

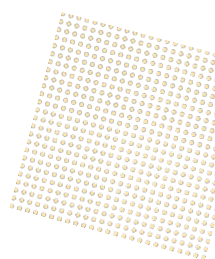


**G-Cloud 15
Terms & Conditions**

**Insytful AI Search – The next generation
enterprise search solution**



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Terms and Conditions for Insytful AI Search

The following terms and conditions are intended to augment and are in addition to the existing G-Cloud framework agreement and call-off contract.

They provide more details on the day-to-day processes to get the most out of your Insytful AI Search subscription on G-Cloud.

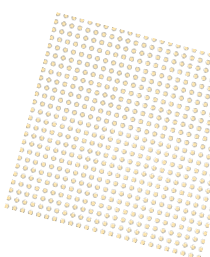
If any conflict is identified between the provisions of these terms and conditions and the G-Cloud framework agreement and call-off contract, the framework agreement and call-off contract will take precedence.

Pricing

Insytful AI Search is available as a standalone service and is offered under a predictable annual subscription model designed for public-sector procurement.

Pricing is made up of two parts:

- A base subscription, based on the number of pages on the customer's websites.
- An annual search allowance, selected from a defined number of licence tiers.





The implementation of Insytful AI Search on a single website is included in the base subscription price. Implementation on additional websites, separate domains, or materially distinct site architectures is not included.

Base subscription

The base subscription includes:

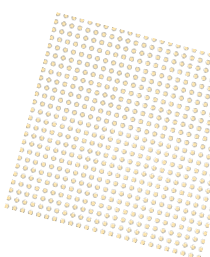
- Monthly scanning and indexing of approved website content.
- Ongoing maintenance, updates, and operational support.
- Security updates and compliance improvements.
- Product enhancements and feature updates
- Governance, safety filtering, and audit visibility features.
- Analytics and usage reporting.
- Multilingual query handling.
- Support for desktop and mobile users.

The base subscription is fixed for the duration of the contract, subject only to the provisions set out below.

Annual search allowance

The annual search allowance includes the annual search credits for AI search on your website:

- Annual search credits for website searches, across one of four licence tiers: Starter, Standard, Advanced, or Enterprise.





- Implementation of Insytful AI Search on a single website using pre-built components based on proven, accessible user experience patterns.

The annual search allowance is fixed for the duration of the contract, subject only to the provisions set out below.

Guidance on tier selection

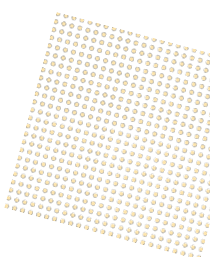
The Starter tier is designed for evaluation, pilots, or smaller website implementations. Where usage exceeds the starter tier allowance, customers will be required to upgrade to the Standard tier.

Our Standard tier is suitable for the majority of customers, and includes sufficient capacity for site-wide implementations over the contract term. Where usage consistently exceeds the selected search allowance, customers will be required to upgrade to the appropriate tier.

Additional websites and complex integrations

Implementation of Insytful AI Search on a single website is included in the base subscription.

Implementation on additional websites, separate domains, or materially distinct site architectures is not included in the base subscription fee and is subject to a one-off implementation fee, as described in the pricing documentation.





Additional scoping and pricing may also apply where requirements fall outside the standard deployment approach. This may include, but is not limited to:

- Additional primary domains or standalone websites.
- Bespoke user interface design beyond standard components.
- Custom integration with non-standard content sources or systems.
- Significant customisation of search behaviour, workflows, or presentation.
- Integration into complex multi-site or multi-tenant architectures.

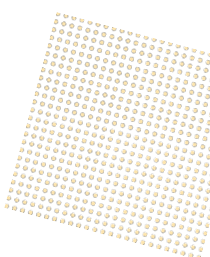
Any additional sites or complex integration requirements will be agreed in advance with the customer, with scope, timelines, and pricing confirmed in writing prior to commencement.

Single website clarification

For the base subscription, a single website refers to one public-facing website or primary domain operated by the customer, including its associated pages and standard subdomains, where Insytful AI Search is deployed as the primary AI search experience.

This includes implementation using Insytful's pre-built, accessible user interface components and standard configuration against the customer's approved website content.

