

APEX BUSINESS COMMUNICATIONS LIMITED
BUSINESS REFERRAL SCHEME – TERMS & CONDITIONS

Effective Date: 26 August 2026

These Terms and Conditions apply to the Apex Business Communications Limited Business Referral Scheme ("the Scheme").

By submitting a referral under the Scheme, the person making the referral ("the Referrer") agrees to these Terms and Conditions.

1. About the Scheme

1.1. The Scheme is operated by Apex Business Communications Limited ("Apex", "we", "us" or "our").

1.2. The Scheme allows eligible Referrers to introduce new business customers to Apex and receive a £75 referral reward for each qualifying connection successfully activated.

1.3. The Scheme is intended to reward genuine introductions of new business customers who subsequently purchase qualifying services from Apex.

1.4. Participation in the Scheme is subject to these Terms and Conditions.

2. Eligibility

2.1. The Scheme is open to individuals aged 18 or over and businesses based in the United Kingdom, unless Apex agrees otherwise.

2.2. Apex employees, contractors or other persons directly involved in the sale, administration or approval of a referred connection may be excluded from the Scheme unless Apex has expressly agreed otherwise.

2.3. The Referrer does not need to be an existing Apex customer to participate.

2.4. By submitting a referral, the Referrer confirms that the information supplied is accurate to the best of their knowledge and that the referral has been made legitimately.

2.5. Apex reserves the right to refuse or disqualify a referral where it reasonably believes that the Scheme has been misused, manipulated or otherwise abused.

3. Making a Referral

3.1. Referrals should be submitted using the referral form or another method approved by Apex.

3.2. A referral should contain sufficient information for Apex to identify and contact the prospective business customer.

3.3. The Referrer should, wherever reasonably possible, introduce the prospective customer to Apex or encourage the prospective customer to contact Apex directly.

3.4. Referrers must not make representations, guarantees, promises or commitments on behalf of Apex.

3.5. The Referrer must not represent themselves as an employee, agent, partner or authorised representative of Apex.

3.6. Referrers must not provide misleading information about Apex, its services, pricing, contracts, products or promotions.

4. Data Protection and Contacting Referred Businesses

4.1. Referrers must only provide personal information to Apex where they have a lawful and appropriate basis for doing so.

4.2. Referrers should not submit personal contact information belonging to another individual where they have no reasonable basis for providing that information.

4.3. Where possible, Referrers should make an introduction rather than simply providing an individual's personal contact details.

4.4. Apex may use the information provided to assess and follow up the referral in accordance with applicable data protection and direct marketing laws.

4.5. Apex will handle personal information in accordance with its Privacy Policy and applicable UK data protection legislation.

4.6. Referrers must not use spam, automated messaging, misleading communications or other unlawful marketing practices to generate referrals.

4.7. Where Apex provides promotional material or referral links, Referrers may share these at their own discretion, but must not alter the content in a way that makes it misleading or inaccurate.

4.8. The Scheme does not authorise a Referrer to send marketing communications on behalf of Apex.

5. What Counts as a Qualifying Connection?

5.1. A Qualifying Connection is a new connection or service that:

results directly from a valid referral submitted to Apex;

is taken by a genuinely new qualifying business customer;

relates to a service or product included within the Scheme;

is accepted and activated by Apex or the relevant service provider;

is not subsequently cancelled, rejected or reversed during the applicable qualifying period; and

satisfies any additional eligibility requirements communicated by Apex.

5.2. Qualifying services may include, subject to Apex's current commercial arrangements:

Business mobile connections;

Business VoIP and hosted telephone services;

Business broadband services; and

other business communications services expressly included by Apex from time to time.

5.3. Apex may specify that particular products, services, promotions, hardware-only purchases, upgrades, renewals, migrations or wholesale services do not qualify for a referral reward.

5.4. Where there is any uncertainty as to whether a particular product or service qualifies, the Referrer should confirm eligibility with Apex before relying on a referral reward being payable.

6. Referral Reward

6.1. The standard referral reward is £75 for each Qualifying Connection.

6.2. The Scheme is based on the number of qualifying connections successfully activated.

6.3. Examples of potential rewards are:

Qualifying Connections	Referral Reward
1	£75
2	£150
5	£375
10	£750
20	£1,500

6.4. These examples are provided for illustration only and do not override the requirement for each connection to independently qualify under these Terms and Conditions.

6.5. Unless specifically agreed otherwise in writing, the reward is payable once per Qualifying Connection and not simply once per business referred.

6.6. There is no minimum number of referrals required to participate in the Scheme.

6.7. Subject to these Terms and Conditions, there is no maximum number of Qualifying Connections that a Referrer may generate.

7. Existing Customers and Existing Sales Opportunities

7.1. A referral will generally only qualify where the referred business is a new customer to Apex for the relevant service.

7.2. A referral will not normally qualify where:

the business is already an Apex customer for the relevant service;

Apex is already actively discussing the same requirement with the business;

the business has already requested a quotation from Apex for the same service;

the business has already been referred to Apex by another person;

the referral relates to an existing Apex sales opportunity; or

the referral is otherwise already known to Apex before the referral is submitted.

7.3. Apex may, at its discretion, approve a reward for an existing customer where the referral relates to a genuinely new qualifying service, connection, site or business requirement.

8. Duplicate Referrals

8.1. Where the same prospective customer is referred by more than one person, the referral reward will normally be payable to the first valid referral received and recorded by Apex.

8.2. Apex's records will be used to determine the date and time a referral was received.

8.3. Where there is a genuine dispute concerning duplicate referrals, Apex will review the available information and make a reasonable determination.

