
Bidwin Licence & Terms of Use

Licence, confidentiality, IP protection and terms of use in one click-to-accept agreement.

Licensor: Mark Cosens, trading as Cosens Consult, also trading as Bidwin-AI

Applies to: Purchases made at bidwin-ai.com

Version: 1.0 · 13 July 2026

Contact: support@bidwin-ai.com

BIDWIN LICENCE & TERMS OF USE

Version 1.0 — 13 July 2026

These terms are published at bidwin-ai.com/licence and are available in full before you buy. They apply to every purchase of Bidwin made through our website checkout.

Key points in plain English

This summary is for convenience — the full terms below are what you accept, and nothing in this summary replaces them. We put these points up front because we rely on them and want you to see them before you buy:

- **Your licence is per named bid writer.** You may not share the plugins or guides with anyone else, inside or outside your organisation (clauses 4 and 5).
- **You must not use Bidwin to build a competing tool.** What we license you is our methodology in readable form; you agree not to turn it into a competing or similar product, for yourself or anyone else (clause 5).
- **The 30-day money-back guarantee is a good-faith guarantee.** To use it, you need to have genuinely tried Bidwin on a real bid and given our support a chance to fix the problem first (clause 12).
- **Delivery is instant.** If you are buying as a consumer, you consent to immediate supply and lose the statutory 14-day cancellation right once supply begins — the guarantee in clause 12 and your statutory quality rights still apply (clause 13).
- **Bidwin runs in your own Claude account,** which you provide and pay for. We are not responsible for Anthropic's service, pricing or limits, or for third-party sites Bidwin Watch reads (clause 8).
- **AI output needs human review.** You are responsible for everything you submit in a tender (clause 9).
- **Our liability is capped** at the fees you paid in the previous 12 months, with legally required exceptions preserved (clause 18).

1. Who we are and what these terms cover

1.1 We are **Mark Cosens, trading as Cosens Consult, also trading as Bidwin-AI**, of Upper Brook Street, Oswestry, SY11 2TL, United Kingdom ("**Bidwin**", "**we**", "**us**"). You can contact us at support@bidwin-ai.com.

1.2 **You** are the customer. Where you buy on behalf of a company or other organisation, "**you**" and the "**Client**" mean that organisation, and clause 2.3 (authority) applies. Where you buy as an individual, you are the Client.

1.3 These terms are the entire legal basis of a self-serve purchase of the Bidwin plugins and guides: a software licence, confidentiality and IP-protection undertakings, and terms of use, in one agreement. Hands-on services (for example AI coaching or managed bid support) are **not** covered by these terms; they are arranged case by case under a separate agreement. Where your purchase includes a house-style fine-tuning session under the founding offer, that session is recorded in Schedule 1 and arranged in the same case-by-case way; Schedule 2 applies when we handle your material to deliver it.

2. How this agreement is formed

2.1 **Read first.** The full text of these terms is available via the link at checkout (and at bidwin-ai.com/licence) before you pay. Please read them; by accepting you confirm you have had the opportunity to do so.

2.2 Acceptance. You accept these terms by ticking the box marked "I have read and accept the Bidwin Licence & Terms of Use" at checkout and completing payment. The box is never ticked for you. Ticking it and paying is your agreement; supplying the plugins and guides to you on these terms is ours. A binding contract is formed when we issue your order confirmation and download access. No signature — from you or from us — is needed.

2.3 Authority. If you are buying for an organisation, by ticking the box you confirm that you are authorised to accept these terms on that organisation's behalf and to commit it to them.

2.4 Our record of your acceptance. We keep a record of each acceptance: the name, organisation and email address entered at checkout, the number of licences purchased, the date and time, the IP address from which acceptance was given, and the version number of the terms accepted. This record, together with your order confirmation, is the record of your licence, and you agree it may be used as evidence of this agreement.

2.5 Versions. These terms carry a version number and publication date at the top. The version you accept at checkout governs your purchase for the Term. Clause 20 explains how and when the terms can change.

