

# Subscription Agreement (End-User License Agreement)

Last Updated: April 23, 2025

This Subscription Agreement is an **End-User License Agreement** (“EULA”) between **Detector Studio Limited** (“Detector Studio” or “Licensor”) and you (“you” or “End-User”). This EULA governs your use of the ReelTale mobile application, including all software, services, and content provided through it (collectively, the “**Licensed Application**” or “**App**”). This Agreement is in addition to the **Terms of Use** above, and in the event of any conflict, this EULA shall be interpreted to comply with Apple’s App Store requirements while the Terms of Use provide additional terms of service. By downloading, installing, or using the ReelTale App, you acknowledge that you have read and agree to be bound by this EULA. **If you do not agree to the terms of this EULA, do not download, install, or use the App.**

Please note that this EULA is a legally binding contract **between you and Detector Studio Limited only**, not with Apple Inc. However, you and Detector Studio acknowledge that Apple and its subsidiaries are third-party beneficiaries of this EULA and, upon your acceptance of the terms of this EULA, Apple will have the right (and is deemed to have accepted the right) to enforce this EULA against you as a third-party beneficiary.

## 1. Definitions

For the purposes of this EULA:

- “**Application**” or “**App**” refers to the ReelTale software application (including any updates or upgrades thereto) provided by Detector Studio, which you downloaded from Apple’s App Store, including all Content, services, and features available through the application.
- “**Content**” means all information, text, graphics, images, videos, audio, and other materials accessible within the App, including the documentary AI series episodes and related media.
- “**Subscription**” refers to the auto-renewing monthly subscription service offered within the App that provides unlimited access to Content during an active subscription period.
- “**One-Time Purchase**” refers to an in-app purchase of specific Content (such as a particular series or episode) for a one-time fee, as opposed to recurring subscription access.
- “**Licensed Application**” is the licensed copy of the ReelTale App that you lawfully downloaded and use pursuant to the terms of this EULA and Apple’s App Store Terms.
- “**Device**” means an Apple iOS device (e.g., iPhone, iPad, or iPod Touch) that you own or control and on which the App is installed and run.
- “**Detector Studio**” (also “the Company”, “we”, or “us”) refers to Detector Studio Limited, the developer and provider of the App, with registered address at Ibex House, 61 Baker Street, Weybridge, Surrey, KT13 8AH, United Kingdom.

- **“Apple”** refers to Apple Inc. and, where relevant, its subsidiaries or affiliates.

## 2. Acknowledgment

By clicking “Agree” (or a similar button) or by downloading or using the App, you acknowledge that you have read this EULA, understand it, and agree to be bound by its terms. You also acknowledge and agree that:

- This EULA is concluded **solely between you and Detector Studio**, not with Apple. Detector Studio, as the licensor of the App, is solely responsible for the App and its content, not Apple.
- Any support or maintenance of the App is the responsibility of Detector Studio (per Section 6 below), and Apple has no obligation to furnish any maintenance or support services for the App.
- As the End-User, you will comply with the App Store **Terms of Service** (the “Media Services Terms and Conditions”) which you agreed to when downloading the App. This EULA incorporates by reference the usage rules (“**Usage Rules**”) set forth in the App Store Terms of Service, and you agree to comply with such Usage Rules when using ReelTale. In the event of a conflict between the App Store Terms of Service Usage Rules and this EULA, the Usage Rules shall govern with respect to your use of the App.
- **Age Confirmation:** By entering this Agreement, you confirm that you are 18 years of age or older (or the age of majority in your jurisdiction) or have reached at least the minimum age required to use the App under Section 2 of the Terms of Use (with necessary parental consent if applicable). If you are under the required age, you are not authorized to enter this EULA or use the App without appropriate consent and must cease use immediately.

## 3. Scope of License

Detector Studio grants you a **limited, non-exclusive, non-transferable, revocable license** to use the ReelTale App on any Apple-branded Devices that you own or control, and as permitted by the Usage Rules set forth in Apple’s App Store Terms of Service. This license is provided **for your personal, non-commercial use** only.

