



PetVet247 Terms of Use

PV247 AI Ltd · Last updated 8 October 2026 · petvet247.ai/terms

🚨 **Important:** PetVet247 is a technology service, not a vet. It gives general guidance only and does not replace your vet. If you think your pet may be in an emergency, contact a vet straight away.

ABOUT THESE TERMS

We are PV247 AI Ltd, trading as PetVet247.ai ('PetVet247', 'we', 'us' or 'our'), a private limited company registered in England and Wales (company number 17098689), with our registered office at 62 Bassaleg Road, Newport, Wales NP20 3PY, United Kingdom.

These Terms of Use (the 'Terms') apply when you use our website petvet247.ai, the PetVet247.ai mobile app, and any related services that link to these Terms (together, the 'Services').

PetVet247.ai is an AI-powered pet health app and website for owners of dogs, cats, rabbits and horses. Owners answer a short set of questions about their pet, such as breathing, gum colour, movement and behaviour, and can add photos or videos. PetVet247 then gives general guidance on how urgent things may be, for example whether to contact a vet now, book a routine appointment or keep watching at home. It also keeps a Health Passport of the pet's records. Owners can choose to share checks with their own vet practice if the practice uses PetVet247. PetVet247 is a technology service, not a veterinary practice: it does not diagnose, prescribe or replace a vet. In an emergency, contact a vet straight away.

By using the Services, you agree to these Terms. If you don't agree, please don't use the Services. You must be 18 or over to create an account.

Vet practices that use PetVet247 do so under a separate agreement with us. Where that agreement and these Terms differ, the practice agreement applies to the practice.

We recommend you keep a copy of these Terms. You can download them as a PDF from the top of this page.

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1. OUR SERVICES

The Services are designed for pet owners in the United Kingdom. You may use them elsewhere, but you are responsible for making sure that is allowed where you live.

We work hard to keep the Services accurate, safe and available, and people check our AI at set points: the research it may use, every change before it goes live, and regular reviews of real answers. People do not check each answer before you see it.

2. NOT A VETERINARY SERVICE

PetVet247 is a technology service, not a veterinary practice, and it is not regulated by the Royal College of Veterinary Surgeons. It does not diagnose, prescribe or treat, and it does not replace your vet. The colour result comes from fixed scoring rules. The written guidance is generated by artificial intelligence from your answers, photos and approved research, and a person does not check each result before you see it. The guidance is general information to help you decide how urgently to contact a vet. If you think your pet may be in an emergency, contact a vet straight away, whatever the app says. Decisions about your pet's health and care are yours and your vet's.

3. ARTIFICIAL INTELLIGENCE

PetVet247 uses AI models from Anthropic (Claude), run through Amazon Web Services in the UK and EU. AI-generated guidance may be inaccurate, incomplete or unsuitable for your pet's circumstances. The AI has not examined your pet and cannot take account of everything a vet would. Do not rely on it alone when making decisions about your pet's welfare. We keep a record of each AI request and answer so we can check and improve the service. We may change or improve AI features at any time. If we stop a feature you have paid for, we will tell you first.

4. SHARING WITH YOUR VET PRACTICE

If your vet practice uses PetVet247, you can choose to link your pet to it and share checks with it. You decide what is shared and can stop sharing or unlink at any time. A practice may not see a shared check straight away: if you are worried about your pet, phone your vet. Vet practices use PetVet247 under a separate agreement with us, and are responsible for their own clinical decisions.

You can also share your pet with members of your household, who can see the pet but not its checks. You choose who to invite and can remove them at any time.

5. YOUR ACCOUNT

Please give accurate details when you create your account and keep them up to date. Keep your password private and don't let anyone else sign in as you: use household sharing or vet linking to give other people access instead. Tell us straight away at support@petvet247.ai if you think someone else has used your account.

You can delete your account at any time from the app. What happens to your information when you do is explained in our [Privacy Policy](#).

6. CREDITS, PAYMENTS AND REFUNDS

Text-only checks are free. Photo and video checks use credits: new accounts get free credits to start, and you can buy more in the app, or buy Lifetime access for unlimited photo and video checks for as long as we provide the Services. All purchases are made through the Apple App Store or Google Play, which take the payment and charge you in British pounds (GBP) or your local currency. Prices are shown in the app before you buy and include VAT where it applies. We may change prices for future purchases; this won't affect credits or Lifetime access you have already bought.

A credit is used only when a photo or video uploads successfully. If an upload fails, the credit is returned to your account automatically.

Refunds. To ask for a refund of a purchase, use Apple's or Google's refund process, as they handle all payments. If something you bought doesn't work as it should, please also tell us at support@petvet247.ai and we will help put it right. When you buy credits, you ask for them to be added to your account straight away, so the usual 14-day right to cancel ends once they have been added. This does not affect your legal rights if what you bought is faulty or not as described.

7. OUR APP AND CONTENT

We own, or have permission to use, the Services and everything in them, including the app, the website, our text, images, designs and the PetVet247 name and logo. You may use the Services for your own personal use, or, for a vet practice, for caring for its patients. You may not copy, sell or reuse them for any other purpose without our written permission.

We give you a personal licence to install and use the app on devices you own or control. You may not copy, change, reverse engineer or take apart the app, except where the law allows it, or use it to build a competing product.

If you send us ideas, suggestions or feedback, we may use them to improve the Services without paying you.

8. WHAT YOU UPLOAD AND POST

You keep ownership of the photos, videos, records, notes and community stories you add ('your content'). You give us permission to store, process and display your content so we can provide the Services to you and to the people you choose to share with, and to check and improve the Services, as explained in our [Privacy Policy](#).

