

Lumi Terms and Conditions

Last updated: June 2026

These Terms and Conditions explain how you may access and use Lumi.

By creating an account, starting a free trial, buying a subscription, or using Lumi, you agree to these Terms. If you do not agree, you must not use Lumi.

1. Who we are

Lumi is operated by Alexandra Stancu.

Business address: 99 Oulton Street, Lowestoft, NN32 3BA, UK
Email: hello @alexandra-stancu.com

In these Terms, "Lumi", "we", "us" and "our" means the business operating Lumi. "You" and "your" means the person or business using Lumi.

2. What Lumi is

Lumi is an online funnel workspace designed to help coaches, course creators, consultants and expertise-led businesses plan, map, create, improve and grow the funnel behind their offers.

Lumi may help you with areas including strategy, buyer journey mapping, copy, automation guidance, optimisation and growth.

Lumi is not a done-for-you service, agency service, coaching programme, legal adviser, financial adviser, tax adviser, advertising adviser or guarantee of sales results.

3. Who can use Lumi

You must be at least 18 years old to use Lumi.

You are responsible for making sure that your use of Lumi is lawful in your country and suitable for your business.

If you use Lumi on behalf of a business, you confirm that you have authority to accept these Terms on behalf of that business.

4. Your account

To use Lumi, you may need to create an account and provide accurate information.

You are responsible for keeping your login details secure. You must not share your account with anyone else unless your plan clearly allows this.

You are responsible for all activity that happens under your account.

If you believe your account has been accessed without permission, you must contact us as soon as possible.

5. Free trials

We may offer a free trial from time to time.

The length of the free trial, what is included, and what happens when the trial ends will be shown at the time you sign up.

If payment details are required for the trial, we will make this clear before you start the trial. Unless you cancel before the trial ends, your subscription may start automatically and you may be charged the price shown at checkout.

You can cancel your trial before it converts into a paid subscription by following the cancellation steps inside your account or by contacting us at support@alexandra-stancu.com.

6. Subscriptions and payment

Lumi is sold as a subscription unless stated otherwise.

The price, billing period, currency, taxes and payment terms will be shown before you complete your purchase.

By subscribing, you authorise us or our payment provider to charge your chosen payment method on a recurring basis until you cancel.

You are responsible for keeping your payment details up to date.

If a payment fails, we may suspend or limit your access to Lumi until payment is made.

We may use third-party payment providers, such as Stripe, to process payments. We do not store full card details ourselves.

7. Cancelling your subscription

You can cancel your subscription at any time through your account settings, where available, or by contacting us at support@alexandra-stancu.com.

Cancellation stops future renewals. Unless required by law or stated otherwise at checkout, cancelling does not automatically refund payments already made.

After cancellation, you may continue to have access until the end of the period you have already paid for, unless your access is terminated because you breached these Terms.

8. Refunds

Refunds are only offered where required by law or where we have clearly stated a refund policy at the time of purchase.

Because Lumi gives immediate access to digital tools, workspaces, generated outputs and downloadable materials, you agree that access may begin as soon as your account is activated.

If you are buying as a consumer and have legal cancellation rights, nothing in these Terms removes those rights. However, where the law allows it, you may lose the right to cancel digital content once access has started, if you have expressly agreed to immediate access and acknowledged this before purchase.

If you believe you are entitled to a refund, contact us at support@alexandra-stancu.com.

9. What you can use Lumi for

You may use Lumi for your own business, offers, funnels, marketing assets and customer journey planning.

You may not use Lumi to:

- create illegal, harmful, misleading or abusive content;
- infringe someone else's intellectual property rights;
- send spam or unlawful marketing;
- copy, scrape, reverse engineer or resell Lumi;
- attempt to interfere with Lumi's security or systems;
- upload viruses, malware or harmful code;
- use Lumi to build a competing product using our structure, prompts, workflows, interface or proprietary methods;
- share account access with people who are not authorised under your plan.

We may suspend or terminate your account if we believe you have breached these Terms.

10. Your content

You own the business information, copy, prompts, answers, files and other material you provide to Lumi.

You give us permission to use your content only as needed to provide, maintain, protect and improve Lumi, process your requests, generate outputs, provide support, comply with legal obligations and enforce these Terms.

You are responsible for making sure that you have the right to upload or enter any content into Lumi.

You should not enter highly sensitive information, confidential client information, passwords, payment card details, medical information, legal case details, or anything you are not authorised to share.

11. Lumi outputs

Lumi may generate strategy notes, maps, copy, recommendations, action steps, explanations, summaries and other outputs.

You are responsible for reviewing, editing, testing and approving anything you use from Lumi.

Lumi outputs are designed to support your thinking and execution. They are not a substitute for your professional judgement.