Under this license, you **may**:

- Install and use the App on an iPhone, iPad, or iPod Touch (or other compatible iOS device) that you own or control, for the purpose of viewing the Content (episodes, series, etc.) through the App.
- If Family Sharing is enabled via Apple and the App is eligible, share the App with family members as allowed by Apple’s Family Sharing policies. (Note: Subscription access may not be shareable depending on Apple’s in-app purchase sharing rules; each family member might require their own subscription unless Apple permits

sharing.)

You **agree not to**:

- Install or use the App on any device that you do not own or control, except as permitted by Apple (for example, installing on a family member's device if allowed by Family Sharing).
- Distribute or make the App available over a network where it could be used by multiple devices simultaneously, except via official App Store distribution (you cannot, for instance, copy the App and upload it to another app store or website).
- Rent, lease, lend, sell, redistribute, or sublicense the App or any portion of it. The App is licensed, not sold, to you; you have no right to further transfer the App to any third party (and if you sell or give away your Device, you must remove the App first).
- Use the App in any manner that violates the Usage Rules or other portions of the App Store Terms of Service, or in violation of any applicable law or regulation.

This license will also govern any **updates or upgrades** to the App provided by Detector Studio that replace or supplement the original App, unless a separate license is provided with such update, in which case the terms of that separate license will govern.

#### **4. Subscription and Content Access**

The App is provided to you free of charge, but access to most Content within the App requires a purchase (either a Subscription or One-Time Purchase, as defined in the Terms of Use and Section 1 above). The terms governing purchases, subscription auto-renewal, cancellation, and refunds are detailed in Section 4 of the Terms of Use (Subscription and Purchases) and are incorporated herein by reference. By entering this EULA, you acknowledge and agree to those purchase terms as well.

Key points include:

- **Auto-Renewing Subscription:** If you opt for the monthly Subscription, you understand it will automatically renew each month and you will be charged through your Apple account unless you cancel according to Apple's procedures (turning off auto-renewal at least 24 hours prior to the period's end).
- **License Conditioned on Payment:** Your license to access subscription-only Content is conditional upon timely payment of the subscription fee. If a subscription payment is missed, declined, or if you cancel your subscription, your license to access the subscription-exclusive Content will lapse at the end of the last paid period. We may, at our discretion, allow a short grace period for renewal, but are not obligated to.
- **One-Time Purchases:** If you purchase individual episodes or series, you are granted a permanent license to access those specific pieces of Content within the App, even if your subscription lapses (or if you never had one). This license remains

as long as this App and Content are made available by us. Detector Studio reserves the right to remove or modify content for legal or business reasons, but will endeavor to allow you continued access or a reasonable replacement/compensation if content you purchased outright becomes unavailable (subject to our Content removal rights in Section 5 below).

- **No Transfer of Purchases:** Purchases are tied to your Apple ID and ReelTale account. You cannot transfer purchased content licenses to another person or another account. However, you may access your purchases across multiple devices you own via your Apple ID login.
- **Geographic Restrictions:** The availability of Content might vary by region due to licensing restrictions. The Subscription license grants you access to all content your account is entitled to **in your region**. Using the App in a region outside of where you purchased content may result in some content being unavailable (for example, if certain episodes are not licensed for viewing in another country). Such restrictions are controlled by content licensing agreements and/or App Store territory rules and are not considered a breach of this EULA by Detector Studio.
- **Internet Requirement:** As noted, an active Internet connection is required to stream content. This EULA does not grant you rights to any offline copy of the content unless we explicitly enable a download feature for offline viewing (which, if provided, will still be encrypted and only accessible within the App). You acknowledge that lacking connectivity will hinder your ability to use the licensed content, which is a known condition of the service, not a breach of any warranty.

## 5. Content and Service Availability

Detector Studio reserves the right to add, modify, or remove Content, features, or functionality of the App at its discretion. This EULA licenses the App and current Content to you, but does not guarantee that any particular Content will remain available indefinitely.