8.4. A Referrer must not deliberately submit duplicate referrals in an attempt to secure multiple rewards.

9. When Will the Reward Be Paid?

9.1. A referral reward will only become payable once Apex has confirmed that the relevant connection is a Qualifying Connection.

9.2. Apex will normally aim to pay approved referral rewards within 30 days of the Qualifying Connection being confirmed, subject to any applicable payment or validation requirements.

9.3. Apex may delay payment where additional information is required to verify the referral or connection.

9.4. Rewards may be paid by bank transfer or another payment method agreed by Apex.

9.5. Apex may request appropriate payment details and, where necessary, evidence of identity or business details before making a payment.

9.6. Where a Referrer is acting in the course of a business and is VAT registered, Apex may require an appropriate VAT invoice where legally applicable.

10. Cancellations, Rejections and Failed Connections

10.1. No referral reward will be payable where a proposed connection:

is rejected;

is cancelled before activation;

fails to activate;

is reversed;

is refunded;

is fraudulent;

does not meet the Scheme criteria; or

otherwise fails to become a Qualifying Connection.

10.2. If a reward has already been paid and the underlying connection subsequently proves not to qualify, Apex reserves the right to:

request repayment of the reward; or
offset the amount against future referral rewards,

where reasonably appropriate and legally permitted.

10.3. Apex will not unreasonably withhold a reward where all qualifying conditions have been satisfied.

11. Fraud, Abuse and Misuse

11.1. The Scheme is intended for genuine business referrals.

11.2. The following may result in a referral being rejected or rewards being withheld:

submitting fictitious or fraudulent referrals;
referring yourself where this is not expressly permitted;
creating artificial or duplicate connections;
deliberately splitting one transaction into multiple artificial referrals;
providing false or misleading information;
submitting the same customer repeatedly;
attempting to circumvent these Terms and Conditions;
using automated systems to generate referrals;
unlawfully obtaining or supplying personal information; or
otherwise abusing the Scheme.

11.3. Apex reserves the right to investigate suspected fraud or abuse.

11.4. Where Apex reasonably believes that the Scheme has been deliberately manipulated, it may suspend or terminate the Referrer's participation.

12. Use of Apex Branding and Marketing Material

12.1. Referrers may only use Apex logos, promotional material, wording, images or other branding where Apex has provided or approved the material for referral purposes.

12.2. Apex branding must not be altered or used in a way that could imply that the Referrer is an employee, agent or official representative of Apex.

12.3. Referrers must not create their own advertising or promotional material that makes claims about Apex's services, prices, savings, network coverage or contractual terms without Apex's prior approval.

12.4. Apex may withdraw permission to use its branding or promotional material at any time.

13. No Agency or Employment Relationship

13.1. Participation in the Scheme does not create an employment, agency, partnership, franchise or joint venture relationship between Apex and the Referrer.

13.2. The Referrer has no authority to enter into contracts or commitments on behalf of Apex.

13.3. The Referrer must not describe themselves as an employee, partner, agent or authorised representative of Apex.

14. Tax and Other Financial Responsibilities

14.1. Referral rewards may have tax implications depending on the circumstances of the Referrer.

14.2. Each Referrer is responsible for determining and meeting any tax, accounting or reporting obligations arising from rewards received.

14.3. Apex does not provide tax advice and recommends that Referrers obtain independent professional advice where appropriate.

15. Changes to the Scheme

15.1. Apex may amend these Terms and Conditions or change the operation of the Scheme where reasonably necessary.

15.2. Apex may change the products or services eligible for referral rewards.

15.3. Apex may change the amount of the referral reward for future referrals.

15.4. Apex may suspend or withdraw the Scheme.

15.5. Where reasonably practicable, Apex will provide notice of significant changes or withdrawal of the Scheme.

15.6. Unless otherwise stated, referrals validly submitted before a change or withdrawal will continue to be assessed under the Terms and Conditions applicable at the time the referral was submitted, provided that all qualifying conditions are subsequently satisfied.

16. Limitation of Liability

16.1. Apex will take reasonable care in administering the Scheme.

16.2. Apex will not be responsible for any loss arising from circumstances outside its reasonable control, including failures of telecommunications networks, third-party service providers, banking systems, internet services or other external systems.

16.3. Nothing in these Terms and Conditions excludes or limits liability where doing so would be unlawful.

17. No Guarantee of Service Acceptance

17.1. A referral does not guarantee that Apex will accept a prospective customer or that a customer will be approved for any particular product or service.

17.2. All applications and connections remain subject to the relevant eligibility, credit, technical, contractual and service-provider requirements.

17.3. Apex may decline an application or service where it is unable to provide the requested service or where the relevant provider's requirements are not satisfied.

18. Governing Law

18.1. These Terms and Conditions are governed by the laws of England and Wales.

18.2. Any disputes relating to the Scheme will be subject to the jurisdiction of the courts of England and Wales, except where applicable law requires otherwise.

19. Contact Details

For questions regarding the Apex Business Referral Scheme, please contact:

Apex Business Communications Limited

Telephone:

0330 441 6406

Email: info@apex-comms.co.uk

Website: apex-comms.co.uk

20. Acceptance

By submitting a referral to Apex Business Communications Limited, the Referrer confirms that they have read, understood and agreed to these Terms and Conditions.

Apex Business Communications Limited reserves the right to determine whether a referral meets the qualifying requirements of the Scheme, acting reasonably and in accordance with these Terms and Conditions.

Referral rewards are subject to successful activation and confirmation of a Qualifying Connection.

Terms & Conditions apply.