We do not guarantee that any output will be accurate, complete, original, compliant, suitable for your audience, or effective in producing sales.

Because AI-generated outputs can be similar across users, we cannot guarantee that outputs will be unique to you.

You are responsible for making sure your final marketing, funnels, emails, sales pages, claims, automations and customer communications comply with applicable laws, platform rules and industry requirements.

12. No guarantee of results

Lumi is designed to help you make clearer funnel decisions and create stronger assets.

We do not guarantee specific outcomes, including revenue, profit, conversion rate, lead volume, sales, audience growth, launch results, customer acquisition, or return on investment.

Your results depend on many factors outside our control, including your offer, audience, traffic quality, pricing, market, implementation, sales process, follow-up, reputation and business model.

13. Availability and changes to Lumi

We aim to keep Lumi available and working well, but we do not guarantee uninterrupted access.

Lumi may be unavailable from time to time because of maintenance, updates, technical issues, third-party provider issues or circumstances outside our control.

We may add, remove, test, change or limit features at any time. Some areas may be released in beta or early-access form and may change as the product improves.

14. Third-party tools and services

Lumi may rely on third-party tools, platforms, AI providers, hosting providers, analytics providers, payment processors and other service providers.

We are not responsible for third-party services we do not control.

Your use of third-party tools may also be subject to their own terms and privacy policies.

15. Intellectual property

Lumi, including its name, brand, interface, workflows, workspace structure, prompts, frameworks, templates, product logic, design and content, belongs to us or our licensors.

You may not copy, reproduce, distribute, sell, licence, modify, reverse engineer, or create derivative products from Lumi without written permission.

You may use outputs generated in your own account for your own business, subject to these Terms.

16. Feedback

If you give us feedback, suggestions, testimonials, ideas or comments about Lumi, you allow us to use them to improve, market and develop Lumi without owing you payment.

We will not publish your name, business name or identifiable testimonial without your permission.

17. Privacy

Your use of Lumi is also covered by our Privacy Policy, which explains what personal data we collect, how we use it, who we share it with, how long we keep it, and what rights you have.

18. Marketing emails

If you sign up to Lumi, we may send you service emails about your account, subscription, trial, payments, product updates and important notices.

We may also send marketing emails where you have agreed to receive them or where we are otherwise allowed to do so. You can unsubscribe from marketing emails at any time.

You cannot unsubscribe from essential service emails while you have an active account.

19. Confidentiality

If you share business information inside Lumi, we will treat it with reasonable care.

However, Lumi is not designed to store highly confidential, regulated or sensitive information. You are responsible for deciding what information is appropriate to enter into the platform.

20. Limitation of liability

Nothing in these Terms limits or excludes liability where it would be unlawful to do so, including liability for death or personal injury caused by negligence, fraud, or fraudulent misrepresentation.

To the fullest extent allowed by law, we are not liable for:

loss of profit, sales, revenue or business opportunity;
loss of goodwill or reputation;

loss of data;
interruption to your business;
indirect or consequential loss;
decisions you make based on Lumi outputs;
marketing, legal, compliance or business issues arising from your use of Lumi outputs.

Our total liability to you for any claim connected with Lumi will not exceed the amount you paid to us for Lumi in the three months before the issue arose, unless the law requires otherwise.

21. Your responsibility to back up your work

You are responsible for saving, exporting or backing up any important content, outputs, copy, maps or strategy notes you create using Lumi.

We are not responsible for any loss of content caused by account closure, technical issues, user error, product changes or third-party service issues.

22. Suspending or ending access

We may suspend or terminate your access to Lumi if:

you breach these Terms;
payment fails;
you misuse Lumi;
your use creates legal, security or operational risk;
we are required to do so by law;
we stop offering Lumi or a material part of it.

You may stop using Lumi at any time. Stopping use does not automatically cancel a paid subscription unless you follow the cancellation process.

23. Changes to these Terms

We may update these Terms from time to time.

If we make material changes, we will take reasonable steps to let you know, such as by email or in-app notice.

The updated Terms will apply from the date stated at the top of the page or from the date we notify you, depending on the nature of the change.

If you continue using Lumi after the Terms change, you accept the updated Terms.

24. Complaints and support

For support, questions or complaints, contact us at:

support@alexandra-stancu.com

We will aim to respond within a reasonable time.

25. Governing law

These Terms are governed by the laws of England and Wales.

The courts of England and Wales will have jurisdiction, unless mandatory consumer law gives you the right to bring a claim elsewhere.

26. Summary

Lumi helps you plan, map, create, improve and grow your funnel.

You remain responsible for your business decisions, your marketing claims, your compliance, your implementation and your results.

Lumi is here to support better thinking and execution.