- **Content Updates:** We may periodically add new series or episodes to ReelTale, to which active subscribers will have access at no additional charge (as part of their Subscription), and which other users may purchase. Conversely, we may remove or make unavailable certain Content (e.g., if licensing rights expire, or if we decide to retire older content). If you have individually purchased content that is later removed from general availability, we will attempt to allow continued access for you (e.g., not removing it from your library), or offer an alternative solution (such as a refund or replacement content) if continued access is infeasible.
- **Feature Changes:** We may introduce new features or discontinue existing features. For example, we might introduce a new content recommendation system or remove a less-used social sharing feature. Such changes are part of the evolving nature of the software. This EULA applies to the App as updated. If a change affects your rights or usage in more than a minor way, we will notify you (per the Terms of Use change provision) and if necessary obtain your consent when required (for example, if a new feature involves new data collection, we'd update our Privacy Policy and possibly ask consent).

- **Service Termination:** While we currently plan to continue offering and supporting ReelTale, Detector Studio reserves the right to discontinue the App and service in the future. If we decide to terminate the service entirely, we will provide notice to users. For subscribers, we will stop further billing and, if appropriate, refund any pre-paid but unused subscription fees (or provide equivalent content offline if possible). This EULA will terminate upon service termination, except for provisions that by their nature should survive (e.g., limitations of liability, governing law). Apple has no obligation to refund any fees; such refund requests must be directed to Apple, but we will cooperate or instruct Apple to ensure fair treatment in line with our policies stated here.
- **No Guarantee of Compatibility:** Over time, operating system updates or new device models may affect the compatibility of the App. Detector Studio will try to keep the App updated for new iOS versions and devices, but we cannot guarantee support for all future OS updates or devices. If we eventually stop supporting the App on older devices or OS versions, we'll try to announce it. Running the App on an unsupported or jailbroken device is a violation of this EULA and at your own risk (we are not responsible for malfunctions on modified platforms).

## 6. Maintenance and Support

As the provider of the App, Detector Studio is solely responsible for providing any maintenance and support services with respect to ReelTale, as specified in this EULA or as required under applicable law. Apple has **no obligation** to furnish maintenance or support for the App.

- If you have any issues with downloading, installing, or using the App, or if the App is not functioning as intended, you should contact Detector Studio (using the contact information provided in Section 14 of this EULA) for support. We will make commercially reasonable efforts to respond to support requests and address issues.
- **Software Updates** (as mentioned in Section 8 of the Terms of Use): We may provide updates from time to time, which may be required to maintain compatibility, introduce security patches, or add/remove features. It is your responsibility to install App updates in a timely manner. Failure to update may result in security vulnerabilities or inability to access certain features or Content. We are not liable for issues arising from your failure to install the latest version of the App.
- Notwithstanding the above, if any maintenance or support for the App is required by applicable law, we, Detector Studio, are obligated to furnish such maintenance/support, and Apple is explicitly disclaimed from any such obligation.

## 7. Warranty and Warranty Disclaimer

**Detector Studio warrants** that the Licensed Application, when downloaded and used in accordance with this EULA and on a compatible Device, will perform substantially as described in its accompanying documentation (e.g., the App Store description and these terms) and that the App is provided in a professional manner and free from known malware

at the time of your download. However, to the maximum extent permitted by law, the following disclaimers also apply:

