

Wylde Wellbeing: Website Terms and Conditions

Last updated: October 2026

1. Who we are

1.1 wyldewellbeing.uk and its linked pages ("the Site") are operated by Wylde Wellbeing Ltd, a company registered in England and Wales under company number 14340272, whose registered office is Highcroft, Factory Road, Llanblethian.

1.2 Contact us at info@wyldewellbeing.uk.

1.3 Wylde Wellbeing provides coaching and wellbeing education. We are not a medical, psychological, legal or financial service.

2. Using the Site means accepting these terms

2.1 By using the Site you agree to these terms. If you don't agree, please don't use it.

2.2 These terms apply to using the Site only. If you buy coaching from us, our Terms of Sale apply to that purchase. If you use the Wylde App, its own terms apply.

2.3 Our Privacy Policy and Cookie Policy also apply. Both are linked in the website footer.

3. Changes to these terms and to the Site

3.1 We may update these terms from time to time. The version on the Site when you use it is the one that applies, so please check it occasionally.

3.2 We may change, suspend or withdraw any part of the Site, for example when we retire an offer or update our services. The Site is free to browse, and we don't promise it will always be available or uninterrupted. We will try to give reasonable notice of significant changes.

4. Information on the Site is not advice

4.1 Everything on the Site, including essays, newsletters, tools, the Wylde Life Audit and social posts we link to, is general information and reflection. It is not coaching tailored to you, and it is not medical, therapeutic, legal, financial or other professional advice.

4.2 If you are struggling with your health or mental health, please speak to your GP or another qualified professional. If you are in crisis, contact emergency services or the Samaritans on 116 123.

4.3 Our tools and self-assessments are for reflection, not diagnosis. Results are not a clinical assessment.

4.4 We take care to keep content accurate, but we can't guarantee it is complete or current. Please seek appropriate professional advice before acting on anything you read here.

5. Our content and your use of it

5.1 We own, or are licensed to use, the content on the Site, including our writing, frameworks, tools, graphics, audio and video. This includes the Whole-Wellness™ framework, the Capacity Protocol™ and our brand materials. All rights are reserved.

5.2 You may view the Site, print or download single copies of pages for your own personal use, and share a link to a page or a short extract with credit to Wylde Wellbeing and Emily Forbes.

5.3 Without our written permission, you must not:

- copy, republish, sell or commercially use our content or frameworks;
- present our frameworks or materials as your own, or teach or train others using them;
- use our content to train or develop AI systems, or scrape the Site by automated means;
- alter our content or use images or audio separately from the text they accompany.

5.4 If you want to use our content beyond this, please ask at info@wyldewellbeing.uk. We are generally happy to talk.

5.5 Our book, *Too Hard to Swallow*, and our essays are protected by copyright. Quoting short passages for review or discussion, with credit, is fine. Reproducing substantial parts is not.

6. Our trade marks

6.1 "Wylde Wellbeing Whole-Wellness" are registered as a series of two UK trade marks under number UK00003827884, effective from 8 September 2022. Capacity Protocol™ and related names and logos are trade marks we use and are seeking to protect. Please don't use any of them without our approval.

7. Your use of the Site

7.1 Please use the Site lawfully and respectfully. You must not:

- introduce viruses or other harmful material;
- try to gain unauthorised access to the Site, our servers or any connected system;
- attack the Site, including through denial-of-service attacks;
- submit information that is false or that belongs to someone else.

7.2 A breach of 7.1 may be a criminal offence under the Computer Misuse Act 1990. We may report it to the authorities and stop your access.

7.3 We can't guarantee the Site is free of bugs or viruses. Please use your own protection software.

8. Forms, sign-ups and tools

8.1 When you give us information through a form, the newsletter or the Wylde Life Audit, please make sure it is accurate. We use it as set out in our Privacy Policy.

8.2 You can unsubscribe from our emails at any time using the link in any message.

8.3 By sending us a testimonial or comment, you give us permission to publish it on the Site, and we will agree any identifying details with you first.

9. Links to other sites

9.1 The Site contains links to third-party websites, including retailers selling our book and platforms hosting podcasts or other appearances. We don't control them or endorse them, and we aren't responsible for their content, availability or practices.

10. Linking to us

10.1 You are welcome to link to our Site, including individual pages and essays, provided you do so fairly and lawfully, don't suggest we endorse or are associated with you where we aren't, and don't damage our reputation.

10.2 Please don't frame our Site within another site. We may withdraw linking permission at any time.

11. Our responsibility to you

11.1 Nothing in these terms limits our liability for death or personal injury caused by our negligence, for fraud or fraudulent misrepresentation, or for anything else the law doesn't allow us to limit. If you are a consumer, your statutory rights are not affected.

11.2 The Site is provided free of charge and "as is". Subject to 11.1, we are not responsible for loss or damage arising from your use of, or inability to use, the Site, or from relying on its content, except where it results from our failure to use reasonable care and skill.

11.3 If you use the Site for business purposes, we also exclude liability for loss of profit, revenue, business, goodwill or opportunity, and for indirect or consequential loss.

11.4 If digital content we supply damages your device or data because we failed to use reasonable care and skill, we will repair the damage or compensate you.

12. Who the Site is for

12.1 The Site is directed at people in the United Kingdom. The Site can be accessed from other countries, but we make no promise that it suits laws or needs elsewhere.

12.2 The Site is intended for adults aged 18 and over.

13. Governing law

13.1 These terms are governed by the law of England and Wales, and the courts of England and Wales have jurisdiction. If you are a consumer living in Scotland or Northern Ireland, you may also bring a claim in your local courts.