

Terms of service

These terms form the agreement between you and Rouic Ltd (registered in England and Wales) governing your use of Carerealm. By creating an account or otherwise accessing the service, you confirm that you accept these terms.

Carerealm.

Terms of service

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ISSUED BY	Rouic Ltd · Valley House, Valley Road, Plympton, PL7 1RF, United Kingdom		

AT A GLANCE

- You sign up, we provide Carerealm; you keep your password private and don't share accounts.
- Subscriptions renew automatically until you cancel. Free trials never auto-convert to paid plans.
- EU/UK consumers have a 14-day right to withdraw from a distance contract. Full detail in §11.
- You own the data you put in. We hold it on your behalf and you can export it any time. [Privacy policy](#) has the full picture.
- We don't promise zero downtime; nothing in here cuts your statutory consumer rights.

The full agreement follows. Capitalised terms are defined in §25.

1. WHO YOU'RE CONTRACTING WITH

Carerealm is provided by **Rouic Ltd**, a company registered in England and Wales with its registered office at Valley House, Valley Road, Plympton, PL7 1RF, United Kingdom ("Rouic", "we", "us", "Owner"). "You" or "User" means the person or organisation that holds the account.

For data-protection purposes, when Carerealm is used by a care organisation to support the people they care for, that organisation is the controller for the personal data of the people they support and Rouic acts as a processor. See our [privacy policy](#) for the full breakdown.

2. WHAT CAREREALM IS

"Carerealm" or the "Service" refers to:

- the carerealm.com website and any subdomains (e.g. app.carerealm.com, api.carerealm.com);
- the Carerealm web application, the Carerealm mobile application and any other client we publish for mobile, tablet or other smart-device platforms;
- the Carerealm REST and webhook APIs;
- any documentation, source code, scripts, instruction sets or sample files we make available as part of the above.

3. YOUR ACCOUNT

You're responsible for everything that happens under your account. Keep your password and any two-factor codes private, enable 2FA if you're an administrator, and tell us immediately if you suspect unauthorised use by emailing hello@rouic.com.

Carerealm accounts are for one person each, so don't share accounts inside your organisation. Every user in your organisation should have their own login so the audit log remains meaningful. We may suspend accounts that we reasonably believe have been shared or compromised, with notice where possible.

Carerealm isn't intended for users under 16. Don't create an account for anyone under 16.

4. CONTENT AND INTELLECTUAL PROPERTY

Our content

Unless we say otherwise, everything on Carerealm (the interface, the brand, the design, the help articles, our marketing copy) is owned by Rouic Ltd or our licensors and is protected by copyright, trademark and other intellectual property laws. You may use it as needed to enjoy the Service but you may not copy, redistribute, sell, re-licence or reverse-engineer it.

Your content

You keep ownership of everything you put into Carerealm: diary entries, forms, files, messages, custom workflows, the lot. You grant us a limited, worldwide, royalty-free licence to host, transmit, back up and display your content for the sole purpose of providing the Service to you (and to the people you authorise inside your organisation). That licence ends when you delete the content or close your account.

Third-party links

Carerealm may link to or embed third-party content (Cloudflare Stream videos, external documentation, etc.). We don't control and aren't responsible for that content. Third-party terms apply to it.

5. ACCEPTABLE USE

You agree not to use Carerealm to:

- break the law or any applicable regulations;
- harm, harass, defame, impersonate or invade the privacy of any person, including the people your organisation supports;
- upload malware or content that infringes anyone else's intellectual property or privacy rights;
- attempt to break our security, probe our infrastructure without permission, or scrape data you don't have a right to;
- interfere with other customers' use of the Service, or interfere with our ability to provide it;
- reverse-engineer Carerealm, resell access to it without our written permission, or use it to build a competing product.

We can take any reasonable measure we think necessary to protect Carerealm or its users, including suspending or terminating accounts that breach these rules.

