

Fair use policy

Last updated: 12 May 2026

Effective from: 12 May 2026

1. Purpose

1.1 This Fair Use Policy sets out the operational limits that apply to the use of the Ortelias platform (the "Platform"). It is referenced from clause 5 of the Subscriber Terms and Conditions and forms part of those Terms.

1.2 The purpose of this Policy is to make sure that every subscriber has a fast and reliable experience on the Platform, by managing the level of resource consumed by any individual subscriber. The Platform is a shared service. If a single subscriber uses a disproportionate share of the available resources, the experience for every other subscriber suffers.

1.3 The vast majority of subscribers use the Platform within the limits set out below without ever noticing them. This Policy is designed to address the small minority of cases where usage materially exceeds normal patterns.

2. The fair use principle

2.1 The Platform is intended for use by individual people, working at the pace of human research, regardless of whether they are subscribers using the Platform in a professional capacity or as individuals researching plots for their own purposes. Normal use means an individual Seat Holder logging in, building briefs using the Ortelias AI brief builder, running those briefs to surface listings, viewing the results, downloading brochures of interest, and clicking through to the originating estate agent's listing to make contact about specific opportunities.

2.2 The single operational constraint that we manage actively is the number of searches a Seat Holder may run. Each search executes against the Ortelias database and consumes shared resource. Other activities on the Platform, such as viewing listings or working with the Ortelias AI to refine briefs, do not independently strain the system in the same way and are not subject to numerical limits at this time.

2.3 The Platform is not intended for: programmatic or automated access; bulk extraction of listings or data; reselling or redistributing data; building or contributing to a competing service; sharing access between multiple

individuals on a single seat; or running searches at a rate that no individual person could reasonably consume.

3. Operational limits

3.1 The following operational limits apply to each Seat Holder under a Subscription. These limits are kept under review and may be updated. Any changes will be notified to subscribers and reflected in the version of this Policy in force at the time.

3.2 What counts as a search. A search means running a brief against the Ortelias database. A brief is a defined set of search criteria built using the Ortelias AI brief builder. Re-running the same brief without modification within a short cache period does not return new results, because the underlying data is cached for that period; the system therefore prevents repeated execution of an identical brief.

Metric	Per-seat limit	Measurement window
Searches	20 searches in any 24-hour period, and 100 searches in any 30-day period	Rolling 24-hour and 30-day windows; both limits apply
Concurrent sessions per seat	1 session	At any moment in time

3.3 No other usage limits at this time. We do not limit the number of listings a Seat Holder may view, the number of brochures a Seat Holder may download, or the number of exchanges with the Ortelias AI brief builder. The platform is designed so that, once a brief has been run, working through the results and downloading material is part of the natural workflow and does not independently strain the system. We may introduce limits on these activities in the future if usage patterns make it necessary; if so, we will update this Policy and notify subscribers in accordance with clause 6.

3.4 Concurrent sessions. Each Seat Holder is permitted one active session at a time. Login uses email-based magic-link authentication, so logging in from a second device requires a new one-time code. If a Seat Holder logs in from a second device while a session is already active on another device, the older session is ended automatically. Sustained patterns of multiple concurrent sessions on a single seat suggest that login credentials are being shared, which is a breach of clause 3.3 of the Terms.

4. What we will do if usage exceeds the limits

4.1 We monitor usage on the Platform. If a Seat Holder's usage approaches or exceeds the search limits set out in clause 3, we will, in this order:

- (a) Notify the Account Owner. We will contact the Super Administrator (or, if no Super Administrator is available, the email address registered for the Subscription) to flag the usage pattern. The aim is to give the subscriber a chance to bring usage back within the limits before any further action.
- (b) Investigate. We will look at the usage pattern to understand whether it represents legitimate intensive use, an anomaly, or behaviour that requires a response. We will discuss this with the subscriber where helpful.
- (c) Throttle. If excess usage continues, we may slow down (throttle) the rate at which the affected Seat Holder can run new searches. Throttling is a temporary measure designed to preserve service quality for other subscribers.
- (d) Suspend or terminate. If excess usage indicates a breach of the Terms (for example, automated access, account sharing, or scraping), we may suspend the Seat Holder's access immediately and may suspend or terminate the Subscription in accordance with clause 4.3 of the Terms.

4.2 We will not impose additional charges for excess use without first notifying the Account Owner and giving them a reasonable opportunity to bring usage within the limits.

4.3 In cases of clear and substantial breach (for example, evidence of automated scraping or commercial redistribution of data), we may proceed directly to suspension or termination without intermediate steps. The Acceptable Use rules in clause 4 of the Terms apply.

5. Higher-volume use

5.1 If your legitimate use of the Platform regularly approaches the search limits in clause 3, contact us at hello@ortelias.com to discuss a higher-volume arrangement. We may be able to offer a tailored package that better suits your needs.

6. Changes to this Policy

6.1 We may update this Policy from time to time to reflect changes in the way the Platform is used, changes in the underlying technology, or changes in the operational limits we consider reasonable. The updated Policy takes effect on the date stated at the top of the document.

6.2 We will notify subscribers of material changes by email or through the Platform. Continued use of the Platform after the effective date of an updated Policy constitutes acceptance of the updated Policy.

7. Contact

7.1 If you have questions about this Policy or about your usage, contact us at hello@ortelias.com.

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