

Referral programme terms

Version 1.1 · Effective September 2026

These terms govern the VIMA referral programme. They sit alongside our Terms of Service, and section 4 of those Terms forms part of your agreement with us.

1. How it works

Every VIMA account has a referral code. When someone signs up using your code and becomes a paying subscriber, that counts as a confirmed referral.

Confirmed referral | Reward

1st | One free month, as account credit

2nd | A second free month, as account credit

3rd | £9/month, or £90/year - locked, where your code is used before 1 January 2028

There is no limit on how many accounts can reach the locked price. It is available where your third referral code is used before 1 January 2028.

Free months. Your first and second confirmed referrals each earn one free month, granted as credit against your next invoice. Monthly subscribers are credited £18; annual subscribers £15, being one twelfth of the annual price.

Where your third referral code is used before 1 January 2028, it triggers the locked price instead of a free month, and a maximum of two free months may be earned per account.

Where your third referral code is used on or after 1 January 2028, it earns a third free month rather than a locked price. Rewards for referrals beyond the third will be published before 1 January 2028.

Credit is applied to future invoices only. It cannot be refunded, exchanged for money or transferred to another account, cannot reduce an invoice below zero, and is cancelled if your subscription ends before it has been applied. A free month already granted is not withdrawn if the referral is later reversed.

If you sign up using someone else's code, you receive one free month in addition to your 28-day free trial. Your trial runs as normal, your first month is charged as normal, and when that payment succeeds we credit your account with the value of one month - £18 on the monthly plan, or £15 against your renewal on the annual plan. In practice that clears your second month.

The credit can be used once per account and is not available again on reactivation after cancellation. If your first payment is refunded or reversed the credit is withdrawn. You receive your own referral code immediately on signing up, and your credit is unaffected by anything that later happens to the account that referred you.

2. When a referral is confirmed

A referral is confirmed when the therapist you referred signs up using your code and makes their first successful payment, whether monthly or annual. Your reward is granted at that point.

A referral is not confirmed at signup or during the 28-day free trial. A trial that never converts to a paid subscription does not count.

Eligibility for the locked price is fixed when your code is used, not when the payment succeeds. If your third referral code is used before 1 January 2028 and that person's first payment succeeds afterwards, you still receive the locked price. It is granted at the point their payment succeeds.

There is no usage requirement. How much the person you referred uses VIMA does not affect whether your referral counts.

If that payment is later refunded or charged back, the referral becomes unconfirmed and your referral count reduces accordingly. Any reward already granted to you is not withdrawn.

Your referral page in Settings shows the state of every referral you have made.

3. When your price changes

Monthly subscribers. A locked price takes effect at your next billing date after the milestone is reached. There is no proration and no adjustment to a charge already taken.

Annual subscribers. When you reach the milestone, we calculate the value of the unused portion of your current annual term at both the standard rate and your locked rate, and credit the difference to your account. That credit is applied automatically against your next renewal invoice, and all subsequent renewals are charged at £90.

For example, if two months of a £180 annual term have elapsed, ten months remain - valued at £150 at the standard rate and £75 at the locked rate. We credit £75, and your next renewal of £90 is reduced by that credit.

Credits are applied to future invoices only. We do not issue cash refunds. A credit cannot reduce an invoice below zero, cannot be exchanged for money, cannot be transferred to another account, and is cancelled if your subscription ends before it has been applied.

4. Keeping a locked price

Once granted, your £9 price:

- will not increase because therapists you referred subsequently cancel, churn or obtain refunds. Your referral count may reduce; your price will not rise as a result;
- is not affected by future changes to our standard price. If we increase the price of a Standard subscription, your locked rate is unchanged;
- is not withdrawn on 1 January 2028. That date affects only whether a new locked price can be earned.

5. What a locked price includes

A £9 subscription provides identical access to a £18 subscription. Nothing is removed, limited, gated or held back.

All future core practice-management features are included at your locked price at no additional cost. We will not move a feature that was included at the time your price locked into a separately charged add-on.

5a. AI features

AI features are an optional add-on, charged as a separate monthly fee in addition to your subscription at any price. They are not included at £18 or at £9.

- You pay for AI features only if you choose to enable them.
- Declining them does not affect, remove or limit any feature you already use.
- We will not make an existing core function dependent on the AI add-on.

5b. Payment processing

Referral pricing applies to your subscription only. The processing fee described in section 5 of our Terms, currently 0.7% on card payments you collect through VIMA, is unchanged at every subscription price. Stripe's own card fees are charged by Stripe and are outside our control.

6. Losing a locked price

A locked price is tied to a continuously active subscription.

If your subscription ends, whether because you cancel it or because it lapses through non-payment, you lose the locked price and your referral count resets to zero. If you subscribe again afterwards you begin at the then-current standard price with no referrals, and referrals you made previously do not carry over.

Renewing during the 30-day read-only window described in section 9 of our Terms does not count as your subscription ending. Your price and referral count survive if you renew within that window.

No refund arises from losing a locked price. Cancelling part-way through a monthly or annual period does not entitle you to a refund, rebate or pro-rata credit for the unused part of that period; you keep access until the end of it. Any unapplied account credit is cancelled when your subscription ends. See section 4 of our Terms.

7. Misuse

You may not use your own referral code. Codes may not be used across accounts belonging to the same person, accounts sharing a payment method, or accounts using obviously related email addresses.

We may withhold, void or revoke a referral or a locked price where we reasonably believe the programme has been misused. Where a locked price is revoked, your subscription returns to the applicable standard price at your next billing date.

8. Other conditions

No stacking. Referral pricing cannot be combined with any other discount, launch offer, partnership rate, promotional code or trainee pricing. Where more than one would apply, the lowest single price applies. Discounts do not compound.

Single level. You earn only from therapists you referred directly. You earn nothing from anyone they go on to refer.

Trainees. Trainees on the free nine-month programme accrue confirmed referrals but cannot reduce a price while their account is already free. On moving to the Standard plan, a trainee pays one full month at £18 before the locked price applies. A trainee whose third referral code is used on or after 1 January 2028 earns a free month rather than a locked price, on the same basis as everyone else.

9. Changes to the programme

The locked price is available until 1 January 2028, as set out in section 1. That date is a term of this programme rather than a change made on notice, so no separate notice is given when it passes.

We may otherwise change or close the referral programme on reasonable notice. A locked price already granted to you will not be withdrawn as a result of such a change, and will continue on the terms set out here for as long as your subscription remains active.

We may update these terms. Where a change is material we will give reasonable notice, and the version number and effective date above will change.

10. Contact

Questions about the referral programme: hello@govima.co