3. Definitions

- **"Plugins"**: the Bidwin plugin files supplied under your Order — Bidwin Core and, where included in the offer, Bidwin Watch — comprising skills, agents, reference files and configuration, in the version delivered and any Updates supplied during the Term.
- **"Methodology"**: the bid-writing and tender-discovery methods, workflows, prompts, checklists, style specifications, structures and know-how expressed in or derivable from the Plugins and Documentation.
- **"Documentation"**: the Bidwin Getting Started Guide, the Bidwin Watch Getting Started Guide and any other user materials we supply.
- **"Updates"**: new versions of the Plugins or Documentation we supply during the Term.
- **"Order"**: your purchase at our website checkout, recorded in the order confirmation, including the number of licences bought.
- **"Licensed Users"**: the named individuals designated by the Client under clause 4.2, up to the number of licences in the Order.
- **"Client Materials"**: your tender documents, evidence library, past bids, house style and any other material you use with the Plugins or provide to us.
- **"Outputs"**: bid drafts, plans, checklists, reports and other documents produced by your use of the Plugins.
- **"Purchase Date"**: the date payment is taken at checkout.
- **"Term"**: twelve months from the Purchase Date, and any renewal year you buy.

4. Your licence

4.1 We grant the Client a non-exclusive, non-transferable licence, without the right to sub-license, for the Licensed Users to install and use the Plugins and Documentation during the Term, solely to find tender opportunities for, and prepare, the Client's own bid and tender submissions.

4.2 Per named user. The licence is per named individual. The person who completes checkout is the first Licensed User unless you tell us otherwise. Where you buy more than one licence, you designate the other Licensed Users by email to support@bidwin-ai.com (or in response to our onboarding email), and we may ask you at any time to confirm the current list. Only Licensed Users may install or use the Plugins.

4.3 Substitution. You may substitute a Licensed User by notice to us (for example, on a change of staff), provided the total number does not exceed the licences paid for.

4.4 No sharing beyond Licensed Users. Making the Plugins available to anyone else within your organisation, by any means including internal email or shared drives, is outside this licence and requires additional user licences. Central IT storage of the plugin files solely for installing them for Licensed Users is permitted. Licences are sold singly and in discounted multi-user packs at the checkout; to add users at any time, or for needs beyond the largest pack, contact us.

4.5 Bidwin Watch. Where Bidwin Watch is included with your Order free of charge under the founding offer (normal price £199 per user per year), it is licensed on these same terms as part of the Plugins, for the same Licensed Users and Term. Being free does not reduce the restrictions or confidentiality that apply to it.

5. What you must not do — IP protection

5.1 The Plugins and Documentation are delivered in human-readable form: anyone with the files can read the Methodology. We supply them this way deliberately, so the product is transparent and works inside your own Claude account — and in return we rely on the undertakings in this clause. You acknowledge that reliance.

5.2 You must not, and you must ensure Licensed Users and anyone in your organisation do not:

(a) **share or redistribute** — share, distribute, publish, upload, resell, rent, sub-license or otherwise make the Plugins or Documentation, or any substantial part of them, available to any person outside your organisation, or to anyone within it other than Licensed Users (subject to the IT-storage allowance in clause 4.4);

(b) **build a competing tool** — use the Plugins, Methodology or Documentation, or knowledge of how they work gained from access to them, to build, train, configure, prompt or improve any product or service that competes with or is substantially similar to Bidwin — including skills, plugins, custom GPTs, agents, prompt libraries, templates or software tools for AI-assisted bid or tender writing or tender-opportunity discovery — whether for your own use, for your organisation, or for any third party;

(c) **reverse-engineer to compete** — study, decompile or adapt the Plugins for the purpose of anything in (b). (Reading the files to understand and use the product you have licensed is of course permitted);

(d) **copy beyond need** — reproduce the Plugins or Documentation except as reasonably needed for installation, backup and use by Licensed Users;

(e) **remove notices** — remove or alter proprietary notices in the Plugins or Documentation.