6. API USAGE

You may access your own data through the Carerealm API, including via a third-party app you've authorised. Use of the API is subject to these Terms plus the following:

- you'll respect any documented rate limits and acceptable-use policies we publish;
- you're responsible for anything done through your API credentials, including by integrations you've authorised;
- we may revoke API access if it's being abused, threatens Service stability, or violates these Terms;
- to the maximum extent permitted by law, we're not liable for damages or losses arising from your use of the API or from third-party products that access Carerealm through it.

7. AI FEATURES

Carerealm includes optional AI features (writing assistance, help search, summaries). They work by sending the prompt you generate to OpenAI's API under OpenAI's standard data terms. Important specifics:

- **AI output may be wrong or incomplete.** Always check before relying on it for clinical, legal or financial decisions. AI suggestions are assistive: a human must review and confirm before they're acted on.
- Prompts you send through Carerealm are not used to train OpenAI's models.
- AI features are opt-in at the organisation level. An administrator must enable them before they're available inside your realm.
- You agree not to use AI features to attempt to generate content that breaches §5 (Acceptable use).

8. PRICING, BILLING AND RENEWALS

Subscriptions are billed monthly or annually in advance via Stripe. The price shown at sign-up applies, exclusive of VAT unless we say otherwise; VAT is added at the rate applicable to your billing country. Stripe's privacy and security practices apply to your card data. Carerealm never sees card numbers.

Renewals

Paid subscriptions renew automatically at the end of each billing period until you cancel. We'll email a reminder at least 7 days before any annual renewal so you know what's coming.

Price changes

We may change prices for new billing periods. We'll give at least 30 days' notice by email and inside the app. If you'd rather not renew at the new price, cancel before the next billing date and the existing rate runs out the current period.

Cancellation

You can cancel any time from your billing settings inside the app, or by writing to hello@rouic.com. Cancellation takes effect at the end of the current billing period; we don't refund partial months unless required by consumer law (see §11 for the EU/UK 14-day right of withdrawal).

Failed payments

If a payment fails, Stripe retries automatically. We'll email you so you can update your card. If payment isn't recovered within 14 days, we may suspend the account; if not paid within 30 days, we may close it. Data is retained per the schedule in our [privacy policy](#).

9. FREE TRIALS

When we offer a free trial, you can test Carerealm without paying for a limited period set out at sign-up. Some features may be unavailable during the trial. Trials end automatically. They never convert into a paid plan unless you actively choose one. We may shorten or remove trial availability for future signups at any time.

10. COUPONS AND DISCOUNTS

We sometimes offer discounts or promotional codes. Unless the code itself or its accompanying page says otherwise:

- a coupon must be redeemed in the manner and within the timeframe shown on the offer;
- coupons apply in full at the moment of purchase, so partial use isn't possible;
- single-use coupons can be used once per account and don't stack on top of subsequent renewals;
- coupons can't be combined with other discounts;
- coupons can't be exchanged for cash, transferred, resold or counterfeited;
- if the redeemed value is less than the face value of the coupon, the difference isn't refunded.

If you break these rules we may decline to honour the coupon and reserve the right to recover any wrongly-given discount.

11. RIGHT OF WITHDRAWAL (EU/UK CONSUMERS)

If you're a consumer in the European Union or the United Kingdom (i.e. an individual signing up otherwise than for the purposes of your trade, business or profession), you have a statutory right to withdraw from your contract with us within **14 days** of entering into it, for any reason and without giving a reason. This right exists alongside any other right you have under consumer law.

How to withdraw

Tell us. Any unambiguous statement is fine: an email to hello@rouic.com, a letter to the address in §1, or the model form in §12. You just need to send it before the 14-day window closes.

Refund

We'll refund all payments you made under the withdrawn contract, without undue delay and within 14 days of receiving your notice. Refunds use the same payment method as the original transaction unless we agree otherwise. You won't incur any fee for the refund itself.

