



Acceptable Use Policy

TomCRM Limited

For customers and users of the TomCRM platform
TomCRM-POL-002 Rev 0 | Issued 15 October 2026

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Acceptable Use Policy

Document control	
Document number	TomCRM-POL-002
Title	Acceptable Use Policy
Revision	Rev 0 (supersedes TCM-Doc-003 Rev 0, 1 July 2024)
Date of issue	15 October 2026
Applies to	Every customer of TomCRM Limited and every person the customer allows to use its TomCRM Sub-Account, including during a free trial
Related documents	TomCRM-SLA-004 Service Level Agreement (clause 9); TomCRM-DPA-001 Data Processing Agreement; TomCRM-POL-001 Modern Slavery Statement; TomCRM-POL-003 Privacy Notice; TomCRM-GDE-001 Integration API Guide
Approved by	The board of directors of TomCRM Limited, 15 October 2026
Owner	Tommy Findlay, Director (tommy@is3.co.uk, 01522 287318)
Review	At least annually, and whenever the platform or the law changes. Next review due by 15 October 2027
Published at	https://www.tomcrm.co.uk/documents/acceptable-use-policy.pdf

Revision history

Revision	Date	Change
TCM-Doc-003 Rev 0	1 July 2024	First issue
TomCRM-POL-002 Rev 0	15 October 2026	Reissued under TomCRM document control on the current template. Rewritten for UK law (UK GDPR and PECR), aligned with clause 9 of TomCRM-SLA-004 and the Data Processing Agreement, and sections added on personal data, Ai features, API tokens and modern slavery

1. Purpose and scope

- 1.1 This policy sets out how the TomCRM platform may and may not be used. It applies to the customer and to everyone the customer allows to use its Sub-Account, and the customer is responsible for making sure its users follow it.
- 1.2 It supplements clause 9 (acceptable use) of the TomCRM Service Level Agreement (TomCRM-SLA-004). Where the two differ, the Service Level Agreement applies. Capitalised terms have the meanings given in the Service Level Agreement.

2. Use within the law

- 2.1 Use the platform only for lawful business purposes and in line with the laws of the United Kingdom and of any other country where you or your contacts are based.

- 2.2 Do not use the platform for fraud, scams, phishing, impersonation or any deceptive practice, or to promote or facilitate modern slavery, human trafficking, forced labour or any other form of exploitation (see TomCRM-POL-001).

3. Marketing, messaging and calls

- 3.1 Send marketing email, SMS or WhatsApp messages only to people who have given consent, or where the soft opt-in under the Privacy and Electronic Communications Regulations 2003 genuinely applies. Do not use bought, rented or scraped contact lists.
- 3.2 Every marketing message must identify your business and give a simple way to opt out, and opt-outs must be honoured promptly. Do not remove or hide the unsubscribe link the platform adds.
- 3.3 Keep bounce and spam complaint rates low, stay within the Underlying Platform's sending limits, and follow the WhatsApp Business messaging policies and any rules set by the messaging providers.
- 3.4 Obtain any consent required before recording phone calls, and tell people when a call is being recorded.

4. Personal data

- 4.1 You are the controller of the personal data you put into your Sub-Account. Have a lawful basis for it, give the people concerned the privacy information the UK GDPR requires, and put in only what you need.
- 4.2 Do not enter special category personal data (such as health information) or personal data about children unless TomCRM has first agreed in writing and the safeguards are recorded in Schedule 1 of the Data Processing Agreement.
- 4.3 Do not store payment card numbers, bank account details or passwords in contact records, notes, custom fields or forms. Payments taken through the platform must go through its connected payment provider.
- 4.4 Pass on to TomCRM, without delay, any request or complaint about personal data that relates to TomCRM's part in the service.

5. Content

- 5.1 Do not upload, store, send or publish content that infringes anyone's intellectual property or privacy, or that is unlawful, defamatory, discriminatory, harassing, threatening, obscene or misleading.
- 5.2 Do not upload or distribute malware or any code designed to harm, disrupt or gain unauthorised access to systems or data.

6. Accounts, security and integrations

- 6.1 Each user must have their own login. Do not share logins, and turn on two-factor authentication for every user.
- 6.2 Keep API tokens and integration keys secret, store them securely, and revoke any token that may have been exposed (see TomCRM-GDE-001).
- 6.3 Do not attempt to bypass security controls, access other accounts, or probe, scan or test the vulnerability of the platform without TomCRM's written permission.
- 6.4 Tell TomCRM straight away about any suspected unauthorised access, lost credentials or security incident affecting your Sub-Account.

7. Ai features

- 7.1 Review content written by Ai features (such as Conversation Ai, Content Ai and Reviews Ai) before it is sent or published. You remain responsible for anything sent from your Sub-Account.
- 7.2 Make it clear to the people you deal with when they are talking to an Ai chatbot rather than a person, and give them a way to reach a person.
- 7.3 Do not use Ai features to make decisions about individuals that have legal or similarly significant effects without meaningful human review, or to impersonate a real person.

8. Fair use of the platform

- 8.1 Do not use the platform in a way that places an unreasonable load on it or affects other customers, including excessive storage, bulk automated access, scraping, or imports and sends beyond the platform's published limits.

9. Monitoring and enforcement

- 9.1 TomCRM may review use of the platform where it has reason to believe this policy has been broken, and will tell the customer what it has found.
- 9.2 Breaches are handled under the Service Level Agreement: TomCRM will ask the customer to put the breach right and may suspend the affected part of the service under clause 19 if the breach continues or puts the platform, other customers or the customer's sending reputation at risk. Illegal activity may be reported to the relevant authorities.

10. Reporting a concern

Report a breach of this policy, or a concern about how the platform is being used, to hello@tomcrm.co.uk or to Tommy Findlay on 01522 287318. Concerns about modern slavery can also be reported to the Modern Slavery and Exploitation Helpline on 08000 121 700.

11. Changes to this policy

TomCRM will give customers at least 30 days' notice by email of any material change to this policy, unless the change is needed sooner to comply with the law or to protect the security of the platform. The current revision is always published at <https://www.tomcrm.co.uk/documents/acceptable-use-policy.pdf>.