

Content Responsibility Disclaimer

Last updated: 16 July 2026

This Content Responsibility Disclaimer applies to all video content, scripts, and creative materials produced by EMMV International Ltd, trading as Platinum Ads ("Platinum Ads", "we", "us"), for any client (the "Client", "you"). It forms part of our Terms of Service.

1. Our role

We act solely as a producer of video content on your behalf. We script, cast, film, and edit content at your direction and based on the information you provide about your business, services, pricing, and offers.

2. Your approval comes first

Every script and every finished video is subject to your review and approval before use. Nothing we produce should be published or run as advertising until you have approved it. By approving content, or by publishing or running it, you confirm that it is accurate and lawful for your business.

3. You are responsible for what the content says, even when we write it

Scripts and creative suggestions we provide are drafts built from the information you give us. They are not legal, regulatory, or compliance advice, and we do not verify the claims in them. You are solely responsible for ensuring that every claim, offer, price, testimonial, comparison, and representation in your content is truthful, substantiated, and compliant with the laws, advertising codes, and regulations that apply to your business and in every territory where the content runs. This includes, where relevant, the UK CAP Code and ASA rules, consumer protection law, sector-specific regulation, and the advertising policies of each platform (including Meta, TikTok, YouTube, and Google).

4. Regulated sectors

If you operate in a regulated sector, such as financial services, health, legal services, or gambling, you must obtain your own compliance or legal sign-off before running any content we produce. Tell us about applicable restrictions before production begins.

5. Consequences of running content

You are solely responsible for the use, deployment, and outcomes of your content, including any complaints, regulator or ASA action, platform rejections or account restrictions, consumer claims, disputes, and chargebacks connected to the claims, offers, or representations made in it. We accept no responsibility for the performance or consequences of any advertising in which the content is used.

6. Our discretion

We may decline to produce, or require changes to, content that we reasonably believe is unlawful, misleading, or in breach of advertising codes or platform policies. Exercising or not exercising this discretion does not make us responsible for your content, and does not amount to legal or compliance advice.

7. Indemnity

As set out in our Terms of Service, you agree to indemnify us against losses, claims, costs, and expenses arising from content you approved and used.

8. Governing law

This disclaimer is governed by the laws of England and Wales.

9. Contact

Email: [contact email]

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