- **No Other Warranties:** Except for the express limited warranty above, and to the extent not prohibited by law, the App and Content are provided **“AS IS”** and **“AS AVAILABLE”** with all faults and without any additional warranty of any kind. Detector Studio and its licensors hereby disclaim all other warranties, either express, implied, or statutory, including but not limited to implied warranties of merchantability, satisfactory quality, fitness for a particular purpose, accuracy, quiet enjoyment, and non-infringement of third-party rights. We do not warrant that the App will meet your requirements, that operation of the App will be uninterrupted or error-free, or that defects will be corrected. No oral or written information or advice given by Detector Studio or its authorized representatives shall create any warranty.
- **Consumer Rights:** If you are a consumer, you may have certain rights under your local laws that cannot be excluded. This warranty disclaimer is subject to those rights. In the UK, for example, you have statutory rights in relation to digital content that is faulty or not as described; this EULA does not override those rights.
- **Device and Platform Warranty:** You acknowledge that the warranty here covers only the App itself as provided by Detector Studio. Any device or OS-specific issues are not warranted by us (your device manufacturer or OS provider might have its own warranties). Also, Apple has disclaimed all warranties for the App; in the event of any failure of the App to conform to any applicable warranty you have by law, you may notify Apple, and Apple’s only obligation will be to refund the purchase price (if any) you paid for the App itself. Since the App is free, there is typically no purchase price; for in-app purchases or subscriptions, Apple’s media services terms govern any refund eligibility. Apple, to the fullest extent permitted by law, will have no other warranty obligation whatsoever with respect to the App, and any other claims, losses, damages, or expenses attributable to any failure of the App to conform to any warranty are Detector Studio’s responsibility.
- **Open Source and Third-Party Code:** If the App includes any open-source components or third-party software, those are provided “as is” and subject to their own licenses. This EULA does not extend any warranty to any such third-party code beyond what is expressly provided by Detector Studio.

## 8. Product Claims

Detector Studio, as the developer and provider of ReelTale, is solely responsible for addressing any claims by you or any third party relating to the App or your possession and/or use of the App. This includes, but is not limited to:

- **Product Liability Claims:** Any claim that the App failed to meet any applicable legal or regulatory requirement, or caused personal injury or property damage (to the extent such liability is not otherwise disclaimed in these terms), is the responsibility of Detector Studio.
- **Consumer Protection or Legal Compliance Claims:** Any claim that the App does not conform to any consumer protection law or other legislation (such as data

protection or privacy laws, or accessibility requirements) will be handled by Detector Studio. We aim to ensure our App complies with all relevant laws in the regions we distribute it. If you have any concerns regarding legal compliance, please contact us.

- **Intellectual Property Claims:** If a third party claims that the App or your use of the App infringes that third party's intellectual property rights (e.g., copyright or patent infringement allegations), Detector Studio will be solely responsible for the investigation, defense, settlement, and discharge of any such claim of IP infringement, as detailed in Section 9 below.

You agree to contact Detector Studio regarding any such claims and not Apple. Apple has no responsibility for addressing these claims beyond any role as a channel of communication. Detector Studio's contact information for such claims is provided in Section 14 of this EULA.

## 9. Intellectual Property Rights and Third-Party Infringement Claims

All intellectual property rights in the App and its Content are, as between Detector Studio and you, owned by Detector Studio and/or its licensors (see Section 7 of the Terms of Use). This EULA does not transfer any intellectual property to you, except for the limited license to use the App and view Content as provided.

If the App or Content is alleged by a third party to infringe their intellectual property rights (for example, if someone claims that one of our AI documentaries violates their copyright or trademark), the following applies:

- **Detector Studio's Responsibility:** Detector Studio will be responsible for handling any such intellectual property infringement claim. This means we will investigate the claim, and if it has merit, either defend against it or seek to resolve it (for instance, by removing or altering the infringing material, or by obtaining a license for its continued use). We may also choose to settle the claim if appropriate. Apple has no obligation or responsibility for addressing these IP claims beyond informing us if they become aware of them.
- **Your Cooperation:** If the claim arises from your misuse of the App (for example, you used the App to do something that infringes someone's IP, outside the scope of what the App is intended for), then under the indemnity section of the Terms of Use you might be responsible for costs arising from that misuse. However, if the claim is about the App's intended content or features, that is Detector Studio's responsibility. We may request your reasonable cooperation in defending any claim (for example, providing information on how you used the App if relevant), but at our expense.
- **Limitations:** In the unlikely event that an IP infringement claim prevents your lawful use of the App or any significant part of its content, Detector Studio will either (a) secure the rights for you to continue using the App/Content, (b) replace or modify the App/Content to make it non-infringing (while maintaining substantially similar functionality or value), or (c) if options (a) and (b) are not feasible, terminate your license for the affected App/Content and (in the case of paid content) provide an appropriate refund for the value of the affected Content. This is generally in line with what's expected under intellectual property remedies and consumer protection law. This clause does not limit our disclaimers or liability limits elsewhere, but is intended

to clarify how IP claims would be addressed.

