Heart of the Village
Terms and Conditions for directory use

Last updated: 10th October 2026

1. About these terms
   These terms apply to people browsing and using the Heart of the Village professional directory to find, compare or contact service providers.

   The directory is operated by Heart of the Village LTD, trading as Heart of the Village ("we", "us" and "our"). Our company number is 17310498 and our registered office is 105 Garstang Road, Preston, England, PR1 1LD. Contact us at heartofthevillageuk@gmail.com.

   These terms should be read alongside our General Website and Shop terms and Conditions and Privacy Policy. They take priority for matters specifically concerning directory use, without reducing your legal rights.

   Separate Directory Listing Terms apply to businesses and individuals publishing listings. These user terms do not govern purchasing or maintaining a listing.

   We make these terms available on the directory. Any activity requiring contractual acceptance will give you an opportunity to review the applicable terms before agreeing.

2. Who the directory is for
   The directory is intended for adults aged 18 or over seeking support for themselves or their families. You must be 18 or over to contact providers through our directory features, create a directory-related account or submit a testimonial.

   Adults may enquire about services for children or other people they are authorised to act for. Providers are responsible for explaining any consent requirements relevant to their services.

   The wider public website may be browsed by visitors of any age.

3. Our role
   The directory helps you discover providers and the services they advertise. It is not an emergency service, professional regulator or accreditation scheme.

   A provider's inclusion does not, by itself, mean that we recommend them, have worked with them, or guarantee their qualifications, insurance, conduct, availability or suitability for you.

If we expressly describe a particular check or endorsement, that statement applies only to the specified check or endorsement and its stated scope. Nothing in these terms contradicts or removes responsibility for a representation we actually make.

Providers may offer different approaches, experience and services. Inclusion of a category, specialism or topic does not mean that every listed service is regulated, requires the same qualification, or is suitable for every person.

4. Independent providers and contracts
   Unless a listing clearly states that a service is supplied by Heart of the Village, the provider is an independent person or business.

   Where you book directly with an independent provider, your agreement is with that provider. They are responsible for their service, advice, charges, invoices, booking arrangements, cancellations, refunds and compliance with their legal and professional obligations.

   We are not a party to that agreement merely because you found the provider here. Contacting a provider through the directory does not, by itself, create a booking or appoint us to act as your agent.

   If you purchase a service supplied by Heart of the Village, our applicable shop terms and any specific client agreement apply. We remain responsible for our own services, including services we deliver using staff, agents or subcontractors.

5. Listing information and verification
   Listing descriptions, photographs, service areas, qualifications, specialisms, prices and contact details are generally supplied by the provider.

   We take reasonable care in operating the directory and dealing with identified problems. However, listing information may change or become outdated. Please confirm important details directly before relying on them or booking.

   Administrative approval of a listing is not, by itself, professional vetting. You should not assume that identity, qualifications, professional registration, insurance, safeguarding checks or testimonials have been independently verified merely because they appear on a listing.

Any verification statement or badge must be read with its accompanying explanation. A check of one document or detail does not establish that every claim has been checked or that a provider is suitable for a particular task.

If you suspect an inaccurate or misleading claim, contact heartofthevillageuk@gmail.com with the listing link and relevant details. We will assess the concern and take proportionate action.

6. Choosing a provider

Before booking, we encourage you to check matters relevant to the service, including:

- The provider's identity, experience and qualifications.
- Any professional registration required for the work, using the relevant register.
- The scope and limits of the service and whether it meets your needs.
- Relevant insurance and, where appropriate, safeguarding arrangements.
- The full price, any deposit, additional costs and payment schedule.
- The provider's cancellation, refund and complaints procedures.
- Availability, location and how the service will be delivered.
- How sensitive information will be handled.

Ask for the agreed service and fees in writing. A title, course certificate or membership of an association does not necessarily establish regulated professional status.

These suggestions help you make an informed choice. They do not transfer our own legal responsibilities to you or make your rights conditional on completing a checklist.

7. Health, legal and other specialist services

Information in a listing does not replace an individual assessment or advice from an appropriately qualified professional.

Not every birth worker, doula, feeding supporter, therapist, adviser or family support worker is a regulated healthcare or legal professional. Confirm the provider's role and professional status where this matters to your decision.

A McKenzie Friend or other unregulated legal support provider is not automatically a solicitor, barrister or authorised legal representative. Ask what they can lawfully do and what any court permission may be needed for.

Do not assume that a provider can diagnose, prescribe, perform a regulated procedure, conduct litigation or represent you in court solely because of a directory category.

For an emergency or immediate safety concern, contact the appropriate emergency services. Do not wait for a directory enquiry to be answered.

8. Enquiries and bookings
   An enquiry does not guarantee a reply, availability, acceptance as a client or any particular outcome.

   Give enough information to explain what you need, but avoid sending unnecessary sensitive information, payment details or confidential documents in an initial message.

   Agree the booking, price and relevant terms directly with the provider before paying. We do not guarantee or insure payments made to independent providers.

   We will not require you to waive legal rights against us or a provider as a condition of making an enquiry.

