secure packaging to protect products during transit

8.4 Delivery Requirements

Age Verification at Delivery: Our delivery partners may require age verification upon delivery. You must be prepared to provide valid identification proving you are 18 years or older. If age verification cannot be completed, the package will be returned to us.

Delivery Attempts: Our carriers will typically make up to three delivery attempts. If delivery cannot be completed after three attempts, the package will be returned to us, and you will be contacted to arrange redelivery or collection.

Delivery Address Accuracy: You are responsible for providing accurate delivery information. We are not liable for delays or failed deliveries resulting from incorrect or incomplete address information.

8.5 Risk and Title Transfer

Risk of loss and title to products pass to you upon delivery to the address you specified. Once delivered, you are responsible for the products, including any loss, damage, or theft that may occur.

If you are not available to receive delivery, you may authorize someone else to receive the package on your behalf, provided they are over 18 years of age. However, you remain responsible for ensuring that the recipient is over 18 years of age and authorised to receive adult products.

9. Returns, Refunds and Cancellations

9.1 Your Cancellation Rights

Under the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013, you have the right to cancel your order within 14 days of receiving your products without giving any reason. This is known as your “cooling-off period.”

To exercise your right of cancellation, you must inform us of your decision by sending a clear statement to our customer service email address. You may use the model cancellation form provided below, but it is not obligatory.

Model Cancellation Form:

To: Endless Pleasure Limited, support@endlesspleasure.co.uk

I hereby give notice that I cancel my contract of sale of the following goods: -

Order number: [insert order number]

Ordered on: [insert date]

Received on: [insert date]

Name: [insert your name]

Address: [insert your address]

Signature: [insert signature if sending by post]

Date: [insert date]

9.2 Hygiene and Health Exemptions

Important Notice: Due to health and hygiene considerations, certain products are exempt from the standard 14-day return policy. These exemptions apply to:

- Products that have been unsealed or removed from their original packaging
- Intimate or personal hygiene products that have been used or tested
- Custom or personalised products made to your specifications
- Products that deteriorate rapidly or have a short shelf life

These exemptions are in accordance with Regulation 28 of the Consumer Contracts Regulations 2013, which states that the right of withdrawal does not apply to “goods which are not suitable for return due to health protection or hygiene reasons and were unsealed after delivery.”

9.3 Return Process

If you wish to return eligible products, you must:

- Contact Us: Email our customer service team within 14 days of receiving your order
- Return Authorization: Wait for our return authorization and instructions
- Package Products: Return products in their original, unopened packaging
- Include Documentation: Include a copy of your order confirmation or receipt
- Ship Products: Send products back to us using a trackable shipping method

You are responsible for the cost of returning products unless the return is due to our error (e.g., wrong item sent, defective product).

9.4 Refund Process

Once we receive and inspect your returned products, we will notify you of the approval or rejection of your refund. If approved, your refund will be processed within 14 days using the same payment method you used for the original purchase.

We may withhold the refund until we have received the goods back or you have supplied evidence of having sent back the goods, whichever is the earliest.

9.5 Faulty or Damaged Products

If you receive a faulty or damaged product, please contact us immediately. We will arrange for the product to be collected at no cost to you and will provide a full refund or replacement, as you prefer.

Your statutory rights under the Consumer Rights Act 2015 are not affected by these Terms. If products are not of satisfactory quality, fit for purpose, or as described, you may be entitled to additional remedies including repair, replacement, or compensation.

10. Consumer Rights

10.1 Your Statutory Rights

Nothing in these Terms affects your statutory rights as a consumer under UK law, including but not limited to the Consumer Rights Act 2015, the Consumer Contracts (Information,

Cancellation and Additional Charges) Regulations 2013, and other applicable consumer protection legislation.

10.2 Consumer Rights Act 2015

Under the Consumer Rights Act 2015, products must be:

- **Of Satisfactory Quality:** Products must meet the standard that a reasonable person would consider satisfactory, taking into account the description, price, and other relevant circumstances
- **Fit for Purpose:** Products must be suitable for their intended use and any specific purpose you made known to us
- **As Described:** Products must match their description and any samples or models shown

10.3 Remedies for Faulty Goods

If products do not meet these requirements, you have the following rights:

Short-term Right to Reject (30 days): You can reject faulty goods and get a full refund within 30 days of purchase.

Right to Repair or Replacement: After 30 days, you can ask for the product to be repaired or replaced if it develops a fault.

Right to Price Reduction or Final Right to Reject: If repair or replacement is not possible or fails, you can claim a price reduction or reject the product and get a partial or full refund.

10.4 Digital Content Rights

If we provide any digital content (such as downloadable guides or apps), this content must be of satisfactory quality, fit for purpose, and as described. You have similar rights to remedies if digital content is faulty.

11. Privacy and Data Protection

11.1 Data Protection Commitment

We aim to protect your privacy and personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. We understand that the nature of our business means we may process sensitive personal data, and we take additional care to ensure this information is handled securely and lawfully.

11.2 Privacy Policy

Our comprehensive Privacy Policy, which forms part of these Terms, explains in detail how we collect, use, store, and protect your personal information. Please read our Privacy Policy carefully to understand your rights and our obligations regarding your personal data.

11.3 Sensitive Personal Data

Due to the nature of our products, your purchase history may reveal information about your private life. We treat this information as sensitive personal data and process it only:

- To fulfil your orders and provide customer service
- With your explicit consent for marketing purposes
- As required by law or to protect our legitimate interests

11.4 Data Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

12. Intellectual Property Rights

12.1 Our Intellectual Property

All content on our Website, including but not limited to text, graphics, logos, images, audio clips, video clips, data compilations, and software, is our property or the property of our licensors and is protected by UK and international copyright, trademark, and other intellectual property laws.

