

Intellectual Property Policy

Ownership, permitted use and protection of SENSORA GROUP creative works and AGS-created digital assets.

Version 1.0 · Updated 6 October 2026

Rights notices

Copyright notice

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Design-rights notice

SENSORA GROUP and AGS reserve any applicable rights they hold in their respective original designs. Protection depends on the relevant legal requirements, territory and supporting evidence. No registered-design status is asserted unless an asset-specific registration is identified.

Patent status

Patent status: under confidential review. This status does not assert that a patent application has been filed or that a patent has been granted. Confidential invention details are not disclosed in this policy.

This policy does not certify ownership, registration or patent status for any individual asset. Asset-specific rights and any patent notices require supporting records and review by an appropriately qualified intellectual property adviser.

1. Who we are and what this policy covers

SENSORA GROUP is based in Covent Garden, London WC2H 9JQ, United Kingdom. Automated Governance Systems Ltd (AGS) is a separate rights holder for AGS-owned works used on this website. This policy explains the intellectual property rights (IPR) associated with our website, products and creative works.

The scope includes SENSORA-origin software and source code, SENS interfaces and materials, immersive experiences, apps, workflows, original documentation, publications, downloadable guides, learning materials, and AGS-created assets made available through SENSORA GROUP, photographs, illustrations, logos, visual designs, animations, audio, video and other digital assets. Listing a category does not establish ownership of every item in it.

2. Ownership of SENSORA GROUP and AGS assets

SENSORA GROUP retains the IPR that it owns in its original works and digital assets. Ownership may arise under applicable law, including qualifying works made by employees in the course of employment, or through a valid written assignment. Relevant creation records, contracts and licences determine the rights in each asset.

AGS retains the IPR it owns in creative works and digital assets it creates, unless a valid written assignment provides otherwise. SENSORA GROUP's display, hosting or use of an AGS-created asset does not itself transfer ownership. SENSORA GROUP may use such assets only within the applicable licence or agreement; any asset-specific assignment must be supported by records. SENSORA GROUP retains the IPR it owns in its own original works, branding and digital assets. These rights are separate from AGS's rights and from member companies' and other third parties' rights.

Commissioning, paying for, hosting or publishing a work does not by itself transfer all rights to SENSORA GROUP. Independent creators and contributors retain their rights unless a valid assignment or other agreement provides otherwise. Where SENSORA GROUP holds a licence rather than ownership, our use and any onward permission are limited by that licence.

3. Customer inputs and customer-specific outputs

Customers and their licensors retain their existing rights in uploaded data, documents, images, branding and other inputs. Uploading an asset does not, by itself, assign ownership to SENSORA GROUP. Any permission needed to process inputs is governed by the applicable product terms or written agreement.

Ownership and permitted use of customer-specific outputs, configurations and deliverables depend on the applicable agreement, underlying rights and law. This policy does not transfer customer rights to SENSORA GROUP or promise customers ownership of all generated outputs. Customers must have appropriate permissions for their inputs and intended uses.

The SENSORA GROUP Terms of Business state that ownership of bespoke deliverables passes to the client on full payment, while pre-existing tools and frameworks are retained. Read that provision with the agreed proposal or statement of work and any applicable third-party rights. This policy does not withdraw or amend that contractual commitment.

4. Copyright and attribution

Copyright may protect qualifying original software, written works, artistic works and other materials; separate rights may apply to recordings, films and databases. Copyright generally arises automatically when the legal requirements are met. A notice records a claim but does not prove that every item is protected or owned by SENSORA GROUP.

Keep copyright, authorship, licence and other rights notices intact when using material under an applicable licence. Crediting SENSORA GROUP does not replace permission where permission is required. SENSORA GROUP respects contributors' applicable moral rights and agreed attribution; this policy does not waive them.

5. Designs and brand identities

Original product appearance, graphical elements and other qualifying designs may attract copyright, unregistered design protection or registered design rights. These protections have different eligibility rules, scope, duration and territorial limits; not every interface, idea or functional feature qualifies.

SENSORA GROUP reserves the design rights it actually holds. No design is described as registered without a verified registration. SENSORA GROUP names, logos and product identities may also be protected by trade mark law or other applicable law. This policy does not assert that any trade mark is registered. Do not imply SENSORA GROUP endorsement or affiliation without permission.