Where a customer operates multiple distinct websites or domains with materially different structures, audiences, or purposes, each will be treated as a separate website and subject to a one-off implementation cost.





Examples for clarity

The following examples are provided for guidance only:

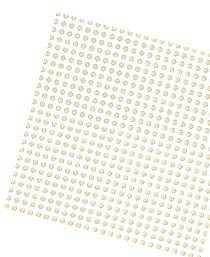
- A single council website with standard service pages under a single domain is treated as a single site.
- A council operating separate websites for residents, tourism, and business services, each with its own domain name, would typically require separate site implementations.
- A university's main website and a separate applicant portal hosted on a different domain would typically be treated as separate sites.

Search clarifications

Definition of search

For pricing, analytics, and usage allowances, a search is defined as a single user-initiated query submitted to Insytful AI Search, regardless of whether a grounded answer is returned. A search includes:

- Natural language questions.
- Keyword-based queries.
- Follow-up questions submitted by a user, where a new search is made.
- Queries where Insytful AI Search determines that no grounded answer is available and returns a “no answer found” or equivalent response.





Each time a user submits a search query and Insytful AI Search processes it, this is counted as one search.

Alignment with analytics and reporting

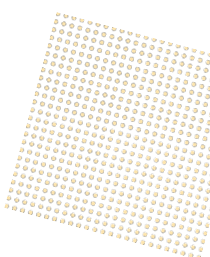
Search volumes directly align with the analytics and reporting provided by Insytful AI Search. Each recorded search represents a clear expression of user intent and is used to support:

- Search volume reporting.
- Identification of high-demand topics.
- Detection of unanswered or poorly served queries.
- Content gap and improvement analysis.

This ensures that usage reporting reflects real user behaviour rather than only successful answers. Queries that do not return a grounded answer are a core product feature. They are intentionally surfaced to help organisations:

- Identify missing, outdated, or unclear content.
- Understand where users expect information that does not exist.
- Prioritise content improvements based on real demand.

Counting unanswered searches ensures that customers receive a complete and accurate view of how their website is being used.





What is not counted as a search

The following activities are not counted as searches:

- Page scans or content indexing operations.
- Background system processes or health checks.
- Automated internal testing carried out by Zengenti.
- Implementation, configuration, or administrative actions.

Usage measurement

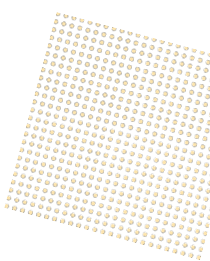
Search allowances and usage are measured and aggregated across all websites within the customer's account. Search volumes and usage are recorded consistently and made available through analytics and reporting to support governance, audit, and service improvement.

Example

A resident visits a local authority website and enters the query:

"Can I get help with council tax arrears?"

Insytl AI Search processes the query and determines that no suitable, up-to-date content exists on the website to confidently answer it. The system responds with a message indicating that no grounded answer was found and may direct the user to relevant pages on the website. This interaction is counted as one search.





Although no answer was returned, the query is recorded in analytics as an unmet information need, helping the council identify a gap in its published content.

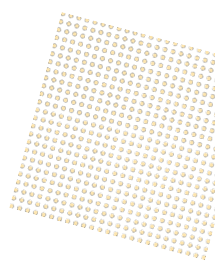
Fair usage and contract terms

Each licence tier includes a clearly defined annual search allowance. Where usage consistently exceeds the allowance, we will notify the customer and work in good faith to reach an agreement on an upgrade.

No excess charges, throttling, or service restrictions will be applied without prior written agreement.

Contract term and price stability

- Contracts may be agreed for up to 24 months.
- The annual base subscription and search allowance licence tier prices are fixed for the full contract term.
- Pricing is designed to remain competitive and predictable over a two-year period.
- Customers will receive ongoing product improvements and updates at no additional cost.





Third-party cost variation, termination and refunds

The provision of Insytful AI Search relies in part on third-party infrastructure, services, and licensed technologies that are outside of our reasonable control.

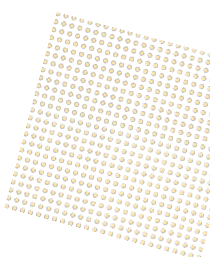
Where there is a material and demonstrable increase in third-party costs that directly affects the cost of providing the Insytful AI Search service, we may do one of the following, by giving no less than one month's written notice:

- Notify you of a revised fee that we reasonably consider necessary to reflect the increased third-party costs.
- Terminate the service.