5.3 What this clause does not do. It does not stop you carrying on your own business, bidding for any contract, writing bids for yourself or your clients, or using the general skills, knowledge and experience you build up by working with Bidwin. It stops you taking what we have licensed to you and turning it into, or contributing it to, a competing or similar tool.

5.4 The undertakings in clauses 5.2(a)–(c) continue during the Term, during any continued use under clause 11.3, and for five years after this agreement ends, and indefinitely for anything that remains a trade secret.

5.5 You will notify us promptly if you become aware of any unauthorised use or distribution of the Plugins, Methodology or Documentation.

6. Who owns what

6.1 We retain all intellectual property rights in the Plugins, Methodology and Documentation, including Updates. Nothing in these terms transfers ownership of any of them to you.

6.2 You own the Outputs and the Client Materials. Nothing in these terms gives us any right to your bids, evidence or trading information.

6.3 Any house-style specification generated for you from your own materials belongs to you; the method by which it is generated remains ours.

7. Confidentiality

7.1 Each party will keep the other's Confidential Information confidential and use it only for the purposes of this agreement. For us, your Confidential Information includes the Client Materials, your Outputs and your bidding intentions, where we receive them (for example through support or the house-style service). For you, our Confidential Information includes the Plugins, Methodology, Documentation and any non-public commercial terms.

7.2 The usual exceptions apply: information that is or becomes public through no fault of the receiving party, was lawfully known before disclosure, is independently developed without use of the other's Confidential Information, or must be disclosed by law or a regulator.

7.3 This clause survives for five years after this agreement ends, and indefinitely for anything that remains a trade secret.

8. Your Claude account and other third-party services

8.1 **Your own account.** The Plugins run entirely inside your own Anthropic Claude account (a paid plan — currently Claude Pro or above — is required) and on your own equipment. You are responsible for obtaining and paying for your Claude subscription, for your account's configuration and security, and for complying with Anthropic's terms and usage policies in your use of Claude, including with the Plugins.

8.2 **Bidwin Watch's additional needs.** Bidwin Watch additionally requires Google Chrome with the Claude browser extension, and it reads third-party sources including UK government procurement portals (for example Find a Tender and Contracts Finder).

8.3 **What we are not responsible for.** We do not control, and are not responsible for, Anthropic's or any third-party service's availability, performance, pricing, usage limits, model behaviour or model changes, or for the availability or accuracy of data on government portals or other third-party sites. If Anthropic or a portal changes something and a Plugin needs updating as a result, we address it through Updates and support (Schedule 3) — that is your remedy, and clause 18 applies.

8.4 **Watch results are indicative.** Bidwin Watch reports tender opportunities as an aid to your own judgement. Listings, deadlines, values and scores are indicative; you are responsible for verifying every opportunity against the official notice before acting on it.

9. AI-generated content is yours to check

9.1 The Plugins assist drafting and discovery; they do not guarantee any bid outcome, score, shortlisting or award.

9.2 AI-generated content requires human review. You are solely responsible for the accuracy, completeness and honesty of any submission you make, including verifying every factual claim, statistic and named reference in it, and for meeting the declarations you sign when submitting tenders.

9.3 The Plugins are built to flag unevidenced claims rather than invent support for them, but no automated check replaces your review.

10. Fees, payment and VAT

10.1 The licence fee is stated at checkout and payable at checkout, by card via our payment provider (currently Stripe). Licences are sold per named user — singly, or in discounted multi-user packs as displayed at checkout. Current single-licence pricing: **£349 per Licensed User per year at the founder rate** (the standard rate is £499); Bidwin Watch is included free under the founding offer (normally £199 per user per year).

10.2 **Receipt and invoice.** We provide an electronic receipt and invoice by email on payment.

10.3 **Founder price-lock.** If you buy at the founder rate, your renewals stay at that rate for as long as you renew continuously, per our public price-lock offer.

10.4 Fees are otherwise non-refundable except as provided by the money-back guarantee (clause 12), the cancellation rights of consumers where they apply (clause 13), or your statutory rights.

10.5 **VAT.** We are not currently registered for VAT, so no VAT is charged and the price displayed is the full price you pay. If we become VAT-registered, VAT treatment will be stated at checkout for future purchases and renewals; an existing paid year is unaffected.

