



Acceptable Use Policy

Last updated 22 May 2026

Summary

This policy sets out what is acceptable, and what is not, when you use ORRJO services, our website, our free tools, or any data we process on your behalf. It applies to clients, prospects, partners, and anyone using orrjo.com. Read it once. Most of it is common sense. If anything looks unclear, email hello@orrjo.com and we will answer plainly.

1. Who this policy covers

This policy applies to:

- Anyone visiting or using orrjo.com
- Anyone using a free ORRJO tool, such as the LinkedIn Audit, Business Audit, ROI calculator or any audit, calculator or lead magnet we publish
- Clients receiving a paid ORRJO service
- Partners, contractors and any third party working with ORRJO data

By using any of the above you agree to this policy. If you do not agree, do not use the service.

2. Acceptable use

You may use ORRJO services and tools to:

- Research market, competitive and buyer intelligence for your own business
- Build and run go-to-market campaigns within the scope agreed with ORRJO
- Use our free calculators, audits and published content for your own internal planning
- Cite ORRJO research and benchmarks in your own work, with attribution and a link back to the source page on orrjo.com

3. Prohibited activities

You may not:

- Reverse engineer, scrape, or attempt to extract source data from ORRJO systems, datasets, or tools
- Resell, sublicense, or white-label ORRJO outputs, reports, or tool results without written consent
- Use ORRJO infrastructure, email domains or sending reputation to send unsolicited communications outside the scope agreed in your contract
- Target sanctions-listed entities, individuals, or jurisdictions
- Use any ORRJO service to contact consumers. ORRJO services are B2B only
- Send outreach in breach of UK GDPR, EU GDPR, PECR, the CAN-SPAM Act, the CCPA, or any equivalent regulation in the jurisdiction of the recipient
- Misrepresent yourself, your job title, your authority, or your relationship with ORRJO when using ORRJO services
- Use any ORRJO service to harass, defame, threaten, or discriminate against any person
- Bypass any access control, rate limit, or authentication mechanism on ORRJO web services

- Upload or input content that is unlawful, infringing, malicious, or that contains personal data you do not have a lawful basis to share

4. Use of free ORRJO tools and lead magnets

Free tools published on orrjo.com (LinkedIn Audit, Business Audit, ROI calculators, downloadable PDFs, audit reports) are provided to help you understand your own business or your own market. Specifically:

- Outputs are for your internal use and may be shared inside your team
- You may quote, screenshot, or excerpt outputs in external content (LinkedIn posts, blog posts, decks) with attribution to ORRJO and a link back to the tool
- You may not resell or white-label the tools or their outputs
- You may not embed our tools or audit results inside your own product without written agreement

5. Outbound and prospect data

When ORRJO runs outbound, demand generation or research work on a client's behalf:

- ORRJO and each client act as Data Controllers under UK GDPR in respect of the personal data each holds for the engagement. Where personal data is shared between us, the controller and processor split, the lawful basis, and the data flows are set out in the relevant Statement of Work
- We follow UK GDPR, EU GDPR, PECR, and the equivalent legislation in the target market of every campaign
- We contact prospects on a legitimate-interest, consent, or contractual basis only
- We do not contact sanctions-listed individuals, organisations, or jurisdictions

- We honour subject access requests, opt-out requests, and erasure requests within 30 days of receipt
- We hold prospect data only for the duration of the engagement, plus a reasonable record-keeping period that does not exceed 24 months from the last contact. After that the data is deleted
- We do not sell prospect data to any third party, ever
- A personal data breach is notified to the other party within 24 hours of becoming aware of it, in line with the signed Services Agreement

6. AI tools and how we use them

ORRJO uses AI tools to support research, drafting, and analysis. Specifically:

- All AI-generated content is reviewed by a named human before delivery to a client. The named human is accountable for the output
- Client and prospect personal data is not used to train any third-party AI model
- Where we use AI tools that have access to personal data, those tools are vetted for compliance with UK GDPR and the appropriate data processing agreements are in place
- Clients may request a list of the AI tools used on their account and the data sent to each one. We will respond within 30 days

7. Reporting abuse or misuse

If you believe ORRJO services are being used in breach of this policy, or if you are a prospect who has received outreach you believe was sent in error, email hello@orrjo.com with the subject line "AUP report". We will acknowledge within five working days and act within 30 days.

For data protection complaints specifically, you may also contact the UK Information Commissioner's Office (ICO) at ico.org.uk.

8. Breach and termination

Breach of this policy may lead to:

- Suspension of access to the relevant ORRJO service without notice
- Termination of any ORRJO contract for material breach, in line with the Terms of Service
- Withholding of refunds where the contract was terminated because of breach
- Referral of serious breaches to the ICO, the equivalent supervisory authority, or law enforcement, where appropriate

9. Changes to this policy

We update this policy when our services change, when applicable law changes, or when we identify a gap. The version on this page is always the current one. Material changes are flagged at the top of this page and, for active clients, communicated directly. The "Last updated" date at the top of this page reflects the most recent change.

10. Contact

ORRJO Ltd

86-90 Paul Street, London EC2A 4NE

Companies House: 13925853

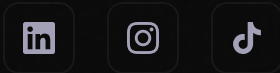
VAT: GB 406 990 969

Email: hello@orrjo.com

This policy works alongside the [Privacy Policy](#) and the [Terms of Service](#). If anything in this **ORRJO.** policy conflicts with a signed client contract, the signed contract takes precedence for that client.

ORRJO.

The B2B growth agency that builds brand, creates demand, and books meetings as one integrated system.



Resources

[State of B2B Outbound 2026](#)

[Methodology](#)

[Free Tools](#)

[LinkedIn Audit](#)

[Blog](#)

Locations

[All Locations](#)

[London](#)

[New York](#)

[Dublin](#)

Services

[ORRJO Intelligence](#)

[Creative Studio](#)

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