

Privacy & Terms of Use

Appfluencer Terms of Use

Effective Date: February 8, 2025

Welcome to **Appfluencer**. These Terms of Use ('Terms') govern access to and use of our platform, **decisions.appfluencer.com** ('Service'). By accessing or using the Service, you agree to be bound by these Terms.

1. Subscription & Payment

- Access to **decisions.appfluencer.com** is available **only through a paid subscription**, except for users approved for a **Demo Subscription**.
- **Demo Subscription:** Users who sign up for a free demo may be granted temporary access based on qualification criteria. At the end of the demo period, access will automatically expire.
- **Payment is required in advance** for paid subscriptions based on the selected term (monthly, yearly, etc.).
- **Failure to make payment** results in **immediate cancellation** of access.
- Subscriptions **are non-refundable**, even if canceled before the term ends.
- Enterprise customers may be subject to additional agreements as outlined in their **Enterprise Subscription Agreement**.

2. Access & Security Policies

2.1 Restricted Access & IP Whitelisting

- **A unique email and associated IP address are required** for access.
- If an email and IP are **not provided, access is denied**.
- **VPNs are not permitted** for accessing the Service.
- This **IP whitelist policy** enhances security and restricts unauthorized logins.
- Enterprise customers may have additional security requirements outlined in their agreement.

2.2 Internal Tracking & Data Use

We do not use third-party tracking cookies.

Users who sign up for the free Demo may have cookies used solely for the purpose of authenticating the user who signed up for the free Demo, with the user trying to access the free demo at **decisions.appfluencer.com**. This cookie will be used to track sign-in attempts, sessions, and the life of the demo subscription.

Internal tracking is used strictly for:

- Identifying user preferences to enhance the platform experience.

- Troubleshooting errors and improving system reliability.
- Understanding service usage patterns to refine features.

No data is shared or sold to third parties.

2.3 Enterprise Subscriber Terms

- Enterprise users must register using an **authorized work email**.
- Additional security and access requirements are **outlined in enterprise agreements**.
- Enterprise customers must comply with any **additional security protocols** detailed in their contracts.

3. Use of the Service

Intended Use: The Service is designed for **data-driven insights, predictive targeting, and campaign optimization**.

Users **may not**:

- Share access credentials with unauthorized individuals.
- Reverse-engineer or attempt to extract proprietary methodologies.
- Use the platform in ways that violate any applicable **laws or regulations**.
- Attempt to access the Service without proper authorization.

4. Termination & Account Restrictions

Non-compliance with these Terms results in **immediate termination** of access. We reserve the right to **deny or restrict access** to any user for violations of policy. In cases of **security concerns**, access may be temporarily suspended pending review.

5. Contact Information

For questions about these Terms, contact **support@appfluencer.com**.