11. Term, renewal, and what happens if you do not renew

11.1 Your licence runs for twelve months from the Purchase Date. **It does not renew automatically and we take no further payment without your action.** We will remind you before expiry; renewing is your choice.

11.2 Renewal is a new purchase for a further year, at the rate that applies to you (clause 10.3) and on the then-current version of these terms (clause 20).

11.3 **If you do not renew:** you may continue to use the most recent version of the Plugins and Documentation already delivered to you, on these terms, indefinitely — but with no right to Updates or support. Clauses 4 (Licence), 5 (Restrictions), 6 (IP) and 7 (Confidentiality) continue to apply to that continued use.

11.4 Clause 11.3 does not apply where this agreement is terminated for your breach (clause 19) or where your fee is refunded under the guarantee (clause 12); in those cases the licence ends entirely.

12. 30-day money-back guarantee

12.1 We offer a 30-day money-back guarantee on your first purchase of Bidwin Core. It is a good-faith guarantee: Bidwin is a professional tool, and the guarantee exists for buyers who give it a genuine try and find it does not work for them — not as a free trial. This clause states the conditions, which we apply reasonably.

12.2 **To qualify**, all three of the following must happen within 30 days of the Purchase Date:

(a) **a genuine, documented attempt to use Bidwin Core on a real bid** — as a minimum, installing the plugin, running `/bidwin-setup`, and attempting to draft at least one response section (or, where no live tender is available, a practice run against a past tender);

(b) **you raise the specific problems with us** at support@bidwin-ai.com and give us a reasonable opportunity to put them right — normally at least five UK business days from your report, or such shorter period as remains in the 30 days; and

(c) **you request the refund in writing** (email is fine) within the 30 days, describing what you tried and why it has not worked for you.

12.3 **When a refund is granted:** we refund the licence fee in full to your original payment method within 14 days. Your licence (including Bidwin Watch) ends on the refund decision: you must cease all use, delete all copies of the Plugins and Documentation from your systems, and confirm deletion in writing within 7 days. Outputs already produced remain yours. The continued-use right in clause 11.3 does not apply.

12.4 **Exclusions.** The guarantee is not available: (a) where you are in material breach of these terms, in particular clause 5; (b) more than once per Client (one refund per organisation, however many licences or purchases); or (c) for renewals, or for Bidwin Watch supplied free (it has no separate fee to refund).

12.5 **Your legal rights are not affected.** This guarantee is in addition to, and does not limit or replace, your legal rights — including, if you are a consumer, your statutory remedies where digital content is faulty, not as described or not of satisfactory quality, and, if you deal as a business, any rights you have in respect of defective performance. If the product is genuinely faulty you do not need this guarantee to get a remedy.

13. Instant delivery and your cancellation rights (consumers)

13.1 This clause applies only if you are a **consumer** — an individual buying wholly or mainly outside your trade, business, craft or profession. Most Bidwin buyers are businesses, to whom the cancellation rights in this clause do not apply.

13.2 Bidwin is digital content supplied by download, not on a tangible medium. Under the Consumer Contracts (Information, Cancellation and Additional Charges) Regulations 2013 you would ordinarily have 14 days in which to cancel a distance purchase. **Because delivery is instant, checkout asks for your express consent to our supplying the digital content immediately, before that 14-day period ends, and your acknowledgement that you lose the right to cancel once the supply has begun.** Supply begins when we issue your download access on payment.

13.3 We confirm your consent and acknowledgement, and a copy or record of these terms, in your order confirmation email (a durable medium), as the Regulations require.

13.4 If you do not wish to give that consent, do not complete checkout — contact support@bidwin-ai.com and we will arrange supply after the cancellation period instead.

13.5 Losing the statutory cancellation right does **not** affect: the 30-day money-back guarantee (clause 12), which is our voluntary promise and sits alongside; or your statutory rights if the digital content is faulty, which no consent removes.