Community stories. If you choose to publish your pet's story, other PetVet247 users can read it, shown with the display name you chose. Every story is reviewed by a member of our team before it appears, and we may decline, shorten or remove a story at any time. You can ask us to remove your story whenever you like. We will not use your story, name or photos in our advertising without asking you first.

You are responsible for what you add. Please only add content that is yours to share, that is about your own pet, and that doesn't show other people or their personal details without their permission.

9. THINGS YOU MUST NOT DO

When using the Services, you must not:

- rely on PetVet247's guidance instead of contacting a vet when a pet may be in an emergency;

- submit false, made-up or deliberately misleading information about a pet;
- upload photos, videos or stories that aren't of your own pet, or that show other people or their personal details without permission;
- post community stories that are false, offensive, or identify anyone else;
- post anything illegal, abusive, threatening, hateful, sexually explicit or defamatory, or that infringes someone else's rights;
- use the Services to advertise or sell goods or services;
- share your password or login with anyone else (use household sharing or vet linking to give others access), or sell or transfer your account;
- pretend to be someone else;
- use the vet practice portal for anything other than caring for pets whose owners have shared them with your practice;
- copy, scrape or collect data, AI answers or other content from the Services, by hand or with bots or scripts, without our written permission;
- try to get around, test or break our security, upload viruses or harmful code, or put an unreasonable load on our systems;
- harass, threaten or abuse our team or other users; or
- use the Services in any way that breaks the law.

10. YOUR PRIVACY

Our [Privacy Policy](#) explains what information we collect, how we use it and your rights. The Services are hosted in the United Kingdom, and our AI runs in the UK and EU.

11. COPYRIGHT COMPLAINTS

If you believe something on the Services infringes copyright you own or control, please email support@petvet247.ai with details of the material and where it appears. We may pass your message to the person who posted it. Please only report material you genuinely believe infringes your rights.

12. CLOSING YOUR ACCOUNT

You can stop using the Services and delete your account at any time.

We may suspend or close your account if you seriously or repeatedly break these Terms, if we must do so by law, or to protect our users, our team or the Services. Where we reasonably can, we will tell you first and explain why. If we close your account when you haven't broken these Terms, we will refund any credits you bought and haven't used, and a fair part of any Lifetime purchase.

13. CHANGES TO THE SERVICES AND THESE TERMS

We keep improving PetVet247, so features may change. We may need to pause the Services for maintenance or because of problems outside our control, and we can't promise they will always be available. We will try to keep interruptions short and to give notice of planned ones.

We will tell you about important changes to these Terms by email from support@petvet247.ai, and where possible in the app, at least 14 days before they take effect. If you keep using PetVet247 after that date, the updated Terms apply. If you don't agree, you can stop using the app and delete your account.

14. OUR RESPONSIBILITY TO YOU

If we fail to follow these Terms, we are responsible for loss or damage you suffer that is a foreseeable result of our failure or our negligence. We are not responsible for loss or damage that is not foreseeable.

PetVet247 gives general guidance only (see section 2). We are not responsible for decisions you make about your pet's care, or for loss that would have been avoided by contacting a vet. We are not responsible for business losses: if you use the Services for a business, such as a vet practice, your practice agreement sets out our responsibility to you.

Apart from the cases below, our total responsibility to you under these Terms is limited to the greater of the amount you paid us in the 12 months before the problem arose, or £100.

We do not exclude or limit our responsibility for death or personal injury caused by our negligence, for fraud or fraudulent misrepresentation, or for anything else the law does not allow us to exclude or limit, including your rights as a consumer under the Consumer Rights Act 2015 for digital content that is faulty or not as described.

We keep regular, encrypted backups, but we recommend you also keep your own copies of important vet records.

15. COMPLAINTS, LAW AND COURTS

If you have a problem, please contact us first at support@petvet247.ai. We will try to resolve it quickly and fairly, and aim to reply within 14 days.

These Terms are governed by the law of England and Wales. You can bring a claim in the courts of England and Wales. If you live in Scotland or Northern Ireland, you can also bring a claim in your local courts. If you live in the European Union, you also keep the protection of your local consumer laws and can bring a claim in your own country.

16. APPLE APP STORE AND GOOGLE PLAY

If you downloaded the app from the Apple App Store or Google Play (each an 'App Store'): these Terms are between you and us, not the App Store, and we, not the App Store, are responsible for the app and its support. If the app doesn't match any warranty that applies, you may tell the App Store, which may refund the price you paid for the app, if any. You must also follow the App Store's own terms. You confirm you are not located in a country under a US government embargo and are not on any US government list of prohibited or restricted parties. Apple and Google are third-party beneficiaries of this section and may enforce it.

17. USERS IN THE UNITED STATES

If you live in California and a complaint is not resolved to your satisfaction, you can contact the Complaint Assistance Unit of the Division of Consumer Services of the California Department of Consumer Affairs in writing at 1625 North Market Blvd., Suite N 112, Sacramento, California 95834, or by telephone at (800) 952-5210 or (916) 445-1254.

18. OTHER IMPORTANT TERMS

These Terms, together with our Privacy Policy, are the whole agreement between you and us about the Services. If a court decides that part of these Terms is invalid, the rest still applies. If we don't enforce a right straight away, we can still enforce it later. We may transfer our rights and obligations under these Terms to another organisation; we will tell you if this happens, and it will not reduce your rights. You may not transfer your rights to anyone else. Nobody other than you and us (and, for section 16, Apple and Google) has any right to enforce these Terms. We are not responsible for delays or failures caused by events outside our reasonable control.

19. CONTACT US

If you have a question or complaint about the Services, please contact us:

PV247 AI Ltd (trading as PetVet247.ai)

62 Bassaleg Road, Newport, Wales NP20 3PY

United Kingdom

Phone: +44 7782 220247

Email: support@petvet247.ai