6. Patents — under confidential review

Patent status for the inventions addressed by this policy is under confidential review. Patent rights are distinct from copyright and design rights. An invention is not patented merely because it has been developed, described in a guide or included in software. Confidential review does not establish a SENSORA GROUP or AGS filing, application or granted patent.

Any future notice of an application or granted patent must be supported by verified, current records and accurately describe its scope and territory where appropriate. An application is not a grant or a guarantee of enforceable rights.

Potentially patentable inventions should be reviewed by a qualified patent adviser before public disclosure, since disclosure may affect patentability. Confidential technical details should not be published as part of a rights notice.

7. AI-assisted and AI-generated material

Some digital assets or outputs may be created with AI assistance. Rights depend on the human contribution, applicable law, source material, provider terms and relevant contracts. SENSORA GROUP does not claim exclusive ownership or guaranteed copyright protection in every AI output.

AI outputs may resemble other material or contain protected content. They are not guaranteed to be original, exclusive or free of third-party rights. Before commercial publication or consequential reuse, an accountable person should check provenance, permissions, accuracy and relevant rights, seeking specialist advice when necessary.

8. Third-party and open-source assets

Third-party software, fonts, media, logos, standards extracts, libraries and other licensed material remain subject to their respective rights holders and licence terms. SENSORA GROUP ownership notices do not extend to those assets.

Applicable open-source or other third-party licences continue to govern their material, including any attribution, notice, redistribution or source-code obligations. This policy does not override those licences or imply ownership of third-party brands shown on our website.

9. Permitted use and licensing

You may view publicly available content and download assets expressly offered for download for your own reference or the use stated alongside the asset. A download or purchase does not, by itself, transfer copyright or other ownership. Product access, team use and any broader licence are governed by the applicable terms or written agreement.

Unless a licence, written permission or the law permits it, do not republish, resell, commercially distribute, adapt or incorporate SENSORA GROUP-owned material into another product, or remove rights notices. Seek written permission for wider reuse. Nothing here restricts statutory exceptions, lawful quotation or any right that cannot lawfully be excluded, including applicable software-related rights.

10. Confidential know-how and evidence

Non-public source code, technical methods and other know-how may be protected by confidentiality obligations or trade-secret law where the legal requirements are met. This policy does not make all information confidential or prevent lawful independent development.

Rights claims should be supported by creation and authorship records, contributor agreements, assignments, third-party licences and any relevant registration or filing records. Asset owners should verify those records before issuing a notice, licensing material or asserting rights.

11. Permissions and suspected infringement

For reuse permission or an IPR concern, email info@sensoragroup.com with the subject 'Intellectual Property'. Identify the asset or URL, the rights involved, the proposed use or concern, your authority to act and relevant supporting evidence. Do not include unnecessary personal data or confidential invention details.

SENSORA GROUP will assess concerns on their evidence and the applicable rights and licences. A report does not establish infringement; any restriction, correction, removal or escalation requires appropriate human review. Urgent or disputed legal matters should be referred to an appropriately qualified adviser.

12. Relationship to other terms and updates

Read this policy with the Terms of Use, Privacy Policy and any applicable product licence or signed agreement. An express asset licence or signed agreement governs the permissions it grants; this policy does not retrospectively change ownership, access rights or existing contractual entitlements.

Applicable law and rights that cannot be excluded remain unaffected. This policy is general information, not legal advice or a warranty of registration, ownership or non-infringement. SENSORA GROUP may update it; the version and date above identify this edition.

Policy version history

Version 1.0 · 6 October 2026

Initial policy edition covering SENSORA GROUP and AGS asset ownership, copyright and design rights, with patent status under confidential review.

Authoritative guidance

[UK IPO — Ownership of copyright works](#)

[UK IPO — How your unregistered designs are protected](#)

[UK IPO — Register a design](#)

[UK IPO — Patent application notices \(section 111\)](#)

[UK Government — Copyright and artificial intelligence consultation \(background, not a statement of enacted law\)](#)

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Adapted for SENSORA GROUP from the AGS Intellectual Property Policy:
<https://automatedgovernancesystems.com/intellectual-property>

Asset-specific ownership and registration claims require verification.