12.2 Limited Licence

We grant you a limited, non-exclusive, non-transferable licence to access and use our Website for personal, non-commercial purposes in accordance with these Terms. This licence does not include any right to:

- Resell or make commercial use of our Website or its contents
- Make derivative works based on our Website or its contents
- Use data mining, robots, or similar data gathering tools
- Download or copy account information for the benefit of another merchant

12.3 Trademark Rights

“Endless Pleasure” and our logo are trademarks of Endless Pleasure Limited. You may not use our trademarks without our prior written consent. All other trademarks, service marks, and trade names used on our Website are the property of their respective owners.

12.4 Copyright Infringement

We respect the intellectual property rights of others and expect our users to do the same. If you believe that any content on our Website infringes your copyright, please contact us with the following information:

- A description of the copyrighted work you claim has been infringed

- A description of where the allegedly infringing material is located on our Website
- Your contact information
- A statement that you have a good faith belief that the use is not authorised
- A statement that the information you provide is accurate and that you are the copyright owner or authorised to act on behalf of the copyright owner

13. Prohibited Uses

13.1 General Prohibitions

You may not use our Website for any unlawful purpose or to solicit others to perform unlawful acts. You may not violate any international, federal, provincial, or state regulations, rules, or laws while using our Website.

13.2 Specific Prohibited Activities

You specifically agree not to:

- Use our Website in any way that could damage, disable, overburden, or impair our servers or networks
- Attempt to gain unauthorised access to any part of our Website, other accounts, or computer systems
- Use our Website to transmit or distribute viruses, malware, or other harmful code
- Engage in any form of automated data collection or extraction
- Impersonate any person or entity or falsely state or misrepresent your affiliation with any person or entity
- Use our Website to harass, abuse, insult, harm, defame, slander, disparage, intimidate, or discriminate
- Submit false or misleading information
- Use our Website for any commercial purpose without our express written consent

13.3 Enforcement

We may terminate your access to our Website immediately, without prior notice or liability, if you breach any of these prohibited uses or any other provision of these Terms.

14. Disclaimers and Limitations of Liability

14.1 Website Availability

While we strive to ensure our Website is available 24/7, we do not guarantee uninterrupted access. Our Website may be temporarily unavailable due to maintenance, updates, or circumstances beyond our control. We are not liable for any loss or damage resulting from Website unavailability.

14.2 Information Accuracy

We make every effort to ensure the information on our Website is accurate and up-to-date. However, we do not warrant the accuracy, completeness, or reliability of any information on our Website. You use this information at your own risk.

14.3 Limitation of Liability

Nothing in these Terms limits or excludes our liability for death or personal injury caused by our negligence, or for any other liability which cannot be limited or excluded under applicable law.

To the fullest extent permitted by law, our liability to you for any loss or damage arising from your use of our Website or purchase of our products is limited to the amount you paid for the specific product or service that gave rise to the claim.

We are not liable for any indirect, incidental, special, consequential, or punitive damages, including but not limited to loss of profits, data, use, goodwill, or other intangible losses, even if we have been advised of the possibility of such damages.

14.4 Exclusions

Some jurisdictions do not allow the exclusion of certain warranties or the limitation of liability for consequential or incidental damages. In such jurisdictions, our liability is limited to the fullest extent permitted by law.

15. Indemnification

You agree to defend, indemnify, and hold harmless Endless Pleasure Limited, its officers, directors, employees, agents, and affiliates from and against any and all claims, damages, obligations, losses, liabilities, costs, or debt, and expenses (including but not limited to attorney's fees) arising from:

- Your use of our Website
- Your violation of these Terms
- Your violation of any third party's rights, including intellectual property rights
- Any false or misleading information you provide
- Your breach of any law or regulation

This indemnification obligation will survive the termination of these Terms and your use of our Website.

16. Force Majeure

We are not liable for any failure or delay in performing our obligations under these Terms if such failure or delay results from circumstances beyond our reasonable control, including but not limited to acts of God, natural disasters, war, terrorism, labor disputes, government actions, or supplier failures.

In the event of force majeure, we will make reasonable efforts to minimize the impact and will notify you of any significant delays. If the force majeure event continues for more than 30 days, either party may terminate the affected order without liability.

17. Governing Law and Jurisdiction

These Terms and any disputes arising from or relating to your use of our Website or purchase of our products are governed by the laws of England and Wales, without regard to conflict of law principles.

Any legal action or proceeding arising under these Terms will be brought exclusively in the courts of England and Wales, and you hereby consent to personal jurisdiction and venue therein.

18. Changes to Terms

We may to update or modify these Terms at any time without prior notice. When we make changes, we will post the updated Terms on our Website and update the “Last Updated” date at the top of this document.

Your continued use of our Website after any changes constitutes acceptance of the new Terms. If you do not agree to the modified Terms, you must stop using our Website.

We recommend that you review these Terms periodically to stay informed of any updates.

19. Severability

If any provision of these Terms is found to be invalid, illegal, or unenforceable by a court of competent jurisdiction, the remaining provisions will continue in full force and effect. The invalid provision will be replaced with a valid provision that most closely reflects the intent of the original provision.

20. Contact Information

If you have any questions about these Terms or need to contact us for any reason, please use the following information:

Email: support@endlesspleasure.co.uk

Postal Address: Endless Pleasure Limited, C/O Shaw & Co, 3 Colegate, Norwich, Norfolk, England, NR3 1BN

Website: www.endlesspleasure.co.uk

We aim to respond to all enquiries within 48 hours during normal business hours (Monday to Friday, 9 AM to 5 PM GMT).