

Reseller Hosting Fair Use Policy

Clear, practical hosting rules designed to protect performance, security and service quality for every reseller customer.

STARTING PACKAGE
£19.99 per month

Up to 5 websites
High-spec reseller hosting, subject to this Fair Use Policy.

1. Purpose and scope

This policy applies to reseller hosting supplied by White Label Web Builds, a trading name of Just SLA Ltd. It ensures that server resources remain fast, secure and reliable for all customers while allowing normal business websites to grow and experience occasional traffic peaks.

2. What the starting package is for

The £19.99 package is intended for up to five ordinary business, portfolio, brochure, blog or small e-commerce websites. Pricing may change where a site needs unusually high storage, processing power, specialist software, traffic capacity or support.

3. Typical included use

Reasonable use includes serving normal website pages and assets, running established content management systems, processing genuine enquiries and online orders, operating databases and scheduled tasks responsibly, and hosting related email where agreed.

4. Website count

Each independent live client website counts as one website. Parked domains showing the same site will not normally count separately. Staging installations may count where they use material resources. The package must not be used to conceal more active sites than purchased.

5. Storage and backups

Storage must mainly contain active website files, databases and associated email. It must not be used primarily for computer backups, personal storage, long-term archives, large design-source files, video libraries or software distribution. Server backups are a resilience measure and are not a substitute for customers retaining their own important files and data.

Keeping the server fast and secure

Fair use is assessed by duration, frequency, legitimacy and the effect on other customers - not by a single isolated statistic.

6. Resource-intensive use

A website may fall outside fair use where it repeatedly or substantially affects server performance, security or availability. Examples include sustained high CPU or memory use, excessive database activity, large error logs, abusive automated traffic, excessive cron jobs, public file sharing, video streaming, proxy services, cryptocurrency mining or continually compromised software.

7. Traffic and bandwidth

Normal website traffic is included. A temporary increase in genuine visitors will not normally be treated as a breach. Sustained traffic beyond shared or reseller hosting may require optimisation, a content-delivery network, additional resources, a VPS or specialist hosting.

8. Email use

Hosted email is for ordinary business communication. It must not be used for unsolicited bulk email, purchased lists, spam, phishing, malware or high-volume marketing campaigns. Legitimate newsletters should use a specialist mailing provider. Outgoing email may be restricted temporarily where an account is compromised or threatens server reputation.

9. Security and maintenance

Customers and resellers must keep websites reasonably secure unless maintenance is covered by a separate agreement. This includes current CMS software, themes and plugins, strong passwords, removal of unused software and prompt action on vulnerabilities. We may isolate an infected website to protect the server and other customers. Repair work may be chargeable.

10. Prohibited activity

Hosting must not be used for unlawful content, intellectual-property infringement, fraud, phishing, malware distribution, unauthorised system access, serious harassment, unlawful impersonation or activity that breaches applicable data-protection law or interferes with our infrastructure.

11. White-label working

Where agreed, we may communicate under the reseller's identity or act as part of their technical team. The reseller must ensure that we have authority to access relevant systems, that client instructions are accurate and that our involvement complies with the reseller's client contract. NDA and confidentiality requirements should be confirmed in writing.

Support, action and contact

Our approach is to explain the issue, help resolve it and only restrict service where proportionate or urgently necessary.

12. Hosting support

Where included, reasonable hosting support covers server availability, hosting-account issues, DNS guidance, SSL, email configuration guidance, control-panel help and server-side fault investigation. It does not automatically include website design, content entry, code changes, plugin configuration, SEO, malware removal, maintenance or direct end-client support.

13. How fair use is assessed

We may monitor storage, processing load, memory, traffic, email volume, security events and technical logs where reasonably necessary to operate and protect the service. We consider whether usage is temporary or recurring, its effect on others, whether it is legitimate and whether reasonable corrective steps have been taken.

14. What happens if usage is excessive

Where practical, we will contact the customer, explain the resource issue, identify the effect and suggest corrective steps. We may ask for optimisation, temporarily restrict a process, recommend a more suitable package, agree additional resource charges, suspend the affected website or terminate service in serious or repeated cases. Immediate action may be required for urgent security, unlawful activity or major disruption.

15. Package and policy changes

We may amend package features, resource allowances or prices on reasonable notice. Material changes will not normally apply during a prepaid minimum term unless agreed, legally required, imposed by an unavoidable supplier change or needed to protect security and availability.

16. Related terms

This policy should be read with the hosting terms and conditions, acceptable use policy, privacy policy, data-processing terms, service description, maintenance agreement and individual quotation. A specific written agreement takes priority where it expressly conflicts with this policy.

Questions about hosting or fair use?
Speak to us before ordering or when a website begins to grow.

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Publication note: This document is a concise customer-facing policy. It should be published alongside the full hosting terms covering payment, renewal, cancellation, liability and data processing.