Blake Media Ltd

A systems studio

Financial Insight Tools (FIT)

Product Terms

Software Licence & Product Terms
Version 1.0
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These Product Terms apply to your purchase, download and use of Financial Insight Tools (FIT), including the FIT Desktop application, supplied source files, FIT Curated Content, documentation and associated digital materials.
FIT is developed and supplied by Blake Media Ltd, United Kingdom.
By purchasing or using FIT, you agree to these Product Terms. Nothing in these terms affects any statutory rights you may have as a consumer.

1. About FIT

Financial Insight Tools is a decision-support environment for investigating economic conditions, financial markets, companies, trading and portfolio risk.
FIT brings together economic, market, asset, company, positioning, trading and portfolio context within a structured investigation environment.
FIT is designed to assist investigation, observation, comparison and review. It does not replace human judgement or professional advice.

2. Licence

Your purchase grants you a non-exclusive, non-transferable licence to install and use the supplied version of FIT for your own personal or internal business purposes.
You may use the supplied application and documentation on devices that you own or control, subject to these terms.
Your purchase does not transfer ownership of FIT, its underlying intellectual property, Blake Wiltshire or Blake Media Ltd branding, or Blake Media Ltd proprietary content to you.

3. Source Files

FIT may include source files for users who prefer to work directly with the underlying software environment.

You may inspect, run and modify the supplied proprietary source files for your own personal or internal business use.

Unless separately authorised in writing, you may not:

- redistribute, publish, sublicense or resell the supplied proprietary source files;
- distribute modified versions of FIT or its proprietary source files;
- offer FIT, or a substantially reproduced version of FIT, as your own product or service;
- remove or misrepresent copyright, attribution or ownership notices; or
- use Blake Wiltshire or Blake Media Ltd names, branding or marks in a way that suggests endorsement or ownership.

FIT incorporates or may operate with third-party and open-source software. Those components remain subject to their respective licences, which take precedence in relation to those components.

4. FIT Curated Content

FIT Curated Content comprises Blake Wiltshire-maintained economic, market, asset and reference material selected and structured for use within FIT.

Curated Content is provided to support structured investigation. It should not be assumed to be exhaustive, continuously updated, complete or applicable to every market, asset, strategy or circumstance.

Economic data, market information, classifications, asset information and other external material may change independently of FIT. You remain responsible for determining which information and sources are applicable to your investigation and for consulting authoritative current sources where necessary.

Installing a newer Curated Content release may replace previously installed Curated Content. User-created assets, groups, observations and other separately maintained user content are outside the Curated Content release.

5. User-Created Content

FIT allows you to create and maintain user-developed context, including assets, asset groups, themes, observations and related investigation material.

You are responsible for the accuracy, suitability and lawful use of information that you add to FIT.

You should maintain appropriate backups of important user-created information. FIT should not be treated as the sole repository for information that is financially, legally, operationally or commercially critical.

6. AI-Assisted Capabilities

FIT may enable investigation context and observations to be prepared for or used with artificial intelligence systems.

AI-assisted outputs may be incomplete, inaccurate or inappropriate for a particular situation. They should be examined alongside the underlying evidence, market context and relevant authoritative sources.

AI assistance does not transfer responsibility for investment, trading, portfolio, financial or other decisions from the user.

Where third-party AI services are used, their own terms, privacy practices, availability and technical limitations may also apply.

7. Decision-Support Boundary

FIT is a decision-support and investigation environment.

It does not provide financial, investment, trading, tax, legal or other professional advice.

Information, classifications, calculations, analytical perspectives, observations, generated context and AI-assisted outputs provided through or prepared using FIT should not be treated as a recommendation or instruction to buy, sell, hold or otherwise transact in any financial instrument.

FIT does not determine whether a particular investment, trade, strategy or portfolio action is suitable or appropriate for you.

You remain responsible for your own investigations, decisions and actions. Professional or specialist advice should be obtained where appropriate to your circumstances.

