

## Terms of Service

**Effective Date:** 14/06/2025

**Last Updated:** 14/06/2025

Welcome to Influora! By accessing or using our platform, you agree to comply with these Terms of Service ("Terms"). Please read them carefully, as they govern your use of Influora's services and set the expectations for both users and the platform.

### Account Requirements:

- **Eligibility:** You must be at least 18 years old to use the platform. By creating an account, you represent that all information provided is accurate, and you agree to update it as necessary.
- **Account Security:** You are responsible for maintaining the confidentiality of your account credentials. Influora is not liable for any unauthorized access to your account due to your failure to secure your information.

### Platform Usage:

- **Access:** Influora reserves the right to modify, suspend, or terminate any service or feature at any time without prior notice.
- **Prohibited Activities:** You agree not to use the platform to:
  - Post misleading or false information.
  - Engage in spamming, harassment, or inappropriate communication.
  - Promote illegal activities or violate intellectual property rights.
  - Manipulate payment systems or evade platform fees.

Any violation of these terms may result in suspension or termination of your account, and you may be subject to legal action.

### Content & Intellectual Property:

- **User-Generated Content:** Any content you create, upload, or share on Influora must comply with our **Content Policy**. You grant Influora a non-exclusive, worldwide, royalty-free license to use, display, and promote your content on the platform. You retain ownership of your content.
- **Platform Content:** All platform elements, including designs, logos, and software, are the intellectual property of Influora. Unauthorized use of any platform assets is prohibited.

### Campaigns & Collaborations:

- **Brands:** Brands are responsible for setting clear campaign goals, expectations, and terms. Influora is not liable for any disputes between brands and influencers regarding deliverables or payments.
- **Influencers:** Influencers are required to adhere to the terms agreed upon in the campaign. Any failure to deliver as promised may result in penalties or suspension.

- **Platform's Role:** Influora acts solely as a facilitator between brands and influencers and is not responsible for the performance or outcome of campaigns.

#### **Payments & Fees:**

- **Platform Fees:** Influora charges a service fee for facilitating collaborations, which will be clearly outlined during payment. All fees are non-refundable, except as outlined in the **Payment & Refund Policy**.
- **Non-Payment:** Any failure to complete payment for services or campaigns may result in account suspension, late fees, and legal action.

#### **Limitation of Liability:**

- To the maximum extent permitted by law, Influora will not be held liable for any direct, indirect, incidental, or consequential damages arising from your use of the platform. This includes but is not limited to any loss of profits, data, or reputation, even if Influora has been advised of the possibility of such damages.

#### **Termination of Services:**

- Influora reserves the right to terminate or suspend your account at its sole discretion for any violation of these Terms or for any reason deemed necessary for platform integrity. You may terminate your account at any time by contacting Influora, but you remain responsible for any outstanding payments or fees.

#### **Dispute Resolution:**

- Any disputes arising from your use of Influora's services must be resolved through arbitration, as per our **Dispute Resolution Policy**. By using the platform, you waive the right to any class-action lawsuit.

#### **Changes to Terms:**

Influora may modify these Terms of Service from time to time. Significant changes will be communicated via email or platform notifications. Your continued use of the platform constitutes acceptance of the updated terms.