## 10. Legal Compliance

By using the App, you represent and warrant that:

- **Export and Sanctions Laws:** You are **not located in a country that is subject to a U.S. Government embargo**, or that has been designated by the U.S. Government as a “terrorist supporting” country. (As of the date of this EULA, examples might include countries like North Korea, Iran, or others under comprehensive U.S. embargoes.)
- **Denied Parties:** You are **not listed on any U.S. Government list of prohibited or restricted parties**. This includes, for example, not being on the U.S. Treasury Department’s Specially Designated Nationals (SDN) list or the U.S. Commerce Department’s Denied Persons List or Entity List.
- **UK/EU Sanctions:** Similarly, you are not located in a country under United Kingdom or European Union embargo sanctions, nor are you a person prohibited under UK/ EU sanctions regulations.
- **Compliance with Local Laws:** You will use the App in compliance with all applicable laws and regulations. For example, if local law in your country restricts usage of certain encryption software or streaming content, you must abide by those laws. Detector Studio does not authorize use of the App in any jurisdiction where it would not be lawful.

If you become subject to such a restriction during the term of this EULA (for instance, if you move to a sanctioned country or are placed on a restricted list), you must discontinue use of the App. Detector Studio may terminate this EULA and your use of the App without notice if we determine you are in violation of this section.

## 11. Third-Party Terms of Use and External Services

The App may make use of or interact with third-party services or software that have their own terms of use. For example:

- If the App integrates a streaming video player or cloud service API, your use of those features may be subject to the third party’s terms (though often this will be transparent).
- Using “Sign in with Apple” means you also agree to Apple’s terms for that authentication service.
- If we enable any feature where you share content to another platform (like sharing a link to Twitter or Facebook), your use of those external platforms is governed by their terms.



You agree to comply with any applicable third-party terms when using the App. For instance, if you use the App to stream content over a cellular network, you must not violate your wireless carrier's terms of service. Detector Studio is not responsible for your violation of third-party terms.

Additionally, the App itself may contain links or references to external websites or services (such as a link to Detector Studio's website for support, or to a social media page). Such links are provided for convenience, and Detector Studio is not responsible for the content or availability of those external services, nor does inclusion of a link imply endorsement.

## **12. Third-Party Beneficiary (Apple)**

As stated earlier, Apple and Apple's subsidiaries are **third-party beneficiaries** of this EULA. This means that, if you fail to comply with any of the terms of this EULA, Apple has the right to enforce this EULA against you (as if Apple were a party to this EULA).

For example, if you use the App in a way that violates the Usage Rules or infringes Apple's intellectual property, Apple could theoretically step in to ensure the EULA is enforced. However, subject to that, no other third party has rights under this EULA.

You also acknowledge that Apple, and Apple's subsidiaries, upon your acceptance of this EULA, have the right (and will be deemed to have accepted the right) to enforce this EULA against you as a third-party beneficiary.

## **13. Termination of the EULA**

This EULA is effective from the first date you download or use the App and will continue until terminated by you or Detector Studio.

- **Your Termination:** You may terminate this EULA at any time by permanently deleting the App from all your devices and discontinuing use of the App. If you have an active Subscription, you should also cancel the subscription via Apple to avoid further charges (simply deleting the App does not automatically cancel subscription billing).
- **Termination by Detector Studio:** Detector Studio may terminate this EULA and your rights hereunder if you fail to comply with any terms of this EULA or the incorporated Terms of Use. No notice may be required in such case, though we will attempt to notify you of the termination by some means (e.g., via email or through the App upon next attempt to use). Detector Studio may also terminate this EULA if we cease to support the App (as discussed, if the service is discontinued). In case of a material breach by you (e.g., you're found hacking the app, infringing content, or violating Section 10 on legal compliance), your license can be immediately revoked.
- **Effects of Termination:** Upon termination of this EULA for any reason, you shall cease all use of the App and destroy all copies, full or partial, of the App. Your rights to access Content will cease (especially for subscription content; for one-time purchases, if we terminate due to your breach, you might also lose access as that is part of license termination). Sections of this EULA that by their nature should survive termination (such as Disclaimer of Warranties, Limitation of Liability, and Governing Law) will survive. If termination occurs, you are not entitled to any refunds except as

provided under the Terms of Use or as required by law or Apple's policies. For instance, if we terminate the service entirely without cause on your part, we would refund remaining subscription periods as stated. If we terminate because of your breach, generally no refund is due for any remaining subscription period.

