

Terms of Service

Last Updated: 16/02/2026

Welcome to **That Global View**. These Terms of Service ("Terms") govern your access to and use of our website located at <https://www.thatglobalview.com/> (the "Site") and any services, content, or data provided by That Global View (collectively, the "Services").

By accessing or using our Services, you agree to be bound by these Terms. If you do not agree to these Terms, please refrain from using the Site.

1. Description of Service

That Global View is a human science-led media group. Our Services provide market research, data processing, and media. We utilise proprietary technology, including our intelligence engine **ORCA 24/7**, to provide predictive analytics and human intelligence for brands. That Global View operates alongside Spark Emotions as part of our integrated Group services.

2. Intellectual Property Rights

All content on this Site, including text, graphics, logos, images, data compilations, and software (specifically the **ORCA 24/7** engine framework), is the property of That Global View or its content suppliers and is protected by UK and international copyright, trademark, and intellectual property laws.

- **Limited Licence:** You are granted a limited, non-exclusive, non-transferable licence to access and use the Site for informational and professional research purposes.
- **Restrictions:** You may not reproduce, distribute, modify, or create derivative works of any content without express written consent from That Global View.

3. Use of the Site

You agree to use the Site only for lawful purposes. You are prohibited from:

- Using the Site in any way that breaches any applicable local, national, or international law or regulation.
- Attempting to interfere with the proper working of the Site or our data engines.
- Using any automated system (including robots or spiders) to harvest or "scrape" data from the Site without prior written authorisation.
- Knowingly introducing viruses, trojans, worms, or other material that is malicious or technologically harmful.

4. Proprietary Data and Insights

Any insights, "human intelligence," or "cultural pulse" data shared on the Site are for general informational purposes. While we strive for science-fuelled precision, That Global View makes no guarantees regarding specific commercial outcomes or results based on the information provided on the Site.

5. Group Companies and External Links

- **Group Companies:** Our Site may feature content from or links to our Group partners, including **Spark Emotions**. While these are part of our ecosystem, your use of specific services provided by Spark Emotions may be subject to their own specific terms and conditions.
- **Third-Party Links:** Our Site may also contain links to external third-party websites or services (such as social media platforms) that are not owned or controlled by That Global View. We assume no responsibility for the content, privacy policies, or practices of any third-party websites. We advise you to read the terms and conditions and privacy policy of any third-party website that you visit.

6. Disclaimer of Warranties

The Services are provided on an "as is" and "as available" basis. To the fullest extent permitted by law, That Global View expressly disclaims all warranties of any kind, whether express or implied. We do not guarantee that the Site will be uninterrupted, timely, secure, or error-free.

7. Limitation of Liability

Nothing in these Terms excludes or limits our liability for death or personal injury arising from our negligence, or our fraud or fraudulent misrepresentation.

Subject to the above, That Global View shall not be liable to you for any loss of profit, loss of business, business interruption, or loss of business opportunity, whether incurred directly or indirectly, resulting from your access to or use of the Site.

8. Data Protection

Your privacy is important to us. Please refer to our **Privacy Policy** [<https://www.thatglobalview.com/wp-content/uploads/2026/02/TGV-Privacy-Policy.pdf>] to understand how we collect, use, and protect your personal data in accordance with the UK GDPR and the Data Protection Act 2018.

9. Governing Law

These Terms, their subject matter, and their formation (and any non-contractual disputes or claims) are governed by **English law**. You and That Global View both agree to the exclusive jurisdiction of the courts of England and Wales.

10. Contact Us

If you have any questions about these Terms, please contact us at:

- **Email:** hello@thatglobalview.com
- **Website:** <https://www.thatglobalview.com/contact-us/>