

Terms of Use

Last updated 08. August 2025

1. Scope and Parties Applicability and Legal Framework

These Terms of Use ("Terms") apply to the use of Aurora Analytics' services by businesses. Aurora Analytics (hereinafter referred to as "Aurora", "Aurora Intelligence", "AA", "we", or "us") is operated by Aurora Intelligence AG, Zentralstrasse 162, 8003 Zürich, Switzerland. These Terms are governed exclusively by Swiss law. We do not accept any conflicting terms from users unless agreed in writing.

2. Services and Third Parties Service Description, External Providers, and Beta Access

2.1. Services

Aurora Analytics offers a software platform for AI-driven marketing and visibility analytics. We may change or improve the Service as needed. Certain services may depend on third-party providers and are subject to their own terms. Aurora Analytics is not responsible for external providers' performance.

2.2. Beta version

We may occasionally provide access to beta features. These are offered "as is," may be modified or discontinued at any time, and are used at your own risk.

2.3. Service Modifications

Aurora Analytics may make reasonable changes to the Service (e.g. to improve performance or comply with laws) provided such changes do not eliminate core features of the Service. We will inform you of any material changes in a timely manner.

2.4. No Guaranteed Results:

Unless otherwise agreed, Aurora Analytics does not guarantee specific outcomes or results from using the Service.

3. Account Use and Responsibilities

You agree to use the Service only for lawful business purposes and to maintain confidentiality of your login credentials. Any misuse, including attempts to reverse-engineer or abuse the Service, may result in suspension or termination.

4. Intellectual property

All intellectual property rights in the Aurora Analytics Service (including the software, algorithms, models, and documentation) are and remain the exclusive property of Aurora Intelligence AG. We merely grant the Customer a limited, non-exclusive, non-transferable right to use the Service during the term of the contract for the Customer's internal business operations, in accordance with these Terms.

5. Data protection

For information on how we collect, use, and protect your personal data, please refer to our Privacy Policy, available at <https://www.aurora-intelligence.tech/privacy-policy>.

6. Fees and Payment Pricing, Invoicing, and Payment Terms

Fees are based on the agreement or order form. All prices are net of VAT. Invoices are payable within 14 days. In case of late payment, Aurora Analytics may charge interest at the statutory rate under Art. 104 of the Swiss Code of Obligations (5% p.a.) and may suspend access after appropriate notice.

7. Termination and Cancellation Cancellation Rights, Notice Periods, and Effects

You may cancel:

- Monthly plans: anytime, effective at the end of the current billing cycle.
- Annual plans: with 30 days' notice before the end of the term.
- Open-ended agreements: with 30 days' notice to the end of a calendar month.

Aurora Analytics may terminate the agreement for cause, such as serious breach of contract or non-payment. Upon termination, your access will be deactivated and data deleted unless retention is required by law.

8. Liability Limitations and Legal Responsibilities

Aurora Analytics is liable for intent and gross negligence, and for damages related to life or health caused by negligence. In all other cases, liability is limited to breaches of essential contractual obligations.

9. Governing Law and Jurisdiction Applicable Law and Venue

These Terms are governed by Swiss law, excluding conflict-of-laws rules and the CISG. Jurisdiction for disputes is Zurich, Switzerland.

10. Indemnity

The Customer shall indemnify and hold Aurora Intelligence harmless from any third-party claims arising out of the Customer's unlawful use of the Service or breach of these Terms, to the extent the Customer is responsible for such breach.

11. Imprint

Provider

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Contact

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Authorized Representative

Julius Schulte