- **No Waiver:** Termination for breach is not an exclusive remedy; we reserve all other rights and remedies under law for your breach of any term of this EULA.

#### 14. Contact Information

If you have any questions, complaints, or claims regarding the ReelTale App or this EULA, or need to contact Detector Studio for any reason, you may reach us at:

- **Detector Studio Limited** (ReelTale Support)
- Address: Ibex House, 61 Baker Street, Weybridge, Surrey, KT13 8AH, United Kingdom
- Email: [contact@detector.studio](mailto:contact@detector.studio)

We prefer communication via email for prompt response, but you may send written correspondence to our office address if necessary. Please include, in any correspondence, the details of your issue or inquiry, and your contact information. If you are contacting us regarding a warranty claim or technical issue, providing detailed information about the problem (screenshots, device model, steps to reproduce the issue) will help us assist you more effectively.

For the avoidance of doubt, **any end-user questions or disputes about the App should be directed to Detector Studio, not to Apple.** Apple's role is just to provide the marketplace; we handle support and issues directly.

#### 15. Governing Law and Dispute Resolution

This EULA is governed by the **laws of England and Wales**, excluding its conflicts of law principles. This mirrors the governing law set forth in the Terms of Use. If you reside outside the UK, and mandatory laws in your country of residence provide for a different governing law or certain protections under local consumer laws, those may apply as relevant.

Any disputes arising from or relating to this EULA will be subject to the jurisdiction of the courts of England and Wales, as described in the Terms of Use's Governing Law section. We encourage you to contact us first to attempt to resolve any issue amicably.

#### 16. Miscellaneous

- **Entire Agreement:** This EULA, together with the Terms of Use and Privacy Policy, constitutes the entire agreement between you and Detector Studio relating to the licensing and use of the App and supersedes all prior or contemporaneous understandings regarding such subject matter. However, this EULA is specifically drafted to comply with Apple's required terms for app licenses; in interpreting this EULA and the Terms of Use together, our intent is that they are consistent. Any

ambiguities shall be interpreted in a manner that is lawful and enforceable, reflecting the parties' intent to comply with Apple's policies and applicable law.

- **Severability:** If any provision of this EULA is held to be invalid, illegal, or unenforceable by a court of competent jurisdiction, that provision shall be enforced to the maximum extent permissible and the remaining provisions shall remain in full force and effect. For example, if a court finds the limitation of liability in this EULA unenforceable, the rest of the EULA remains valid, and only that specific clause would be adjusted to the extent necessary by law.
- **No Waiver:** Detector Studio's failure to enforce any right or provision of this EULA will not constitute a waiver of future enforcement of that right or provision. The waiver of any such right or provision will be effective only if in writing and signed by an authorized representative of Detector Studio.
- **Assignment:** You may not assign or transfer your rights or obligations under this EULA to any other party without prior written consent from Detector Studio. Any attempted assignment without consent is void. Detector Studio may assign this EULA or any rights herein without your consent in connection with a merger, acquisition, corporate reorganization, or sale of all or substantially all of our assets, or by operation of law. This EULA will bind and inure to the benefit of the parties, their successors, and permitted assigns.
- **Third-Party Software Notices:** If the App includes open-source components or other third-party software notices (typically available in an "Acknowledgments" section within the App or documentation), those notices are provided for informational purposes. Your use of those components is subject to the respective licenses, not to any warranty under this EULA.
- **Headings:** Section titles and headings in this EULA are for convenience only and have no legal or contractual effect.

By using the ReelTale App, you acknowledge that you have read this EULA, understand it, and agree to be bound by its terms. Thank you for using ReelTale – we hope you enjoy our AI-driven documentary series and have a great experience with our app!