14. Business and consumer buyers

14.1 Bidwin is designed and marketed for business use. By purchasing you confirm the purchase is made wholly or mainly for business purposes, unless you tell us otherwise at or before checkout.

14.2 If you are in fact a consumer, these terms still apply to you, with these adjustments: clause 13 (cancellation) applies; nothing in these terms excludes or restricts rights and remedies you have under consumer law that cannot lawfully be excluded (including under the Consumer Rights Act 2015 in respect of digital content); and clauses 17 and 18 apply to you only to the extent they are consistent with those rights.

15. Data protection

15.1 In ordinary use the Plugins run inside your own Claude account and on your own equipment: we do not receive, host or process Client Materials or Outputs in providing the Plugins themselves. A standard self-serve purchase therefore involves no processing of your material by us.

15.2 You are responsible for your own Claude account configuration and your own compliance with UK GDPR in respect of any personal data within Client Materials. The Documentation includes our recommended privacy settings (Getting Started Guide, Appendix D).

15.3 Where we handle Client Materials to deliver a service (for example house-style derivation, a fine-tuning session, or support investigation), Schedule 2 applies and we act as your processor under UK GDPR. Where the parties otherwise exchange personal data (for example support correspondence and the checkout details in clause 2.4, which we hold as controller for administering licences), each complies with applicable data protection law. Our privacy policy at bidwin-ai.com/privacy explains our handling of purchase and contact data.

16. Support and Updates

16.1 During the Term we provide support as described in Schedule 3, and such Updates as we make generally available to clients.

16.2 Updates are supplied as replacement plugin files; installation is your responsibility, with instructions provided.

17. Warranties and disclaimers

17.1 We warrant that we have the right to license the Plugins and that the Plugins will materially conform to the Documentation.

17.2 Subject to that, and to clause 14.2 for consumers, the Plugins and Documentation are provided as-is, and all other warranties, conditions and terms implied by law are excluded to the fullest extent permitted by law. Clauses 8 (third-party services) and 9 (AI output) qualify what the Plugins are warranted to do.

18. Liability

18.1 Nothing in these terms excludes or limits liability for death or personal injury caused by negligence, for fraud or fraudulent misrepresentation, or for anything else that cannot lawfully be excluded or limited.

18.2 Subject to clause 18.1 (and to clause 14.2 for consumers): each party's total liability arising out of or in connection with this agreement is capped at the fees paid or payable by the Client in the twelve months before the claim arose; and neither party is liable for indirect or consequential loss, loss of profit, loss of contract or loss of opportunity (including any lost tender or unsuccessful bid).

18.3 You are responsible for maintaining your own copies of Client Materials and Outputs; the Plugins do not host them.

19. Termination for breach

19.1 Either party may terminate this agreement immediately by written notice if the other commits a material breach and (where remediable) fails to remedy it within 14 days of notice, or becomes insolvent.

19.2 On termination for the Client's breach: all licences end, including the continued-use right in clause 11.3; you must cease all use, delete all copies of the Plugins and Documentation, and certify deletion in writing within 7 days. Outputs already produced remain yours. Clauses 5, 6, 7, 18 and 21 survive termination.

20. Changes to these terms

20.1 We may publish revised versions of these terms from time to time. Each version carries a new version number and date.

20.2 **A revision does not change the deal you already accepted.** The version you accepted governs your current Term and any continued use under clause 11.3 of the version of the Plugins delivered during that Term.

20.3 Renewal is made on the then-current published version. When we send your renewal reminder we will tell you if the terms have changed since you accepted them, with a link to the current version, so you can read them before choosing to renew.

21. General

21.1 Neither party may assign this agreement without the other's written consent, not to be unreasonably withheld. We may assign it to a company that takes over the Bidwin business, and will notify you if so.

21.2 This agreement (including its Schedules, your Order and order confirmation) is the entire agreement between the parties concerning the Plugins and supersedes prior discussions. Nothing in this clause limits liability for fraud.

21.3 Variations other than under clause 20 must be agreed in writing (email suffices if confirmed by both parties).

21.4 Notices may be given by email — to us at support@bidwin-ai.com, and to you at the email address given at checkout (or later updated by notice). A notice is treated as received on the next UK business day after sending, absent a delivery failure.