Service already started

If you asked us to start the Service before the 14-day window ends and you then withdraw, you'll pay us a proportionate amount for the period the Service was actually provided. The rest is refunded.

Digital-content exception

If you've asked us to deliver digital content (e.g. a one-off paid export, a downloadable resource) within the 14-day window and we've done so with your express consent and acknowledgement that the right of withdrawal is lost, you can't withdraw from that specific delivery.

12. WITHDRAWAL FORM TEMPLATE

You can use this form, but you don't have to. Any clear notice works.

To: Rouic Ltd, Valley House, Valley Road, Plympton, PL7 1RF, United Kingdom.
hello@rouic.com

I/We hereby give notice that I/we withdraw from my/our contract for the provision of the following service:

- Carerealm subscription, plan: _____
- Ordered on: _____
- Name(s) of consumer(s): _____
- Address of consumer(s): _____
- Email address tied to the account: _____
- Date: _____
- (Signature if sent on paper)

13. YOUR DATA AND PRIVACY

How we handle personal data is set out in full in our [privacy policy](#). In summary:

- you own the data you put into Carerealm, and we hold it on your behalf to provide the Service;
- you can export it at any time using the in-app export tools (Diary, Forms, Activity Logs, eMAR all have them);
- we delete closed-account data within 90 days, subject to legal retention obligations described in the privacy policy. In particular, author attribution on regulated care records is retained while the organisation's account remains active, and anonymised once it closes;
- organisations that need a Data Processing Agreement can request the current one by emailing hello@rouic.com.

14. SERVICE AVAILABILITY AND CHANGES

We aim for > 99.9% monthly uptime, but Carerealm is provided "**as is**". We don't guarantee it will be uninterrupted or error-free. We may carry out maintenance and update the Service at any time; we'll announce scheduled maintenance in advance where practical.

We may add, change or retire features. We'll give reasonable notice (at least 30 days for material removals) and keep export tools working long enough for you to take your data with you.

15. SUSPENSION AND TERMINATION

You can cancel at any time (see §8). We may suspend or terminate your account if:

- you breach these Terms;
- you fail to pay an outstanding invoice after reasonable notice;
- your use of Carerealm puts other customers, our infrastructure or the people you support at risk;
- a regulator, court or law-enforcement authority requires us to.

Where possible we'll tell you what's wrong and give you a chance to fix it before suspending. For serious or repeated breaches we may suspend immediately. If we permanently close an account we'll give you a reasonable opportunity to export your data first.

16. LIABILITY

Nothing in these Terms excludes or limits our liability for: (a) death or personal injury caused by our negligence; (b) fraud or fraudulent misrepresentation; or (c) any other liability that cannot lawfully be excluded.

Subject to that:

- our total aggregate liability arising out of or in connection with the Service is capped at the amounts you've paid us in the 12 months before the event giving rise to the claim;
- we are not liable for indirect, consequential, special, incidental, punitive or exemplary losses, including loss of profit, revenue, business opportunity, anticipated savings, goodwill, or loss of data where you could reasonably have exported a copy;
- we are not liable for delays, interruptions or failures caused by events outside our reasonable control, including internet/electrical outages, third-party service failures, natural disasters, war, riot or industrial action;
- we are not liable for damage caused by viruses, malware or unauthorised access that you could reasonably have prevented (use up-to-date software, strong passwords, 2FA).

17. INDEMNITY

To the extent permitted by law, you agree to indemnify us against any third-party claims, damages, losses, costs and expenses (including reasonable legal fees) arising from:

- your use of Carerealm in breach of these Terms;
- content you uploaded that infringes third-party rights;
- actions taken by users you authorised under your account.

18. US USERS: ADDITIONAL DISCLAIMERS

If you're using Carerealm from the United States, the following also applies. To the maximum extent permitted by law, Carerealm is provided "AS IS" and "AS AVAILABLE" without warranties of any kind (express, implied, statutory or otherwise), including any implied warranty of merchantability, fitness for a particular purpose, or non-infringement. Some states do not allow the exclusion of certain implied warranties, so parts of the above may not apply to you. These Terms give you specific legal rights, and you may have other rights which vary state to state.

