

Terms and Conditions of Use

thegoodshoppingguide.com

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1. About us and these terms

thegoodshoppingguide.com (the "Site") is operated by Ethical Company Organisation Ltd, a company registered in England and Wales under company number 04522163, with its registered office at 7 High Street, Cromer, Norfolk NR27 9HG ("we", "us", "our").

You can contact us at hello [at] thegoodshoppingguide.com

These terms govern your use of the Site and the research, ratings, tables, articles and other material we publish on it (together, the "Content"). By using the Site you agree to these terms. If you do not agree to them, please do not use the Site. These terms apply to you as a reader. Separate contractual terms apply to companies that licence our Ethical Accreditation marks or purchase services from us.

2. What The GOOD Shopping Guide is – and what it is not

Please read this section carefully. It describes the nature of everything we publish and it is the basis on which the Content is made available to you.

2.1 The Content is comparative research and opinion. Our ratings and rankings represent our considered editorial opinion, formed by applying our published research methodology to information available to us at the time of research. They are value judgements about ethical performance. Reasonable people applying different values, weightings or criteria would reach different conclusions.

2.2 Our sources. Our research draws on publicly available information, including company reports and disclosures, regulatory and government publications, information published by non-governmental organisations and campaign groups, media reporting, and information supplied to us by companies themselves. We take reasonable care in selecting and reviewing our sources, but we do not independently audit, inspect or verify companies' operations, supply chains or facilities, and we do not hold ourselves out as doing so.

2.3 The Content is a snapshot in time. Company ownership, policies, supply chains and practices change frequently, sometimes without public announcement. A rating reflects our assessment at the date of research shown against it. It is not a continuing statement about a company's current conduct, and we do not undertake to update any rating or table at any particular frequency.

2.4 The Content is not advice. Nothing on the Site constitutes financial, investment, legal, tax, medical, nutritional, safety or other professional advice, and it should not be relied on as such. We are not making any recommendation to you to buy, avoid, boycott, invest in or divest from any product, brand or company. Our tables are one input into your own decision-making, not a substitute for it.

2.5 The Content is general, not personal. The Content is published for a general readership. It takes no account of your particular circumstances, requirements, values or objectives.

2.6 Our Ethical Accreditation is an editorial mark, not a statutory accreditation. Where we use the words "accreditation", "accredited" or "Ethical Accreditation", we mean our own independent editorial endorsement scheme. Our Ethical Accreditation is not an accreditation in the statutory or regulatory sense. It is not granted under, and does not signify approval under, the Accreditation Regulations 2009 or any other statutory or governmental scheme; it is not conferred by, endorsed by or affiliated with the United Kingdom Accreditation Service (UKAS), any other national accreditation body, or any government, regulator or public authority; and it is not a certification issued under any recognised conformity assessment standard.

2.7 What the mark does and does not signify. Where a company holds our Ethical Accreditation, the mark signifies our editorial opinion that, on the evidence available to us, the company met our published criteria for the stated scope at the date of assessment. It is not a rating of every part of a company's operations, not a guarantee or warranty in respect of any particular product or supply chain, and not a statement about a company's conduct generally or in the future.

3. Our methodology and our commercial relationships

3.1 Methodology. Our research methodology, scoring criteria and rating scales are published at <https://thegoodshoppingguide.com/how-we-rate/>. We encourage you to read them before relying on any rating.

3.2 Independence and transparency. We earn revenue from licensing our Ethical Accreditation marks to companies, and may earn revenue from advertising, affiliate arrangements and paid content. Where an item of Content is sponsored, advertised or contains affiliate links, we identify it as such. Our ratings are determined by our research methodology and are not for sale; payment of accreditation or licensing fees does not entitle a company to a particular score.

4. Accuracy, and the limits of what we promise

4.1 We compile the Content with reasonable care and skill, using research processes that we consider proportionate and responsible.

4.2 However, we do not warrant or represent that the Content is complete, accurate, current, error-free or fit for any particular purpose. Information may be incomplete, superseded, misreported by a source, or wrong. Ratings may contain errors of fact or judgement.

4.3 Any reliance you place on the Content is a matter for your own judgement, and is at your own risk. Where a decision matters to you – commercially, financially or otherwise – you should verify the position independently and take appropriate professional advice.

4.4 Errors and corrections. We want the Content to be accurate and we take challenges to it seriously. If you believe anything we have published is inaccurate, please contact us at [hello \[at\] thegoodshoppingguide.com](mailto:hello@thegoodshoppingguide.com) with the details and, where possible, supporting sources. We will review the matter promptly and correct or update the Content where correction is warranted. Any suggested corrections and right-of-reply should be emailed to [hello \[at\] thegoodshoppingguide.com](mailto:hello@thegoodshoppingguide.com).

5. Liability

5.1 What we do not exclude. Nothing in these terms excludes or limits our liability for:

- death or personal injury caused by our negligence;
- fraud or fraudulent misrepresentation;
- any liability that cannot lawfully be excluded or limited.