If customers do not accept the revised fee within the notice period, we may terminate the service with effect from the end of the notice period.

Where a customer has paid fees in advance for the service that cannot be used following termination, we will refund the customer a pro rata amount for the unused portion of the service.

This provision applies only where the continued provision of the Insytful AI Search would otherwise be commercially unviable due to third-party cost increases outside of our reasonable control.





Software-as-a-Service

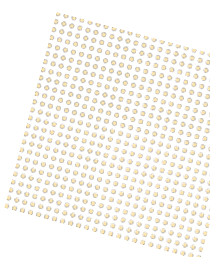
Insytful AI search is provided on a Software-as-a-Service (SaaS) basis. We are happy to provide details of our infrastructure and security at a point in time, for example, as part of your procurement checks.

However, the specific infrastructure, facilities and large language models (LLMs) used to deliver the Insytful AI search service are the choice of Zengenti and are subject to change at the company's discretion. All data is stored in the UK by default.

For answer generation, a limited subset of the user query and retrieved content is processed by a third-party LLM provider, which may involve processing outside the UK. The third-party provider is used solely for the LLM interface component of the service. All other aspects of the service, including content storage, indexing, analytics, and governance controls, remain solely UK-based.

The underlying LLM provider may change in the future due to technical, commercial, or regulatory factors.

For clarity, any changes we make will not reduce the capability, performance or security you originally contracted for. Typically, our changes will enhance the resilience, uptime, and safety of your services and data. Any changes or upgrades we make to the platform are included at no additional cost as part of the SaaS platform.





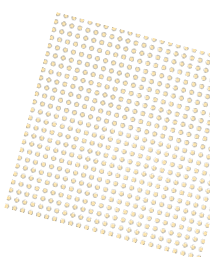
Support

Our cloud-based SaaS model brings together all the essential elements into a comprehensive software-as-a-service (SaaS) service:

- UK-based Tier 3 data centres
- ISO27001 certified
- Service availability SLA of 99.95% uptime *
- Server and uptime monitoring 24 x 7
- Updates to the platform and language models carried out by our engineers
- Unlimited support (including 24 x 7 support for critical tickets)
- User group and conference attendance
- Access to secure client areas of our websites and Slack channels
- Dedicated account management for enterprise customers

* The service availability SLA covers the core Insytful infrastructure. Availability is partially dependent on third-party services, including the large language model (LLM) provider used for response generation.

We provide unlimited support for any technical issues with Insytful AI Search via our help desk portal, email, and dedicated Slack channel. Support is managed through the following SLA:

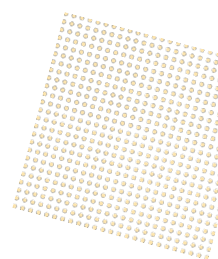




Definition	Response	Resolution
Critical (24 x 7 x 365)	1 hour	8 hours
High	4 hours	2 working days
Normal	8 hours	3 working days
Low	8 hours	3 working days

All our support processes, including our staff, are entirely UK-based. Our help desk is available 24 x 7 x 365 via our website.

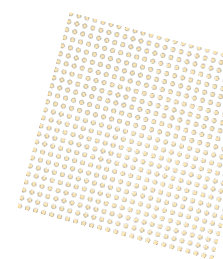
Critical issues are covered 24 x 7 x 365 days a year. Lower-severity issues are handled under a business-hours SLA between 9am and 5.30pm. Our help desk engineers will pick up any tickets raised and communicate with you until the issue is resolved. They prioritise tickets to ensure SLAs are met effectively.





Definition of terms

Term	Definition
Base subscription	The ongoing platform fee for maintenance and website scanning. It includes regular upgrades, bug fixes, and continuous support.
Annual search allowance	The annual search credits for use of Insytful AI Search on your website.
AI	Artificial intelligence (AI) powers the search capabilities and finds answers based on context and natural language, not just keywords.
AI Search	AI search uses advanced technology called Retrieval-Augmented Generation (RAG) with the latest models from third-party suppliers. This combination helps ensure that the search responses are accurate, reliable, and based only on real data from your website.





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New features and updates are made to Insytful as releases are pushed out. For the most up-to-date information, visit www.insytful.com