To the maximum extent permitted by law, we are not liable for indirect, punitive, incidental, special, consequential or exemplary damages arising out of or relating to the Service, including damages for loss of profits, goodwill, use, data or other intangible losses.

19. AUSTRALIAN USERS

Nothing in these Terms excludes, restricts or modifies any guarantee, condition, warranty, right or remedy you may have under the Competition and Consumer Act 2010 (Cth) or any similar state or territory legislation that can't be excluded. To the fullest extent permitted by law, our liability for a breach of a non-excludable consumer guarantee is limited, at our sole discretion, to re-performing the services or paying the cost of having the services supplied again.

20. CHANGES TO THESE TERMS

We may update these Terms from time to time. Meaningful changes are announced by email at least 14 days before they take effect; continued use after the effective date constitutes acceptance. If you don't want to be bound by the new version, cancel before it takes effect and the old version governs the period until your cancellation. Minor edits (typos, link fixes, clearer wording) won't trigger an email but will update the "last updated" date at the top.

21. ASSIGNMENT

We may transfer, assign, novate or subcontract any of our rights or obligations under these Terms, taking your legitimate interests into account (e.g. as part of a corporate reorganisation

or acquisition). You may not assign or transfer your rights or obligations without our prior written consent.

22. SEVERABILITY

If any provision of these Terms is held to be invalid or unenforceable, the rest of the Terms remain in full force and effect. Where possible, the invalid provision is read down or reformed to give effect to its original intent in a way that is valid.

23. GOVERNING LAW AND JURISDICTION

These Terms are governed by the laws of England and Wales, without regard to conflict-of-laws rules. Disputes are subject to the exclusive jurisdiction of the courts of England and Wales, except:

- **UK consumers:** if you live in Scotland or Northern Ireland, you can also bring proceedings in the local courts.
- **EU consumers:** you can bring proceedings in the courts of your country of residence, and we'll always bring any proceedings against you in your country of residence.
- If the law of the country you live in provides higher consumer protection than these Terms, those higher standards prevail.

24. DISPUTE RESOLUTION

We'd rather sort things out informally than go to court. If you have a complaint, email hello@rouic.com with a short description and any relevant order/account details. We'll acknowledge within 7 days and aim to resolve within 30.

EU consumers: the European Commission's online dispute resolution platform is at ec.europa.eu/consumers/odr. You can use it for disputes that arise from online contracts.

25. DEFINITIONS

Capitalised terms in these Terms have the following meanings.

- **Carerealm** (or "Service"): the website, applications, APIs and documentation described in §2.
- **Owner** (or "we", "us", "Rouic"): Rouic Ltd, details in §1.
- **User** (or "you"): any natural person or legal entity using Carerealm.
- **Consumer**: a User who is a consumer under applicable law (typically: an individual signing up otherwise than for the purposes of their trade or profession).
- **Business User**: a User that isn't a Consumer.
- **Agreement**: these Terms together with any other documents we incorporate by reference (privacy policy, cookies policy, Data Processing Agreement if signed).
- **Subscription**: a paid plan that gives continuing access to the Service for a recurring fee.
- **Coupon**: any code or voucher that entitles you to a discount.
- **European Consumer**: a Consumer located in the European Union, regardless of nationality.

26. CONTACT

For anything related to these Terms (questions, complaints, notices, withdrawal) email hello@rouic.com.

Postal: Rouic Ltd, Valley House, Valley Road, Plympton, PL7 1RF, United Kingdom.

CAREREALM · TERMS OF SERVICE

V1.0

CAREREALM.COM

Questions: hello@rouic.com. Rouic Ltd, Valley House, Valley Road, Plympton, PL7 1RF, United Kingdom.