If you are a consumer, nothing in these terms affects your statutory rights, and you may have rights that these terms cannot restrict. You can obtain information about your rights from Citizens Advice or your local Trading Standards office.

5.2 The Content is provided free of charge. Except where you have separately purchased a product or service from us, the Content is made available to you without payment, on the basis and with the qualifications described in sections 2 and 4. The limitations in this section 5 reflect that basis, the free nature of the Content, and the fact that we cannot know what use you will make of it.

5.3 Losses we are not liable for. Subject to clause 5.1, we are not liable to you for:

- (a) any loss or damage that was not reasonably foreseeable at the time you used the Site – loss or damage is foreseeable if it was an obvious

consequence of our act or omission, or was contemplated by both you and us;

- (b) any loss arising from your reliance on the Content where the qualifications set out in sections 2 and 4 applied, including loss arising because a rating was out of date, because a company's circumstances had changed, or because a source on which we relied was itself inaccurate;
- (c) any loss arising from a purchasing, commercial, investment, employment or other decision you took by reference to the Content;
- (d) any loss or damage caused by viruses or other harmful material that may infect your equipment through your use of the Site or any site linked from it;
- (e) any loss arising from the Site being unavailable, suspended or withdrawn.

5.4 Business users. If you use the Site for any commercial, business or professional purpose, then subject to clause 5.1 we exclude all liability to you for loss of profit, loss of revenue, loss of business, loss of anticipated savings, loss of contracts, loss of goodwill, loss of or corruption of data, and any indirect or consequential loss, however arising.

5.5 Cap. Subject to clause 5.1, our total aggregate liability to you arising out of or in connection with your use of the Site and the Content, whether in contract, tort (including negligence), breach of statutory duty or otherwise, is limited to £100 or, if greater, the total amount you have paid us in the twelve months before the event giving rise to the claim.

5.6 Third-party sites. The Site contains links to sites operated by others. We do not control those sites and are not responsible for their content, accuracy, availability, or for anything you obtain from them. A link is not an endorsement.

6. Intellectual property and permitted use

6.1 We own or are licensed to use all intellectual property rights in the Site and the Content, including our research, ratings, scores, comparison tables, articles, database structure, branding and the Ethical Accreditation marks. All such rights are reserved.

6.2 You may read, print and download extracts of the Content for your own personal, non-commercial use, and you may share links to pages on the Site.

6.3 You may not, without our prior written permission:

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- (c) use our name, logos, ratings, scores or Ethical Accreditation marks in any advertising, packaging, marketing or promotional material, or in any way that suggests endorsement, accreditation or affiliation;
- (d) remove or alter any copyright, trade mark or other proprietary notice.

6.4 Companies wishing to reference their rating or to use our Ethical Accreditation marks must hold a current licence from us. Please contact [hello \[at\] thegoodshoppingguide.com](mailto:hello@thegoodshoppingguide.com)

6.5 Fair quotation of short extracts with clear attribution and a link to the source page is permitted for the purposes of criticism, review, quotation or news reporting in accordance with applicable copyright law.

7. Acceptable use

You may not use the Site: in any unlawful or fraudulent way; to transmit malware or harmful code; to gain unauthorised access to the Site, its servers or any connected system; to place unreasonable load on our infrastructure; or in any way that damages or disrupts the Site or impairs anyone else's use of it.

We may suspend or withdraw your access to the Site if you breach these terms.

8. Availability of the Site

We do not guarantee that the Site will always be available or uninterrupted. We may suspend, withdraw, discontinue or change all or any part of the Site or the Content without notice. We may also withdraw or amend any rating, table or article at any time.

9. Data protection

We process personal data in accordance with our Privacy Policy, available at <https://thegoodshoppingguide.com/privacy-policy/>, and our Cookie Policy at www.thegoodshoppingguide.com

10. Changes to these terms

We may amend these terms from time to time. The version in force is the one published on this page, and the date at the top shows when it was last updated. Your continued use of the Site after any change constitutes acceptance of the amended terms.

11. General

11.1 If any provision of these terms is found to be unlawful, invalid or unenforceable, that provision will be severed and the remaining provisions will continue in full force.

11.2 Our failure to enforce any provision of these terms is not a waiver of our right to do so later.

11.3 These terms do not create any partnership, agency or employment relationship between us, and confer no rights on any third party under the Contracts (Rights of Third Parties) Act 1999.

12. Governing law and jurisdiction

12.1 These terms and any dispute or claim arising out of or in connection with them, the Site or the Content (including non-contractual disputes or claims) are governed by the law of England and Wales.

12.2 If you are a consumer, you may bring proceedings in the courts of England and Wales or, if you live elsewhere in the United Kingdom, in the courts of the part of the UK in which you live, and you benefit from any mandatory protections of the law of the country in which you are resident. If you are a business user, the courts of England and Wales have exclusive jurisdiction.

13. Contact

Questions about these terms and corrections and factual challenges:

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