

Affinity Terms of Service

We believe that all of us should have the ability to share ideas and information to other people instantly, without any barriers. In order to protect the experience our end user will have we have created this *Terms of Service* to create limitations in order to control end user’s behaviour. These *Terms of Service* are between You and Affinity. These *Terms of Service* will govern your access to and end use of our services, including our website, application, email notifications, ads and commercial services that link to these *Terms*, and any information, text, images, video, audio or other materials uploaded, downloaded or appearing on the *service*. By using our *Service*, you are expressing your agreement on these *Terms of Service*.

1. Who May Use the Service

Affinity has some restrictions, users can use our *Services* only if you agree this contract with Affinity and are not a person under the laws of the applicable jurisdiction, in this case its 18 years old. If you accept these *Terms of Service* and it results you do not meet the age limit, then Affinity will deactivate your account and the applicable laws will be applied.

1. Privacy

Our *Privacy Policy* (URL of privacy in our website) states how we are handling your information. We are using RSA cryptosystem, using public keys to encrypt data and using a different key to decrypt, private key. Accepting these *Terms of Service,* you consent Affinity to collect your information and data, and using our encryption algorithms to secure the data in our database. All the information and content you provide will be store in our database, but only the encrypted version.

Users can log to Affinity using Facebook or LinkedIn accounts, Affinity will have the right to access your data in those corresponding social networking sites and process them using Indra, an efficient library and service to deliver semantic relatedness in our Natural Language Processing (NLP) function. Affinity will have the right to access your Global Positioning System (GPS) network in order to provide the customer experience Affinity desires.

1. Content on the Services

You are responsible for every information and content you upload to Affinity, all stated in this *Terms of Service*, therefore you should upload content that you feel comfortable sharing with other users. As EU GDPR states the user have the rights to any Content they display, post or submit through our *Services* – you own all your content. Affinity has the right as stated in section 7.3 to deactivated Users or delete Content if the user violates our User Agreement, or if any copyright violation.

1. Your Rights

You, the user, has the right of any content they submit into our system, we do not claim ownership of your data. Every data uploaded into our database you grant us non-exclusivity, royalty-free licence to use (publish), process and display in all distribution methods. This license authorises the user to chat through our built-in chat system.

1. Your License To Use the Service
2. Affinity´s Rights
3. Content Boundaries and Use of Affinity
   1. Intellectual property

Affinity respects the intellectual property rights of others and expects users agreeing our *service* to do the same. Affinity is its own trademark, we reserve the right to deactivate accounts or take appropriate action, comply with applicable law, if someone´s trademark (brand) is used in a manner which affects Affinity´s or confuse users about Affinity´s use. We will also take appropriate action if someone makes copyright infringement. You can read more about copyright in section \_\_.

7.2 Spam and Security

Affinity protects end users from spam or any malware, such as phishing or fake accounts. You may not for example publish or link to any false or malicious content which could damage Affinity or users, if this is the case you have not obeyed our *Service* and therefor your account will be deactivated as section 8 describes. Using our chat and services for spamming purposes will also state in deactivating your account.

* 1. Abusive Behaviour

Affinity has a build in chat where we connect you with another user which matches your character through our Semantic Similarity Natural Language Processing function, Indra. We believe our users should have freedom to communicate with other users which match to them, but Affinity will not tolerate any *Violence, Physical harm, Abuse, Hateful conduct* or any behaviour which fears user´s voice, will respond clear and complete notices of this inappropriate behaviour, users will have the ability to report any abusive behaviour and Affinity will take control of the situation.

1. Ending These Terms

The user may end the legal agreement with Affinity at any time, known as Data Erasure. You only need to deactivate your account and ending your use of Affinity (insert link of the webpage where you can deactivate your account). Article 17 on the *EU General Data Protection Regulation* states how users have the right to be forgotten if desired, erasing data relevant to their profile which can be processed.

We can also suspend or delete your account if you are not Up-To-Date with our latest *Terms of Service*. Another reason for your account being deleted is if you don’t apply Section 7 of this *Terms of Service*, first we will reach to our end user and notify them, using our email notification system, how they have broken our *Terms of Service* which our user had to agree in order to use our *Service*.

1. General Terms

These will be updated from time to time. The changes are because of legal reasons normally. We will notify you, using email notification, with our new *Terms of Service,* which you have to agree in order to continue using Affinity. We need your express agreement to our *Terms of Service* ever time there is a new version.