21.5 No third party has rights under the Contracts (Rights of Third Parties) Act 1999.

21.6 If any provision of these terms is found invalid or unenforceable, the rest remain in force, and the provision applies with the minimum modification needed to make it valid.

21.7 A failure or delay in enforcing these terms is not a waiver.

21.8 Neither party is liable for failure or delay caused by events beyond its reasonable control, except that this does not excuse payment of sums due.

21.9 These terms are governed by the law of England and Wales, and the courts of England and Wales have exclusive jurisdiction — except that if you are a consumer, you may bring proceedings in the courts of the part of the United Kingdom in which you live, and nothing in this clause affects your statutory rights.

Schedule 1: Deliverables

Item	Supplied
Bidwin Core plugin (.plugin file), current release at purchase	On purchase, by secure download
Bidwin Getting Started Guide (PDF), current edition	On purchase, by secure download
Bidwin Watch plugin (.plugin file), current release — founding offer, no charge	On purchase, by secure download
Bidwin Watch Getting Started Guide (PDF), current edition	On purchase, by secure download
Founding offer: one house-style fine-tuning session, arranged case by case under the separate services agreement	By arrangement

Schedule 2: Data processing (applies only when we handle Client Materials)

2.1 When this Schedule applies. For ordinary use of the Plugins, you process your own data in your own Claude account and we process nothing (clause 15.1). This Schedule applies only when we handle Client Materials to deliver a service: house-style derivation, a fine-tuning session, or support investigation. In those engagements you are the controller and we are a processor under UK GDPR.

2.2 Particulars of processing.

Item	Description
Subject matter	Analysis of your bid documents to derive style and configuration, or to resolve a support issue
Duration	The engagement, plus up to 30 days for wrap-up, then deletion

Nature and purpose	Reading, analysing and summarising documents; producing configuration files such as House-Style.md
Personal data	Names, job titles, contact details and CV details of your personnel; names and roles appearing in case studies
Special category data	Not expected. Please redact health or other special category details (for example, learner circumstances in employability case studies) before sharing material with us
Data subjects	Your personnel; individuals referenced in your bids and evidence

2.3 Our obligations as processor. We will: (a) process Client Materials only on your documented instructions; (b) ensure persons handling them are bound by confidentiality (clause 7); (c) apply appropriate technical and organisational measures, including handling files only within our own Claude account with model-training disabled, restricting access to our principals, and deleting working copies at the end of the engagement; (d) not engage sub-processors without your consent, except the Anthropic Claude platform operated under our account settings, which you authorise; (e) provide reasonable assistance with data subject requests and security obligations; (f) notify you without undue delay on becoming aware of a personal data breach affecting Client Materials; (g) delete or return Client Materials at your choice at the end of the engagement; and (h) provide reasonable information to demonstrate compliance with this Schedule.

2.4 Terms used in this Schedule have the meanings given in UK GDPR.

Schedule 3: Support terms

3.1 Channel and hours. Support is provided by email to support@bidwin-ai.com on UK business days.

3.2 Response target. We aim to respond within 2 business days. Messages marked URGENT during a live submission week are prioritised the same business day, on a reasonable endeavours basis.

3.3 Included. Installation help; how-to questions about the skills and workflow; investigation of reported defects, with fixes delivered as re-issued plugin files where practicable; model-recommendation updates as we release them.

3.4 Excluded. Writing or reviewing your bids (a separate service); the Claude platform itself, including its availability, usage limits and your account (matters between you and Anthropic — clause 8); Google Chrome, the Claude browser extension and third-party portals (also clause 8); custom development, which is quoted separately.

3.5 No hosted service. We host nothing on your behalf, so no uptime commitment applies. If a defect in a Plugin remains unresolved after reasonable attempts, our remedy is repair, replacement, or a pro-rata refund of the fee for the unexpired Term, at our choice — without limiting clause 12 in the first 30 days or a consumer's statutory remedies.

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