9. Search results and commercial relationships
   Search tools and filters help identify listings that match the information entered. A match is not a professional suitability assessment. A provider's position in the result does not, by itself, establish that they are better qualified, safer or more suitable than another provider.

   Providers may pay for listings or promotional placements. We will clearly identify paid promotion, sponsorship or other commercial relationships where required. Paying for a listing does not buy a guarantee or endorsement of professional quality.

   If we present a listing as recommended, verified or independently assessed, we will explain the basis of that claim.

10. Testimonials and reviews
    Testimonails reflect individual experiences and are not a guarantee of the result you will receive.

    Testimonials must be based on a genuine experience. Factual statements must be accurate, opinions must be honestly held, and any incentive or relevant personal or business connection must be disclosed.

    Do not submit fabricated reviews, impersonate another customer, organise dishonest reviews or use reviews to threaten or harass someone.

Do not publish confidential information, identifying details about children or third parties, or information prohibited by court restrictions. You may describe a concern without disclosing unnecessary private details.

We moderate submission and take reasonable and proportionate steps to prevent and remove fake reviews, concealed incentivised reviews and misleading review information. We may seek information needed to assess authenticity, taking account of privacy.

We may refuse or remove a testimonial for a genuine reason such as suspected fabrication, unlawful content, harassment or unnecessary disclosure of private information. We will not suppress a genuine review merely because it is negative or edit it to change its meaning.

The author retains copyright. By submitting a testimonial for publication, you grant us a non-exclusive license to publish and display it with the relevant listing and reproduce it as necessary to operate the directory. The testimonial may also be used elsewhere for promotional purposes.

Report a suspected fake or unlawful testimonial to heartofthevillageuk@gmail.com. You may also request review of a moderation decision using that address.

11. Privacy and external websites
    Our Privacy Policy explains how we handle information submitted to us and, where applicable, information passed to a provider through directory features.

    Independent providers are responsible for the personal information they receive and process in their own businesses. Ask for their privacy information before sharing sensitive material.

    Links may take you to websites or platforms controlled by other organisations. Their own terms and privacy information apply to their services. We remain responsible for our own conduct and any legal obligations applying to our handling of your information.

12. Acceptable directory use
    Use contact details to make genuine enquiries related to the advertised services.

    Do not use the directory for harassment, impersonation, scams, unsolicited bulk marketing, collecting information for resale, unlawful scraping or interfering with the website.

    You may share links to public listings. You must not reproduce substantial parts of the directory or copy protected text, photographs or branding without permission.

13. Complaints and safety concerns

    For concerns about an independent provider's service, payment, cancellation or refund, contact the provider in the first instance where safe and appropriate. You may also contact a relevant regulator, professional body or other authority.

    You may report inaccurate listings, misleading claims, suspected fraud, safeguarding concerns or provider misconduct to us at heartofthevillageuk@gmail.com. You do not need to contact the provider first where that would be unsafe or inappropriate.

    Include the listing link, a description of the concern and relevant evidence you can lawfully share. Avoid sending unnecessary third-party information.

    We will assess reports and may request clarification, contact the provider, amend or restrict a listing, suspend it or remove it where justified. We will protect personal information and only share what is lawful and reasonably necessary.

    We do not act as a court, professional regulator or adjudicator of independent booking disputes, and cannot promise to recover money from a provider. This does not limit our responsibility to deal appropriately with issues concerning our platform or our own conduct.

    Complaints about the directory itself are handled under our general complaints process. No complaint procedure prevents you from exercising your legal rights.

14. Availability and listing charges

    Listings may be updated, suspended or removed, and search features may change. Save important booking information and retain the terms you agree with a provider.

    A listing's removal does not, by itself, cancel a contract already made with that provider.Nor does removal necessarily mean the provider has acted improperly.

    We take reasonable steps to maintain the directory, but temporary interruptions may occur. Our general website terms govern platform availability and any paid access supplied by us.

15. Responsibility and liability

    An independent provider is responsible for services they supply directly under their own contract with you. We do not guarantee those services merely by displaying a listing.

We remain responsible for our own acts and omissions, including any failure to exercise reasonable care where we owe that duty, any misleading statements we make, and any legal obligations applying to operation of the directory.

Nothing in these terms excludes or limits liability for death or personal injury caused by our negligence, fraud or fraudulent misrepresentation, or any other liability or consumer right that cannot lawfully be excluded or restricted.

Free access does not impose a zero financial cap on our liability. Our general website liability terms apply only insofar as they are applicable and lawful, and do not remove responsibility preserved by this clause.

16. Changes, governing law and contact

    We may update these terms for future directory use and will make the current version available here. Updates do not retrospectively remove rights or change an existing agreement with an independent provider.

    These terms are governed by the law of England and Wales. The courts of England and Wales may hear disputes, without restricting any right applicable law gives a consumer to bring proceedings elsewhere or rely on mandatory consumer protections.

    Consumers living in Scotland or Northern Ireland may also bring proceedings in the courts of the part of the UK where they live.

    Contact: heartofthevillageuk@gmail.com