8. Market Data, Third-Party Material and Services

FIT may reference, process or interact with third-party market data, economic data, financial information, software, services and other resources.

Those materials and services remain subject to their respective owners' terms, licences, methodologies, availability and limitations.

Market, economic and financial information may be delayed, revised, incomplete or unavailable. References within FIT do not imply ownership, sponsorship or endorsement by Blake Media Ltd unless expressly stated.

You should consult appropriate authoritative or primary sources where current or precise information is material to a decision.

9. Application and Content Updates

Application releases and FIT Curated Content may be made available from time to time. Unless expressly stated otherwise, your purchase does not guarantee:

- future major versions of FIT;
- perpetual application updates;
- a particular frequency of FIT Curated Content releases;
- continued availability of a particular third-party integration, data source or dependency; or
- individual technical, financial, investment, trading or professional support.

A future product or major version may be offered separately.

10. System Compatibility

You are responsible for checking the stated system requirements and compatibility information before installing FIT.

Operating systems, Python packages, third-party dependencies, data sources and external services can change independently of FIT and may affect future compatibility. Where Blake Media Ltd provides compatibility information, it describes the supported or tested environment at the relevant time and is not a guarantee that FIT will operate indefinitely on subsequently modified systems.

11. Intellectual Property

Except for third-party material and components subject to their own rights and licences, FIT, its proprietary source files, documentation, original structures, presentation and associated Blake Media Ltd content are protected by applicable intellectual-property law.

All rights not expressly granted under these Product Terms are reserved.

12. Acceptable Use

You must not use FIT in a way that is unlawful or infringes the rights of another person.

You must not misrepresent FIT-generated or FIT-structured material as financial, investment, trading, tax or other professional advice issued by Blake Media Ltd.

You must not represent analysis, classifications, calculations or AI-assisted material produced or assembled through FIT as a recommendation or assurance issued by Blake Media Ltd.

13. Availability

FIT is supplied as digital content for local use.

Software inevitably operates within changing technical environments. Features may depend upon operating-system behaviour, third-party libraries, data sources, external services or other components outside Blake Media Ltd's control.

Nothing in this section limits statutory rights that cannot lawfully be excluded or restricted.

14. Liability

Nothing in these Product Terms excludes or restricts liability where doing so would be unlawful, including liability that cannot lawfully be excluded or restricted under applicable consumer law.

Subject to those rights and to the extent permitted by law, Blake Media Ltd is not responsible for losses arising solely from investment, trading, portfolio, financial or other decisions or actions taken by a user in reliance upon analytical, market, reference or AI-assisted material produced or assembled through FIT.

Financial markets involve uncertainty and the possibility of loss. Historical data, statistical relationships, classifications, calculations and analytical observations do not guarantee future outcomes.

You remain responsible for evaluating evidence and determining appropriate financial, investment, trading, portfolio, tax, legal and operational action.

FIT does not execute transactions and is not intended to operate as an autonomous investment, trading or portfolio-management authority.

15. Consumer Rights and Digital Content

If you purchase FIT as a consumer, applicable law gives you rights in relation to digital content, including requirements concerning quality, fitness for purpose where applicable, and conformity with its description.

Nothing in these Product Terms excludes or restricts those statutory rights.

Where digital content is supplied immediately following purchase, any cancellation rights and associated consent requirements are governed by applicable consumer law and the purchasing process through which FIT is supplied.

16. Changes to These Terms

These Product Terms may be updated from time to time, for example to reflect changes to FIT, distribution arrangements or applicable law.

The terms applicable to a purchase will not retrospectively remove statutory or contractual rights already acquired by the customer.

17. Governing Law

These Product Terms are governed by the laws applicable to Blake Media Ltd in the United Kingdom, subject to any mandatory rights or protections that apply to you under the law of your place of residence.

18. Contact

Questions concerning FIT or these Product Terms can be submitted through the contact route provided at:

blakewiltshire.com

Blake Media Ltd

United Kingdom