

Brandure AI Terms & Conditions

Last updated: 6 August 2025

1. Definitions - "**Agency**": Brandure AI. - "**Client**": Entity engaging Agency for Services. - "**Services**": AI automation, digital marketing, consulting, training, and related deliverables.

2. Scope of Services Agency shall perform Services as detailed in a written proposal or statement of work mutually agreed upon.

3. Client Obligations Client shall: - Provide accurate information, access to systems, and timely feedback. - Obtain necessary consents for data shared with Agency.

4. Fees & Payment - Custom projects: payment terms as specified in the statement of work, with 50% due upfront and 50% upon completion. - Monthly retainers billed in advance. - Late payments incur interest at 1.5% per month.

5. Intellectual Property - Agency retains ownership of pre-existing IP and tools. - Upon full payment, Client is granted a perpetual, worldwide license to deliverables developed specifically for them.

6. Confidentiality Both parties shall maintain confidentiality of proprietary information and use it only for purposes of performing Services.

7. Data Protection Each party shall comply with applicable data protection laws (UK GDPR, UAE PDPL). Client data processed by Agency will be handled per the Privacy Policy.

8. Warranties & Disclaimers - Agency warrants that Services will be provided with reasonable skill and care. - Except as expressly stated, Agency disclaims all other warranties, express or implied.

9. Limitation of Liability To the maximum extent permitted by law: - Neither party shall be liable for indirect or consequential losses. - Aggregate liability for direct damages is limited to the total fees paid by Client in the prior 12 months.

10. Term & Termination - Term: as specified in the statement of work. - Either party may terminate for material breach with 30 days' notice if the breach is uncured. - Upon termination, Client pays for all work performed to date.

11. Governing Law & Dispute Resolution - For Clients in the UAE: governed by the laws of the United Arab Emirates and subject to exclusive jurisdiction of its courts. - For Clients in the UK: governed by the laws of England and Wales, with disputes resolved in its courts.

12. Force Majeure Neither party is liable for delays due to causes beyond reasonable control (e.g., acts of God, war, pandemic).

13. Severability & Entire Agreement If any provision is invalid, the remainder shall remain in effect. This document, together with any proposal or statement of work, constitutes the entire agreement.

14. Amendments Any amendments must be in writing and signed by both parties.

15. Contact For questions about this Privacy Policy or data requests, email privacy@brandureai.com.